



Interim Evaluation Report on the "Legacy & Sustainability Strategy" of Paris 2024

Strategic focus "Building the Social and
Environmental Legacy of Paris 2024"

Full report — November 2023



Foreword

Paris 2024's Legacy & Sustainability strategy is built on two strategic pillars: the first "Delivering More Responsible Games" and the second "Building the Social and Environmental Legacy of the Paris 2024 Games".

Whilst each of these two pillars will be the subject of an evaluation, this first evaluation report focuses solely on strategic pillar 2, 'Building the Social and Environmental Legacy of the Paris 2024 Games'.

The evaluation of strategic pillar 1, 'Delivering More Responsible Games', will be carried out as part of a dedicated report to be published in the second quarter of 2024.

Editorial from the Supervisory Evaluation Committee



HOLGER PREUSS

— Chair of the Supervisory Evaluation Committee

« The Supervisory Evaluation Committee of the social and economic impact and legacy of the Paris 2024 Organising Committee for the Olympic and Paralympic Games is the result of a collaboration between the International Olympic Committee (IOC), The Organisation for Economic Co-operation and Development (OECD) and the Organising Committee of the Olympic and Paralympic Games of Paris 2024. The Supervisory Evaluation Committee is composed of nine experts¹, from both the host country (France) and from a range of international organisations across universities, government and sporting bodies respectively, who between them bring a wealth of skills and experience in the delivery and evaluation of major events and their impacts and legacy. The supervising committee has been convened both virtually and in person and has been briefed in detail on the evaluation plans of the Paris 2024 Organising Committee on social topics, considering

the methodologies applied, the research questions, proposed indicators, and the overall approach to the Games evaluation.

The supervising committee's role has been as a 'critical friend'; to act as a sounding board and to review the evaluative approach independently and constructively, bringing our collective experience and expertise to bear and offering suggestions to ensure that the final result is a robust and credible consideration of the impacts of Paris 2024 (projects within the scope of the evaluation). The Supervisory Evaluation Committee is neither responsible nor directly involved in decision-making around the projects, the evaluation, or in the delivery of this report. However, the committee would like to emphasise the outstanding cooperation with Paris 2024 and the evaluators and the transparency with which the evaluation process has been conducted.

¹ See detailed composition in Appendix B.

Over the course of the last 12 months, the supervising committee has met twice, both online and in person, to oversee the evaluation process, discuss the approaches used, respond to the questions and concerns of the group of evaluators and recommend adjustments to the report or the methodologies used. This has included a consideration of the definitions of major event legacy and how these should best be applied to the projects. In-depth consideration was also given to the 17 selected indicators for this evaluation and the 4 chosen priority indicators², with discussions for the evaluation to strike the right balance between being sufficiently broad for the wide range of projects in scope: whilst also remaining accessible to readers and a focused, credible and evidence-based academic study.

The supervising committee is in agreement that the final 17 indicators selected are capable of demonstrating to a reasonable extent the social and economic legacy and impact of the Paris Games, if not the full breadth of impacts such an event will have. Paris 2024 and its Endowment Fund have commissioned and funded a great many important projects in support of their legacy goals, demonstrating their significant commitment to ensuring the Games will have a lasting impact in 2024 and beyond. This report sets out Paris 2024's ambitions and commitments for the event's legacy; the evaluation naturally requires some time for the desired impacts to be evidenced, but the committee is confident that the projects and initiatives underway have the potential to deliver significant social and economic value for France and the host territories. Further post-Games reports will be needed to robustly evidence these hoped-for longer-term impacts.

It has been a particular focus and constant priority of the supervising committee to ensure that causality is always considered. It is vital to separate out any impacts measured and to be sure that these represent genuine additionality and change for the citizens of Paris and the French population that would not have been possible without the Olympic and Paralympic Games. The supervising committee has been clear that methodologies employed in relevant studies must take this into account.

The following report sets out the Paris 2024 Organising Committee's framework for social and environmental impact as well as early findings and outputs of projects within scope. It was developed by the Centre for Law and Economics of Sport (CDES) in Limoges, Pluricité and Phare Agency and commissioned by the Paris 2024 Organising Committee for the Olympic and Paralympic Games. The Supervisory Evaluation Committee thanks them for their constructive collaboration in this work. >>



² See the list of indicators in Appendix C.

Editorial from the Evaluation Group

« This evaluation report was produced by a group of evaluators made up of experts from the Centre for Law and Economics of Sport (CDES) in Limoges, the Pluricité group and the Agence Phare concerning the social legacy of the Paris 2024 Games. The firms Ipa-ma and Sport 1.5 completed this evaluation with elements relating specifically to the intangible environmental legacy.

This first evaluation report is part of the evaluation process for the Legacy & Sustainability strategy voluntarily put in place by the Paris 2024 Games Organising Committee. It is the first stage in an evaluation process that will see two other reports produced one year (2025) and then five years (2029) after the Paris 2024 Games. For this reason, this report should be taken for what it is: an interim report, drawn up 'along the way', and not as a final report. It should also be emphasised that this report focuses solely on Pillar 2 of the Legacy & Sustainability strategy, which aims to "Build the Social and Environmental Legacy of the Paris 2024 Games". Pillar 1, which aims to "Deliver more responsible Games", will also be assessed in a report to be published at the beginning of 2024, thus providing a complete interim assessment of the two pillars of the Legacy & Sustainability strategy.

In this report, the reader will find a wealth of information describing and analysing the main actions deployed as part of the Legacy & Sustainability strategy, based on initial implementation data. These actions have not yet been completed and their evaluation remains provisional. The report identifies indicators for assessing outputs and of the initial outcomes and impacts, completed where possible. Subsequent reports will update and supplement the indicators as the initiatives are rolled out, gradually building up an overall picture of the socio-economic impact of the Paris 2024 Games on France, its people and its regions.

At this stage of the study, the proposed analysis highlights the ripple effect created by the Games by illustrating that the Legacy & Sustainability strategy is based on the deployment of a very large number of actions (some directly supported and driven by the Paris 2024 Organising Committee, others supported by the Games' stakeholders that will have been implemented, accelerated or strengthened as a result of the Games), experiments, initiatives, collaborative methods and processes, making the evaluation exercise extraordinarily dense and complex.

The evaluators would like to highlight the excellent conditions under which the consortium worked on this evaluation assignment. On the one hand, thanks to the transparency of Paris 2024 and its stakeholders, who provided all the information and data required for the work. Secondly, thanks to the independence and autonomy with which the team has been able to enjoy over the last 12 months. .

The authors of this report would like to extend their warmest thanks to the members of the Supervisory Evaluation Committee, the French and international academic and technical experts who supervised the work. Thanks to their recognised expertise, their regular collaboration, their proofreading and their constructive and pertinent criticisms, they were able to provide us with useful advice and contributed to reinforcing the rigour with which we carried out our mission. >>

About the Evaluation Group

Centre for Law and Economics of Sport, Limoges (CDES)

Since its creation in 1978, the Centre de Droit et d'Economie du Sport (CDES) has utilised a transversal, multi-disciplinary approach (law, economics, management) with a view to contributing to the professionalisation of the sports sector and supporting those involved. CDES strives to reconcile academic rigour with adaptation to the challenges faced by those involved in sport, through immersion as a player in the sports movement and public sports institutions. It develops numerous research and consultancy activities, training courses and publications, making it a national and international reference in the sector. As part of its research work in the field of sport, the CDES has collaborated with a large number of organisations in the French and international sports movement including in the public sector (European Commission, French government, local authorities). In particular, it has developed considerable expertise in analysing the economic and social impact of sport and sporting events.



<https://www.cdes.fr>

Pluricité

Founded in 2004, Groupe Pluricité is a consultancy specialising in impact assessment and measurement, and is recognised as a socially responsible enterprise. Its aim is to enhance the effectiveness and usefulness of public action. The firm has over 1,000 references in evaluation and impact measurement assignments, at all territorial levels, in the fields of social inclusion, solidarity, education and youth, health, development aid and sport, which incorporates on the one hand, the need for rigorous methodologies to provide decision-makers and managers with the best possible 'evidence' of the effects of public action, and on the other, the ambition of an informed exchange between all stakeholders throughout the evaluation process. Pluricité is actively contributing to the emergence of evaluation as a tool for steering public policies in the service of democracy, as a professional activity in its own right and as a promising field of research. As such, Pluricité places methodological innovation and R&D at the heart of its evaluation and technical assistance approaches. This assessment approach is enriched by a particular sensitivity to issues of consultation and participation with taxpayers, neighbours, residents, users and citizens. For Pluricité, this concern for citizen participation is a profound motivation, dictated by both democratic and managerial imperatives.

pluricité
GROUPE

<https://www.pluricite.fr>

Agence Phare

Agence Phare is a study, consultancy and research agency specialising in the evaluation of public policies, programmes and projects. Since its creation in 2014, it has developed strong expertise in the fields of education, inclusion, gender equality and insertion, particularly in the sport domain of 'sport for development'. Agence Phare uses the creativity and rigour of the social sciences to carry out evaluations and relies on four levels of requirements: prior knowledge of scientific work on the issues addressed, immersion in the field, detailed analysis of change and its factors, and the production of strategic recommendations with operational aims. Agence Phare has also developed considerable expertise in involving the stakeholders in policies and projects (decision-makers, actors in the field, users and citizens) in the co-construction of evaluation indicators and the discussion of recommendations. Agence Phare thus supports ministries, local authorities, foundations and associations in dialogue, decision-making and the construction of innovation and action programmes.

agencephare

(AGENCE DE SCIENCES SOCIALES)

<https://agencephare.com/>

Ipama

With its team of consultants from the worlds of music, culture, sport, tourism and professional events, Ipama works at the heart of event ecosystems to make them more socially responsible. With more than 200 structures supported over the last ten years, Ipama has developed a methodology to help event industry actors develop their Corporate Social Responsibility strategy, enhance their sustainability commitments and reduce their impact. Ipama is also a training organisation that helps industry actors develop their CSR skills.



<https://www.ipama.fr/>

Sport 1.5.

The Sport 1.5 consultancy, created by Maël Besson, assists actors and bodies in the sports sector in drawing up, managing and implementing CSR policies and strategies and in adapting to climate change. Managing environmental assessments, analysing vulnerability to the consequences of climate change, building sector-specific transformation tools, and assisting with structural, business or behavioural changes are just some examples of Sport 1.5's work.



<https://sport1point5.com/>

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01

**Presentation
of
Paris 2024**

1.1

Key figures for the Paris 2024 Games

DIAGRAM N°1:

— Paris 2024 in key figures

4,350

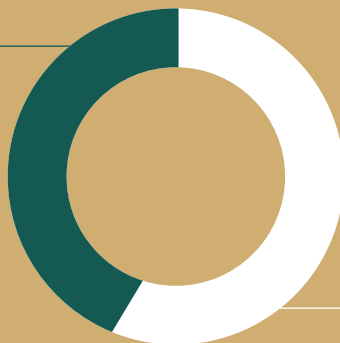
Paralympic athletes

**10,500**

Olympic athletes

22

Paralympic sports

**28**Olympic sports
(+ 4 new ones)**182**

Paralympic delegations

**206**

Olympic delegations



181,100

jobs between 2019 and 2024
linked to the organisation of
the Games

13

MILLION
tickets sold



4

BILLION

television viewers



39

Olympic competition
venues



40,000

meals served each day
at the athletes' village

45,000

VOLUNTEERS

18

Paralympic competition
venues



26,000

**Accredited media
and personnel**



1.2

The role and responsibilities of Paris 2024

As the body **responsible for the organisation, planning, financing and staging** of the Games, the Organising Committee of the Olympic and Paralympic Games of Paris 2024 must comply with the Olympic Charter, the Host City Contract between the IOC, the IPC, the French National Olympic and Sports Committee (CNOSF) and the City of Paris³, and the instructions of the IOC Executive Board. In application of the host city contract, Paris 2024 is notably responsible for:



- **Planning, organising, financing and delivering** the Paris 2024 Games and associated events;
- **Promoting** the Paris 2024 Games in France and internationally;
- **Participating** in actions to ensure the sustainability of the Paris 2024 Games;
- Helping to **maximise the positive impact** of initiatives launched in the run-up to the Games to ensure the legacy of the Paris 2024 Games;
- **Meeting the needs of the media** in order to provide the public with the best possible information on the staging of the Paris 2024 Games;
- **Organising cultural events**, an essential part of the celebration of the Games.

³ In accordance with an agreement signed between the IOC and the IPC, the IPC's interests are described in the "Paralympic Games" section of the host city contract.



When it comes to the sustainability and legacy of the Games, Paris 2024's main role is to act as a catalyst by:

- **Defining and implementing a collective** Legacy and Sustainability strategy;
- **Mobilising** public actors, the sporting movement, the voluntary sector and corporate partners to achieve **shared objectives**;
- **Organising effective coordination** between all actors to synchronise and optimise their contributions;
- **Financing** and securing co-financing to support the emergence, scaling up and replication of social innovation projects through sport thanks to the Paris 2024 Endowment Fund;
- **Proposing** a common framework for measuring the impact of the Games.

DIAGRAM N°2:

— Competition venues master plan



1.3

Paris 2024 stakeholders and actors involved in the organisation of the Games

The organisation of the Games is unthinkable without the **collective mobilisation of an entire ecosystem**. Whatever their roles, responsibilities and levels of commitment to the project, the actors in the Paris 2024 ecosystem are all contributing to the delivery of the Games and their legacy.

Amongst the many actors involved in organising the Games are:

→ **The International Olympic Committee (IOC)**

→ **The International Paralympic Committee (IPC)**

→ **Société de livraison des ouvrages olympiques (SOLIDEO - the organisation tasked with delivering the Games facilities)⁴**

→ **Groupement d'Intérêt Public (GIP - Public Interest Groups) The National Sports Agency (ANS)**

→ **The State and host authorities:**

- **The French State** (under the supervision of the Interministerial Delegation for the Olympic and Paralympic Games and the Ministry of Sport and the Olympic and Paralympic Games)

- **The City of Paris** (Paris City Council)

- **The Île-de-France (Greater Paris) Region Council**

- **Seine-Saint-Denis Departmental Council**

- **Greater Paris Metropolitan Region**

- **The City of Marseille** (Marseille City Council)

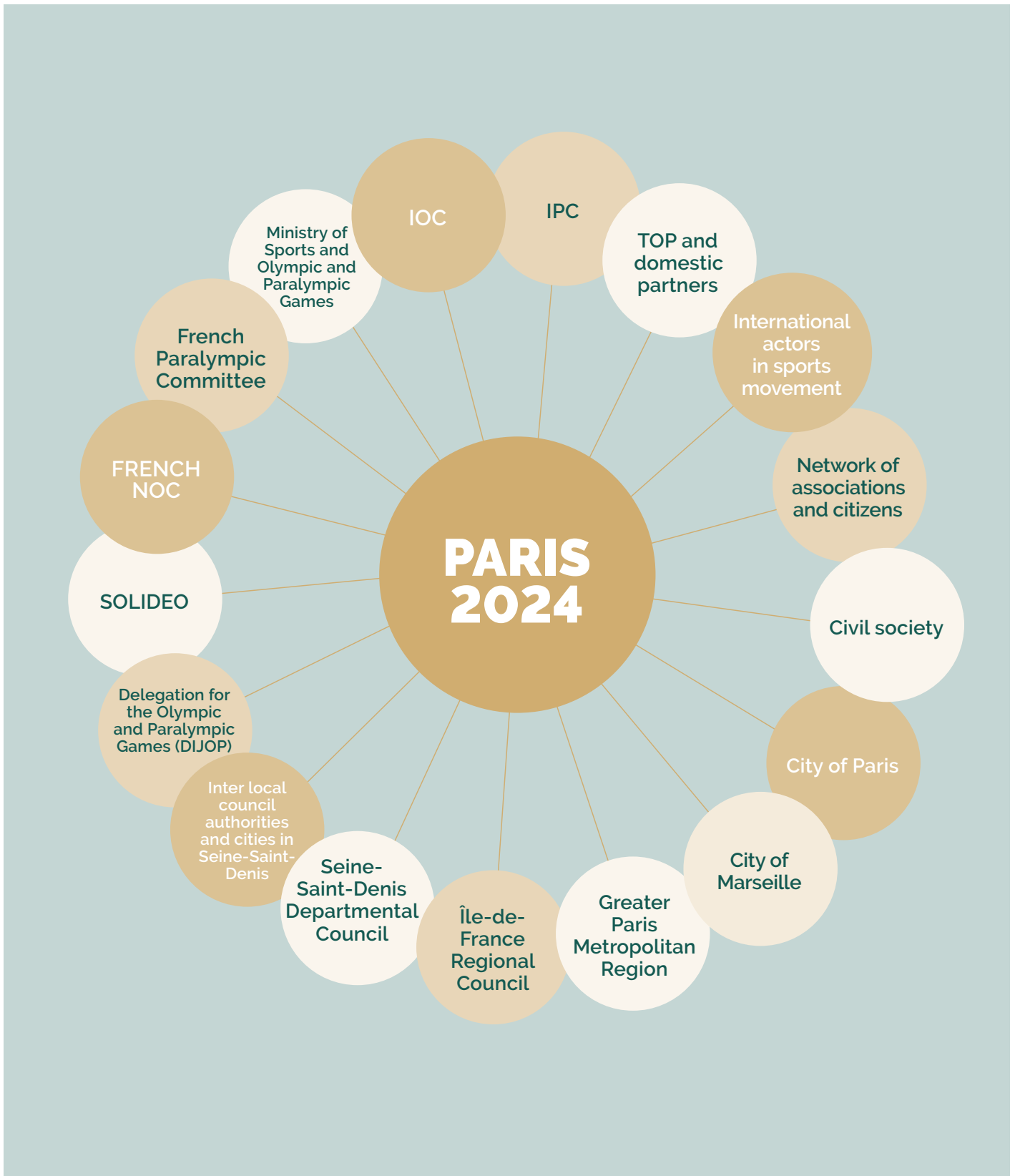
- **Inter local council authorities and cities in Seine-Saint-Denis**

- **Other local authorities hosting competitions in mainland France and Tahiti**

⁴ To find out more about the material legacy of the Games: https://library.olympics.com/network/detailstatic.aspx?RSC_BASE=SYRACUSE&RSC_DOCID=3025605&TIT-LE=L-heritage-materiel-des-jeux-de-paris-2024-solideo&lg=en-GB

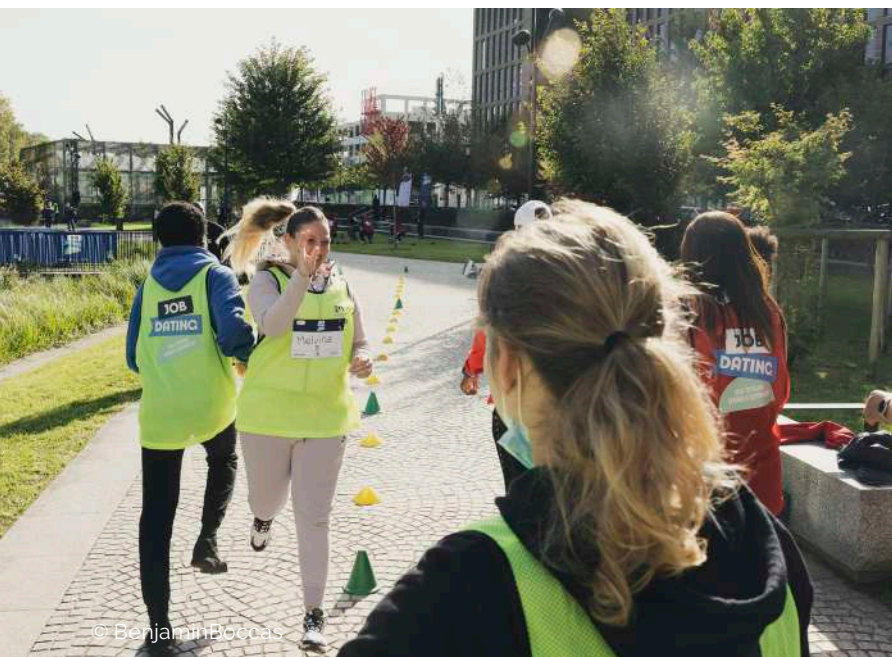
DIAGRAM N°3:

— List of Paris 2024 stakeholders



→ **Actors** in sports movement:

- The **athletes**, represented by the Athletes' Commissions (of the IOC and Paris 2024)
- **The French National Olympic and Sports Committee** (CNOSF)
- **The French Paralympic and Sports Committee** (CPSF)
- **International sports federations**
- **National sports federations**
- **Sports associations and clubs**



→ **Economic actors:**

- **70 corporate partners** committed to the adventure (as of 10/11/2023) - 14 global partners and 56 domestic partners divided into three categories (7 premium partners; 13 official partners; 36 official supporters)

- **Service providers** and **suppliers**

→ **The network of associations and citizens**



Building the legacy of Paris 2024 depends on the collective mobilisation of all these stakeholders. The Legacy & Sustainability strategy is therefore the common framework for this shared ambition, based on the vision of Paris 2024. It must meet a major challenge: to reflect the diversity of stakeholders' priorities in terms of legacy and sustainability whilst ensuring overall coherence and guaranteeing a strong impact. Within this framework, Paris 2024 plays a catalytic role:

- By facilitating effective coordination around shared objectives.
- By encouraging the sharing of best practice and a link between each player's Legacy and Sustainability projects.
- By creating momentum through specific programmes and calls for projects.
- By proposing a common framework for measuring the social and environmental impact of the Games.

02

Methodological approach

The purpose of this methodological foreword is to provide the main keys to understanding the evaluation process⁶, in particular by specifying:

- The scope of the evaluation carried out by Paris 2024.
- The reference framework and the methodology for assessing social legacy.
- The environmental legacy reference framework and methodology
- The choice of the evaluation indicators.

Methodological details on the evaluation process (definition of legacy, objectives, data collection, points to bear in mind, etc.) are also provided in the appendices.⁷

⁶ For more information : <https://medias.paris2024.org/uploads/2022/08/Presentation-of-the-assessment-strategy-of-Paris-2024.pdf>

⁷ See appendix C.

2.1

Scope of the evaluation

The scope of this evaluation is very clear. Indeed, given the very broad scope of the Olympic and Paralympic legacy, not all the direct or indirect effects of the Games will be analysed in this report. The evaluation and this first interim report focus on a clearly defined area: **Pillar 2 of the Legacy & Sustainability strategy**.

2.1.1

A Legacy & Sustainability strategy built around two pillars

The Legacy & Sustainability strategy is based on two pillars:

01 — “Delivering More Responsible Games”

in all acts associated with the organisation of the Paris 2024 Games, with one constant requirement: to ensure that the organisation of the world's biggest sporting event serves the climate, a more circular economy and the environment in general, economic and social development and the improvement of the quality of life in the host territories.

02 — “Building the Social and Environmental Legacy of the Paris 2024 Games”

that puts sport at the service of the individual, society and the planet: raise awareness of the importance of physical activity and sport for health, encourage people to move more and increase access to sport, use sport for pedagogical, educational and civic purposes, use sport to promote inclusion, solidarity and equality, and use the Games as an opportunity to accelerate the ecological transformation of sport.

This strategy has been drawn up taking full account of recommendation 2 of the IOC's Agenda 2020+5.⁸ It is the result of a collective effort initiated and coordinated by the Comité d'organisation des Jeux Olympiques et Paralympiques de Paris 2024 (Paris 2024 Organising Committee for the Olympic and Paralympic Games), which brought together all the actors involved in preparing for the Games (see section 1.3.).

Building the legacy of Paris 2024 depends on the collective mobilisation of all stakeholders. The Legacy & Sustainability strategy is therefore the common framework for this shared ambition, based on the vision of Paris 2024. It must meet a major challenge: to reflect the diversity of stakeholders' priorities in terms of legacy and sustainability whilst ensuring overall coherence and guaranteeing a strong impact.

⁸ For more information: <https://olympics.com/ioc/olympic-agenda-2020-plus-5>. This second recommendation aims to “foster sustainable Olympic Games” by integrating sustainability into all aspects of the Games, promoting the realisation of sustainable benefits for host communities before and after the Games, and optimising the delivery of the Games in partnership with all parts of the Olympic Movement.

2.1.2 An evaluation report focusing on pillar 2: "Building the Social and Environmental Legacy of the Paris 2024 Games".

This Interim Evaluation Report deals only with the second pillar of the Legacy & Sustainability strategy, in terms of both social aspects (education, health, inclusion) and environmental aspects. The first pillar, on the delivery of the Games, will be analysed in a dedicated evaluation report to be published in the second quarter of 2024.



Pillar 2, which aims to build the social and environmental legacy of the Games is based on 4 principal ambitions, which are intended to **place the Games at the service of major social, environmental, and territorial issues**:

- Sport for education.
- Sport for health.
- Sport for inclusion, equality, and solidarity.
- Sport for the environment.

Each pillar has been broken down into objectives and priorities on the basis of which a certain number of programmes have been implemented, either directly or in collaboration with Paris 2024's stakeholders. The aim of the evaluation is therefore to analyse the effects of the actions implemented under the various priorities of the strategy in order to achieve the objectives set. To this end, we have formulated a number of evaluation questions, in conjunction with Paris 2024 and under the supervision of the Supervisory Evaluation Committee. It should be noted that this approach was not applied to the ecological transformation dimension, where the evaluation approach differs from that for the social legacy.

TABLE N°1:

— List of evaluation questions relating to the social legacy of pillar 2 of the Legacy & Sustainability strategy

Ambitions	Objectives	Evaluation questions
<p>sport for education</p> <p>Games that foster engagement and citizenship</p>	<p>Make sport a more integral part of young people's daily lives; encourage the pleasure of learning and success at school; discover the Games and their values; develop civic engagement and social cohesion.</p>	<p>1 — To what extent does the Games help to strengthen the role of sport in schools?</p> <p>2 — To what extent does the Games encourage civic engagement in and through sport?</p>
<p>sport for health</p> <p>The Games to develop sport everywhere and for everyone</p>	<p>Combat sedentary lifestyles, physical inactivity and obesity; improve access to sport in disadvantaged areas; support prevention through sport; make sport a more integral part of healthcare provision.</p>	<p>1 — To what extent does the Games help to develop/finance/accelerate the implementation of measures to combat sedentary lifestyles, and what are the results?</p> <p>2 — To what extent does the Games help to increase physical activity, particularly amongst those who are furthest away from it?</p>
<p>Sport for inclusion, equality and solidarity</p> <p>Games to encourage equality, combat discrimination and promote inclusion</p>	<p>Use sport to promote equality and combat discrimination; encourage social inclusion and professional integration</p>	<p>1 — To what extent does the Games accelerate the development and promotion of the role of sport as a means of inclusion?</p> <p>2 — To what extent does the Games help to encourage greater equality between men and women and combat discrimination in sport?</p> <p>3 — To what extent does the Games help to establish new norms and standards of social responsibility?</p>

The programmes and actions directly supported by Paris 2024 as well as those implemented by the Impact 2024 winners are therefore given priority in the evaluation process presented in this report. Other programmes or actions, led by Paris 2024's stakeholders and part of the Legacy & Sustainability strategy, are also included in the scope of the analysis, provided that an explicit causal link can be demonstrated between their implementation/change in scale and the hosting of the Games.

The link between each action and Paris 2024 is explained at the beginning of each thematic section, with a breakdown analysed according to 3 levels of contribution:

- Action of the Paris 2024 Games Organising Committee.
- Action supported by the Paris 2024 Games Organising Committee.
- Action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee.

Lastly, it should be noted that as the actions supported by Paris 2024 and its stakeholders may take place throughout the country (metropolitan France and overseas territories), the evaluation will not be carried out in a specific geographical area, although particular attention will be paid to certain priority territories, notably Seine-Saint-Denis.



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Seine-Saint-Denis, a priority area

Whilst the actions in the Legacy & Sustainability strategy are intended to be rolled out across the whole of France (metropolitan France and the overseas territories), one area is receiving particular attention: the department of Seine-Saint-Denis (93).

A densely populated, youthful department

Seine-Saint-Denis has a population of almost 1.7 million in 2023, making it the 6th most densely populated department in France, with a very high population density of 6,918 inhabitants/km², just behind Hauts-de-Seine. Seine-Saint-Denis also has the youngest population in mainland France. The under-25s account for 35.6% of the population.⁹ Only Mayotte has a younger population (60.2% under 25).

A cosmopolitan department

The population of Seine-Saint-Denis is also particularly cosmopolitan. Between the arrival of immigrant populations to meet labour needs and the development of housing programmes in the 1960s and 1970s, the department has played, according to INSEE, "a major international reception role on a national scale". The proportion of immigrants has risen considerably since the end of the 1960s, making Seine Saint-Denis the leading French department (excluding Mayotte) in this respect. The proportion of immigrants reached 31.6% in 2021.¹⁰

A department suffering from persistent social problems

Whilst Seine-Saint-Denis has an undeniably dynamic demographic and a young, diverse population, it also suffers from a number of social problems. Unemployment is relatively high: with an unemployment rate of 10.2% in 2022, the department ranks 3rd amongst departments in mainland France. Unemployment specifically affects those with few qualifications, as well as young graduates, making Seine-Saint-Denis particularly vulnerable. The level of qualifications of the resident population is lower than the national average, and the proportion of 16-24 year-olds not in education with few or no qualifications was 28.8% in 2017. In addition to a high unemployment rate,

Seine-Saint-Denis is also characterised by a poverty rate that is more than twice the national average (27.9% in 2017 compared with 14.1%).

A central region for Paris 2024

Right from the bid phase, Paris 2024 wanted to make Seine-Saint-Denis a priority area. This desire stems from three complementary factors. Firstly, because the department will host a very large proportion of the sporting events, making it the nerve centre of the Games. Secondly, the desire to leave a lasting imprint has led the parties involved in the Games, including the Paris 2024 Organising Committee, to give priority to this area with a view to supporting its redevelopment and renewal. It was on the basis of these factors that the decision was made to make the most substantial long-term investments in the Seine-Saint-Denis department, in particular the athletes' and media villages, but also the Olympic aquatic centre and Pulse, the headquarters of the Paris 2024 Organising Committee. Similarly, in response to the social issues facing the department, Paris 2024 was quick to make Seine-Saint-Denis the central territory for the actions deployed as part of its Legacy & Sustainability strategy. Data specific to Seine-Saint-Denis will therefore be highlighted throughout this evaluation report.

⁹ Source : *La Seine-Saint-Denis : entre dynamisme économique et difficultés sociales persistantes*, Insee, novembre 2021.

¹⁰ Source : *Localisation des immigrés et des descendants d'immigrés*, Insee, mars 2023.

2.2

Reference framework and methodology for assessing social legacy

2.2.1

A reference framework: Impact indicators based on OECD guides for cultural, sporting and business events¹¹

In July 2023, the Organisation for Economic Co-operation and Development (OECD) published two guides for organisers of cultural, sporting and business events. These guides were drawn up by the OECD in collaboration with the academic community, experts and organisers of major events, governments, foundations, political decision-makers and several international organisations such as the IOC and the World Health Organisation (WHO). The first guide focuses on the evaluation approach, whilst the second is more specifically dedicated to the reference indicators to be completed. These guides are intended to provide different categories of stakeholders (governments, organisers, evaluators) with practical tools to help them measure the economic, social and environmental impact of major events.

As the International Olympic Committee and the OECD have signed a Memorandum of Understanding in 2019 "to strengthen their collaboration to promote ethics, integrity and good governance, as well as peace and sustainable development in sport"¹², the evaluation work presented in this report is therefore in line with the framework recommended by the OECD. After working very closely with the IOC and the OECD to adapt the recommendations to its specific context, Paris 2024 will be the first event organiser to follow the OECD's recommendations and to complete, in addition to its own indicators, the dashboard of indicators recommended in the guide published in 2023.

¹¹ For more information: <https://olympics.com/ioc/news/oecd-issues-independent-guides-to-measure-long-term-impacts-of-global-events-such-as-the-olympic-and-paralympic-games>

¹² For more information: <https://olympics.com/ioc/news/ioc-joins-forces-with-oecd-under-new-agreement>

The Interim Evaluation Report has therefore endeavoured to be consistent with these methodological guides and to provide information on the proposed set of indicators. However, two points are worth highlighting:

01 — The impact indicators in these guides do not reflect all the outputs and outcomes of the Legacy & Sustainability strategy, but rather represent a selection of these, with the aim of correlating as relevantly as possible with the OECD's dashboard guides. This explains why there are sometimes discrepancies between the titles of the indicators and the related outcomes.

02 — The dashboard's economic and environmental indicators will be presented in the report dedicated to the delivery of the Games, which will be published in the second quarter of 2024.

Other sources of inspiration

In addition to the impact indicators for cultural, sporting and business events taken from the OECD guides, the evaluation approach implemented by Paris 2024 was also inspired by other international references:

→ The 17 Sustainable Development Goals (SDGs) defined by the United Nations¹³ "set out a pathway to a better and more sustainable future for all". These goals cover all sustainable development issues and respond to the major challenges facing humanity. Assembled together in the UN's Agenda 2030, they define 169 targets common to all committed countries.

→ The Kazan Action Plan¹⁴ of July 2017, adopted by UNESCO's Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport, which links sports policy development to the United Nations 2030 development agenda.

→ The work carried out by ASOIF (Association of Summer Olympic International Federations)¹⁵ to identify common indicators for measuring the impact of a sporting event.

→ Efforts by the Commonwealth Secretariat¹⁶ to measure more effectively the contribution of sport to the United Nations Sustainable Development Goals (SDGs).

→ The work carried out by the organisers of the Birmingham 2022 Commonwealth Games to assess the social impact of the event, elements of which can be found in an interim evaluation report.¹⁷

¹³ For more information : <https://www.un.org/sustainabledevelopment/>

¹⁴ For more information : <https://www.unesco.org/en/kazan-action-plan>

¹⁵ For more information : https://www.asoif.com/sites/default/files/download/asoif_common_indicators_for_measuring_the_impact_of_events.pdf

¹⁶ For more information : <https://thecommonwealth.org/our-work/measuring-contribution-sport-sustainable-development-goals>

¹⁷ For more information : <https://www.gov.uk/government/publications/evaluation-of-the-birmingham-2022-commonwealth-games-interim-evaluation-report>

2.2.2 Evaluation methodology

— Assessment along the way

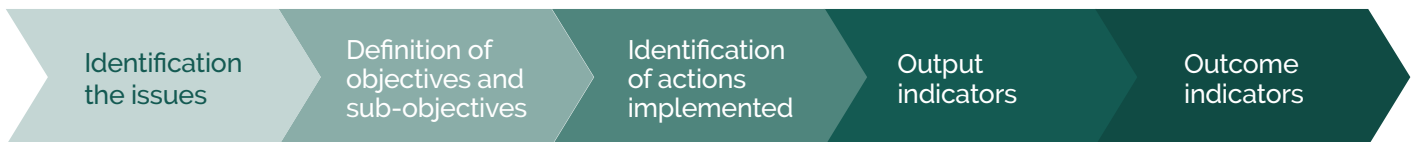
As the programmes and actions of Paris 2024 and its stakeholders that make up the Legacy & Sustainability strategy are in the process of being implemented, the evaluation carried out as part of this report is a "work in progress" evaluation, i.e., it aims to assess the effects of the programmes as they unfold over time. For this reason, the elements contained in this report are primarily concerned with outputs and the initial outcomes obtained, and therefore offer an intermediate reading of the outcomes of Pillar 2 of the Legacy & Sustainability strategy. **Subsequent reports published in 2025 and 2029 will enable an *ex-post* evaluation to be carried out, thus completing this initial interim assessment and providing a more detailed analysis of the outcomes and impacts produced by the actions stimulated or accelerated by the Games.**

— A step-by-step approach to analysing actions

From an extremely practical point of view, the evaluation strategy we have implemented is based on a **progressive approach, from the definition of a rigorous and robust reference framework to the appropriate use of the outcomes obtained.** The evaluation approach can be illustrated as follows.

DIAGRAM N°4:

— Presentation of the stages in the evaluation process

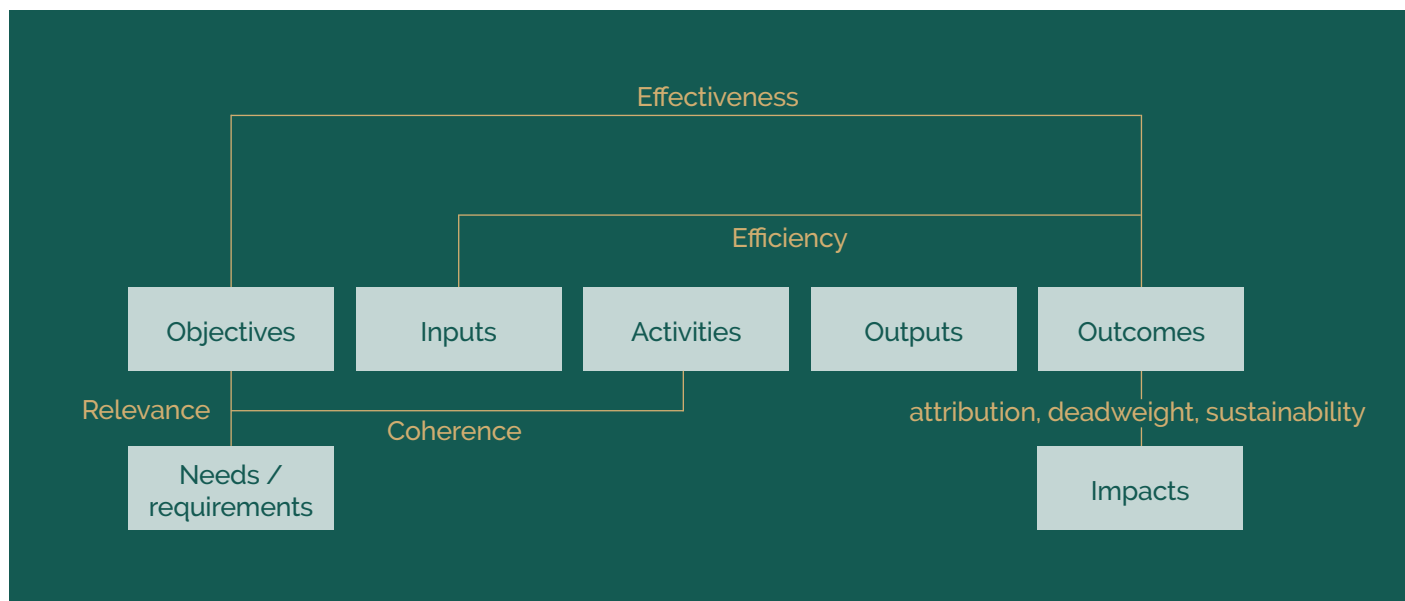


More broadly, the evaluation carried out by the group of evaluators falls within the conceptual framework of the **theory of change**.¹⁸ This involves comparing the outcomes, effects and impacts that were targeted when the Legacy & Sustainability strategy was defined with the outcomes, effects and impacts actually achieved during and at the end of the strategy's deployment. According to this approach, it is therefore a question of carrying out a contribution analysis, i.e., the aim of the evaluation process is not so much to attribute an observed change to the actions being evaluated (the programmes of the Paris 2024 Legacy & Sustainability strategy and the stakeholders) as to reinforce the degree of confidence that we can have in its contribution to the changes amongst other explanatory factors. This technique is particularly well suited to complex programmes or programmes aiming to bring about systemic change, i.e., change caused by a multitude of factors. The diagram below illustrates the impact value chain.

¹⁸ For more information : <https://unsdg.un.org/sites/default/files/UNDG-UNDAF-Companion-Pieces-7-Theory-of-Change.pdf>

DIAGRAM N°5:

— Illustration of the impact value chain



— A desire to place work within an overall evaluation framework

In addition, the evaluation is based on two types of resources:

01 — Work and studies carried out directly by Paris 2024 based on the use of internal data (level I), research partnerships (level II) or ad hoc studies commissioned on certain targeted subjects (level III). The list of evaluative work undertaken by Paris 2024 can be found in the appendices.¹⁹

02 — The work and studies carried out by the parties involved in the Games, in particular the State and local authorities. In addition to its Legacy Plan²⁰, the French government has launched a programme to evaluate the acceleration of public policies as a result of the Paris 2024 Games, under the coordination of the Interministerial Delegation for the Olympic and Paralympic Games (DIJOP). It should also be noted that this work, comprising 13 studies of varying nature and whose scope differs from that of this report, will be carried out by expert bodies (INSEE, France Stratégie, etc.) under the responsibility of various ministries and will contribute to the evaluation of the Legacy & Sustainability strategy. In addition to the State, other actors such as the Agence Française de Développement (French Development Agency) and the City of Paris have published, and will be publishing, evaluation reports to complement the evaluation work presented in this report.

¹⁹ See appendix F.

²⁰ 170 measures adopted in November 2019 and 14 additional measures validated in November 2021. Find out more here: https://jeunesse-sports.hosting.augure.com/Augure_Jeunesse_Sports/1/ContenuEnLigne/Download?id=EF00887D-8B8B-4901-BFE7-300B56B1667E&filename=CJOP_Dossier%20de%20Presse.pdf

The 13 government evaluation studies

The French Government has set up an extensive evaluation programme comprising a total of 13 studies divided into three main themes:

→ Studies on sports policies:

- An evaluation study of the "Ambition Bleue" high-performance scheme
- A study into the development of physical activity and sport
- A study of Games audiences
- A study on the development of "knowing how to swim" in Seine-Saint-Denis

→ Socio-economic studies:

- An impact study on the direct economic impact of the Games
- A study of the impact of the Games on tourism
- A study on economic catch-up in Seine-Saint-Denis
- A study of the impact of the Games on Gross Domestic Product
- A cost-benefit analysis of the Games

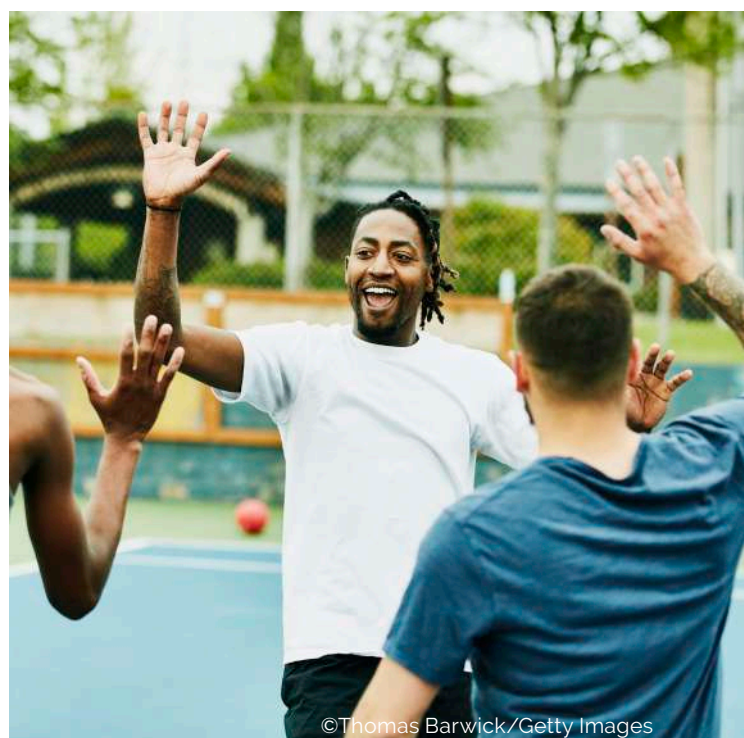
→ Environmental and territorial studies:

- A study on accessibility for people with disabilities
- An environmental impact study of the Games (carbon footprint and impact on biodiversity)
- A study on the effect of the Games on the bathing quality of the Seine (swimmability)
- A study of urban planning in the Île-de-France region

— An analysis by the group of evaluators

Finally, in addition to highlighting the initial outputs and impacts and providing information on the OECD indicators and those determined by Paris 2024, the group of evaluators is proposing a dual-level analysis:

- Within each of the thematic sections, by analysing the actions according to a double logic of relevance and coherence (see box below).
- Overall, on outputs and initial outcomes (see section 8).



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Methodological details

As many programmes are still in the process of being implemented, and as this report is an ongoing "*in itinere*" evaluation, the assessment so far carried out is only partial. Many programmes and projects are still in the early stages of implementation, although some have already produced outcomes. The analysis of the impacts, direct and indirect, positive and negative, over a long period of time, will be carried out more specifically in the context of future evaluation reports (2025, 2029).

Thus, at this stage of the evaluation, the programmes deployed are analysed in a global and transversal manner based on two main criteria:

→ **A criterion of relevance.** The report seeks to assess whether and how the actions implemented by Paris 2024 and its stakeholders as part of the Legacy & Sustainability strategy meet the issues identified.

→ **A criterion of coherence.** Through this analysis, the report will seek to identify the overall coherence of the actions, i.e., the way in which the objectives of the actions meet the objectives of other actions, at two levels:

- Internal consistency, i.e., with regard to the actions deployed by Paris 2024.
- External coherence, i.e., between the actions of Paris 2024 and those of its stakeholders.

When an in-depth study has been carried out (as in the case of the 'Paris Sportives' project run by the City of Paris with co-financing from the Paris 2024 Endowment Fund, the 30 minutes of daily physical activity scheme promoted by Paris 2024 and implemented nationwide by the state, or the active design facilities in public spaces in Saint-Dizier), the relevance and above all the effectiveness of the programme on the young beneficiaries of the actions will be analysed.

This analysis will be carried out for each of the three themes analysed in this evaluation report.

It should be emphasised that this report presents a snapshot at a given date of the progress made and the initial results of the programmes and projects supported by the strategy.

2.3

Environmental legacy reference and methodological framework

In addition to evaluating its social impact strategy, Paris 2024 wanted to analyse its potential long-term contribution to the ecological transition, particularly that of sport. This analysis, carried out by Ipama and Sport 1.5, led to the development of a dedicated methodology aimed at assessing, one year ahead of the Games, the intangible impact of the environmental strategy developed by Paris 2024. Paris 2024 is committed to accelerating the ecological transition of sport and society, in other words, to taking advantage of the Games to mobilise its entire ecosystem in favour of the environment and climate. Five major legacy objectives have been defined as part of Paris 2024's environmental strategy:

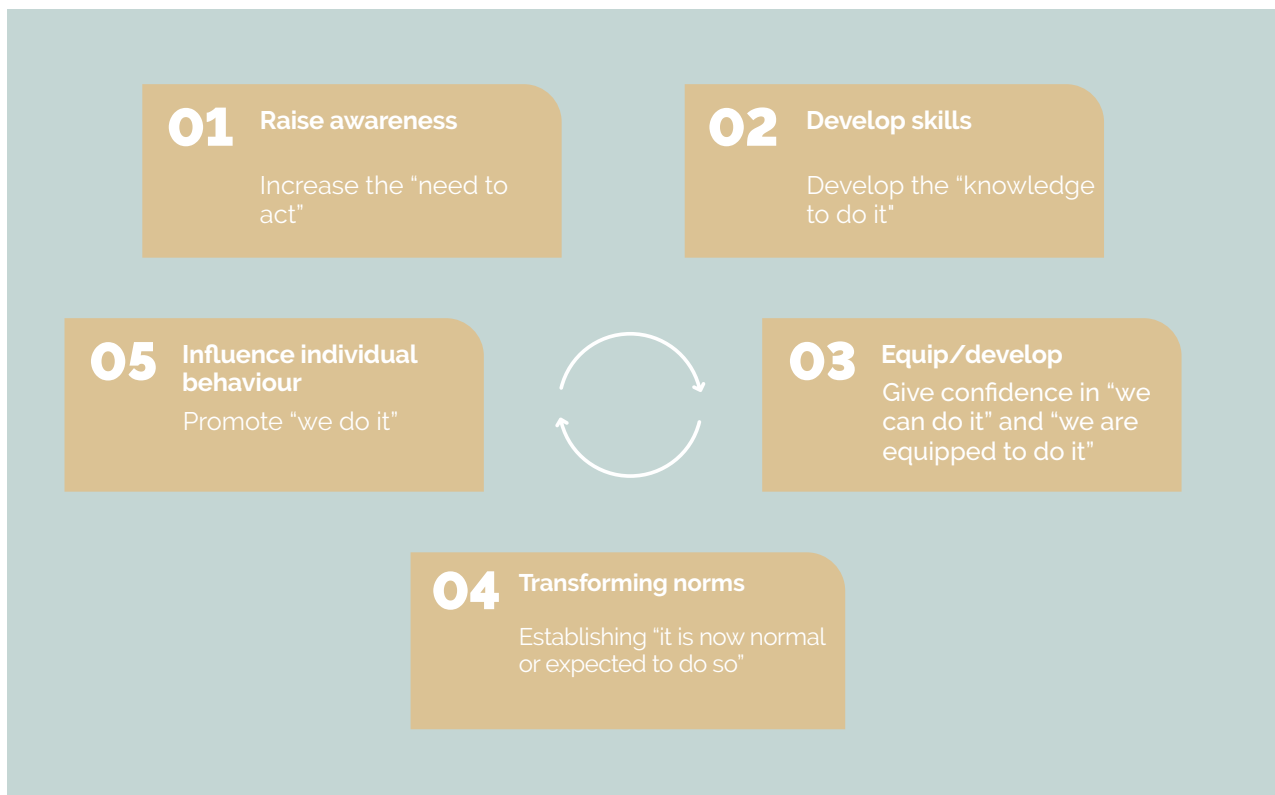
- Accelerating the transformation of sporting events.
- Promoting sustainable sport.
- Using sport as a lever for the circular economy.
- Promoting healthy eating for health and for the planet.
- Using sport as a lever in the fight against climate change and for biodiversity.

In this context, the analysis focused on identifying and qualifying the potential contributions, observable as early as 2023, of Paris 2024's Environmental Excellence strategy to ecological transformation, particularly that of sport. It differs from the measurement of the environmental impacts of the event, which will be the subject of other targeted studies. The specific aim of this study is to identify and qualify the ways in which Paris 2024, through its actions, is helping to accelerate the ecological transformation of its ecosystem, as well as the ways in which this legacy can be optimised. This study does not therefore constitute a complete assessment of the environmental legacy.

In order to carry out this analysis, 'five types' of Paris 2024's contributions to the ecological transformation have been identified (see diagram below).

DIAGRAM N°6:

— Contributions of Paris 2024 to the ecological transformation of sport



This analysis, carried out by Ipama and Sport 1.5, was based on a qualitative survey of 31 people from 20 organisations representative of the Games ecosystem and a quantitative survey of the Organising Committee's in-house staff (156 respondents out of a parent population of 1,559, i.e. 10% of the workforce). The interviews and questionnaires were carried out between July and September 2023 with the main actors who had been exposed to the environmental strategy programmes at this stage, namely:

- The staff of the organising committee
- Service providers, partners and licence holders
- National sports federations
- The IOC
- The local territories hosting the Games
- The French State
- NGOs

The actions taken by the various actors involved in preparing for the Games are presented in separate boxes, with the aim of providing as complete a picture as possible of the event's legacy.

Furthermore, this study was carried out in the summer of 2023, one year before the event. Unsurprisingly, most of the stakeholders expressed trends or dynamics that were felt in 2023, which will either need to be confirmed or invalidated in post-Games studies. On the other hand, the lessons learnt and identified areas for improvement could be taken into account by Paris 2024 and incorporated into its strategy between now and the event.

2.4

Choice of evaluation indicators

Two approaches have been adopted to assess the impact of the programmes and actions implemented as part of the Legacy & Sustainability strategy:

→ **Concerning the social dimension of the Impact & Legacy strategy:** in line with international recommendations on evaluation, a dashboard has been drawn up to identify the measurable effects produced. It includes a deliberately limited number of indicators (17) specific to Paris 2024, with priority given to certain indicators (4 priority indicators). These indicators were chosen in consultation with the Supervisory Evaluation Committee and on the basis of 4 criteria: scientificity, robustness, feasibility and readability. This choice of a limited number of indicators is the result of a conscious desire to make the progress of the actions deployed as part of Pillar 2 of the Legacy & Sustainability strategy clear, and is in line with the OECD's recommendations on evaluation. The full table can be found in annex.²¹

→ **Concerning the ecological transformation dimension of the Legacy & Sustainability strategy** in environmental terms, the various international frameworks place more emphasis on measuring the direct and indirect impact of the event's operations on the environment than on its intangible environmental legacy. However, a number of studies provide useful elements for considering the contribution of a major event to the ecological transition (IOC Agenda 2020+5²², ASOIF²³ and Commonwealth Secretariat methodologies²⁴, OECD recommendations²⁵, practical guide from the French Ministry for Ecological Transition²⁶). As part of this report, a dedicated methodology was used to analyse the contribution of Paris 2024 to ecological transformation. This was based on analyses of the types of intangible contribution to ecological transformation rather than on the identification of indicators.

In addition to the indicators specific to Paris 2024, we have also endeavoured to fulfil the indicators relating to the measurement of the long-term impact of cultural, sporting and business events taken from the OECD's methodological guides.²⁷

Finally, we have identified the United Nations Sustainable Development Goals (SDGs) to which each of the actions analysed in this report intends to contribute. Paris 2024 wished to include the actions of its Legacy & Sustainability strategy in this reference framework. At the end of our analysis, we identify that the actions of the strategy contribute to 12 targets from 8 SDGs.

²¹ See appendix D

²² <https://olympics.com/ioc/olympic-agenda-2020-plus-5>

²³ https://www.asoif.com/sites/default/files/download/asoif_common_indicators_for_measuring_the_impact_of_events.pdf

²⁴ <https://thecommonwealth.org/our-work/measuring-contribution-sport-sustainable-development-goals>






²⁵ <https://www.oecd.org/fr/regional/global-events-recommendation.htm>

²⁶ https://www.ecologie.gouv.fr/sites/default/files/190729_CDDEP_guide_changement_de_comportement.pdf (French only)

²⁷ See section 2.2.1. and the summary in Appendix E.

TABLE N°2:

— Analysis of the contribution of Pillar 2 of the Legacy & Sustainability strategy to the United Nations' sustainable development objectives and sub-objectives

						
Sport for education	Increasing physical activity and sport from nursery school to university		3.4	4.1 4.7		
	Supporting the role of sport in the enjoyment of learning and social cohesion			4.1 4.4 4.7		
	Using sport as a driving force of engagement and citizenship			4.1 4.7		
Sport for health	Move more at school		3.4			
	Move more in the city		3.4		5.1	
	Move more at work		3.4			
Sport for inclusion, equality and solidarity	Improving universal accessibility, i.e., enabling access to regular sporting activities and contributing to greater inclusion of people with disabilities.					
	Focus on gender equality				5.1	
	The integration of people who are furthest from the labour market: a major concern, with many advances made					
Sport for the environment		2.4				6.5

7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
				11.1				
				11.1				
	8.8							
	8.5		10.2					
			10.2					
	8.5 8.6		10.2					
7.2		9.4		11.2	12.2 12.8	13.3	16.10	

TRANSVERSE SDG

03

**Sport
for
education**

**the Games as a
driving force for
engagement and
citizenship**

3.1

The challenges of Paris 2024



According to UNESCO³⁰, **sport can help teach values** such as fairness, teamwork, equality, discipline, inclusion, perseverance and respect. For the IOC, education is a pillar of Olympism:

"Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles".³¹

KEY FIGURES REVEALING THE ISSUES AT STAKE

only

47%

of young people aged 18 to 25

in France have ever been involved as volunteers and only 36% as members of an association.²⁸

Young people aged

16 to 25

in France put sport at the top of their list of volunteering interests (18%), along with the environment (17%).²⁹

²⁸ Fondation de France, "Young people and engagement". Study carried out by IFOP, 2022.

²⁹ Agence du Service Civique, Baromètre connaissance, représentations et potentiel d'attractivité du service civique, 2022, p.25.

³⁰ UNESCO: <https://en.unesco.org/themes/sport-and-anti-doping/sports-values-education>.

³¹ IOC: <https://olympics.com/ioc/faq/ioc-organisation>

In the field of education in France³², physical education and sport and, more broadly, school and university sport are vectors for personal development. For 80% of young people, physical education and sports sessions are the main source of physical activity.³³

However, a benchmark study shows that levels of participation in sport both in and out of school gradually decline from the age of 15.³⁴ **It is therefore crucial that all children should be able to take part in a sporting activity when they start secondary school.** Unfortunately, access to sport is not automatic and does not necessarily last. In fact, participation in clubs declines as pupils progress through the school system, particularly amongst girls. This finding is even more significant in higher education, where 58% of male and female students do not take part in physical activity due to a lack of time.³⁵ However, sport, by virtue of its position at the crossroads of multiple school disciplines (or subjects), can help to reinforce and diversify school curricula, and, conversely, programmes that make use of sport **can be a lever for educating and empowering young people**, provided that they use **teaching methods that are adapted to the target audiences and social issues.**³⁶

More than 16 million people in France are currently involved in voluntary work, and around a third of them are involved in sport. In the field of sport, studies show that **the potential for engagement is particularly high, since young people aged 16 to 25 who have never done any voluntary work rank sport (18%) as the area that interests them most in becoming volunteers in missions of general interest, along with the environment (17%), culture and leisure (15%) and health (13%).**³⁷ This trend has remained stable since 2016.³⁸ In practice, however, whilst 62% of young people have made a direct donation to people in need, only half of them have ever done any voluntary work (47%) and less than a third of them have been a member of an association³⁹ (whether sporting or otherwise).⁴⁰ The literature also shows that hosting and organising the Games usually has a decisive impact on the engagement of volunteers in the preparation and staging of the event, the effects on long-term and sustainable commitment are more mixed.⁴¹

³² Source: French Education System: See Appendix A: Glossary pg. 288 Special Note: Table of differences for French, US and UK systems.

³³ Source: <https://www.paris2024.org/en/30-minutes-every-day/>

³⁴ On the 2014-2016 data compared to the 200-2007 period: "The physical activity of young people aged 15-17 is the result of physical activity at school and club sports (also more frequent in the most highly educated households, but declining compared to young people aged 11-14), see Verdot C, Salanave B, Deschamps V. 'Activité physique et sédentarité dans la population française. Situation en 2014-2016 et évolution depuis 2006-2007'. Bull Epidemiol Hebd. 2020, vol.15, pp.296-304

³⁵ ONAPS and ANESTAPS, Enquête sur la pratique d'activités physiques et sportives et la sédentarité à l'université : <https://onaps.fr/enquete-sur-la-pratique-dactivites-physiques-et-sportives-et-la-sedentarite-a-luniversite/>

³⁶ UNESCO, *The values of sport in every classroom: teaching respect, fairness and inclusion to pupils aged 8 to 12*, 2021. Philippe Sarremejane, *Ethique et sport*, 2016. For a critical reading of values education through sport, see William Gasperini, Gilles Vieille Marchiset, *Le sport dans les quartiers. Pratiques sociales et politiques publiques*, PUF, 2008 and William Gasperini and Michel Koebel, "La double réalité du monde sportif", *Savoir Agir*, 2011, n°15.

³⁷ Agence du Service Civique, *Baromètre connaissance, représentations et potentiel d'attractivité du service civique*, 2022, p.25.

³⁸ Civic Service Agency, *Ibid*.

³⁹ Fondation de France, "Les jeunes et l'engagement". Study carried out by IFOP, 2022.

⁴⁰ DCMS, *Post-Game Evaluation. Report 5. Meta-evaluation of the impacts and legacy of the London 2012 Olympic Games and Paralympic Games. Summary Report*, 2013, p.28

⁴¹ Nja Scheu and Holger Preuss, "The Legacy of the Olympic Games from 1896 - 2016. A Systematic Review of Academic Publications", *Working Paper Series, Mainzer Papers on Sport Economics & Management*, 2017.

3.2

Paris 2024 objectives

Paris 2024's ambition in terms of education and engagement is **to bring more physical and sporting activities into the lives of young people, to use sport and its values as a means of education and, finally, to make it a driving force for engagement.** To achieve this ambition, Paris 2024 has three complementary objectives:

- 01** — Promoting physical activity and sport amongst young people and those around them.
- 02** — To support and promote the role of physical and sports education (PES), school and university sport, and physical and sports activities in the development of children and students, the pleasure of learning, and social cohesion.
- 03** — Supporting civic engagement in sport.

A Paris 2024
action

Sport for learning and engagement⁴²

The Legacy & Sustainability pillar of the strategy "Sport for learning and engagement", is based on three main objectives and several sub-objectives.

Objective 1: Increase physical activity and sport from nursery school to university

Paris 2024, in partnership with the Ministry of National Education and Youth, the Ministry of Higher Education and Research and the Ministry of Sport and the Olympic and Paralympic Games, wishes to strengthen the place of physical activity and sport in the educational project of schools and establishments and develop links between the educational world and the sporting movement to encourage young people to take part in sport on a daily basis.

Objective 2: Support the role of sport in helping people to enjoy learning and social cohesion

Paris 2024 also wishes to support the role of sport as a vehicle for inclusion, diversity and social cohesion. In concrete terms, Paris 2024 has set itself the objective of using sport and its values for educational purposes to support people experiencing educational difficulties and combat early school leaving, promote Olympic and Paralympic sports and values and to introduce the Games to "Generation 2024".⁴³

Objective 3: Using sport as a driving force for engagement and citizenship

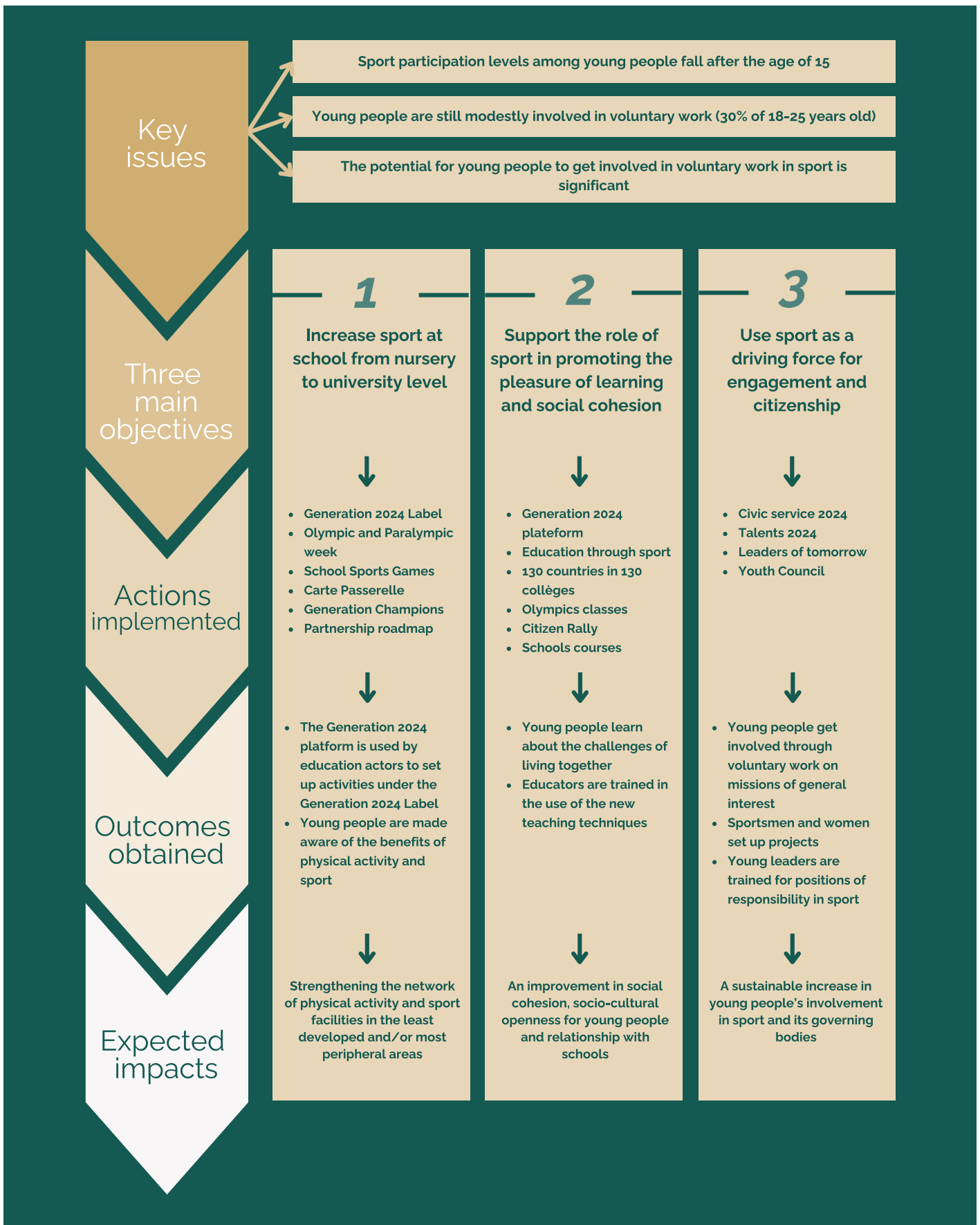
Lastly, Paris 2024 wishes to support sport as a vehicle for civic engagement. To this end, Paris 2024 aims to strengthen the role of sport in civic engagement schemes in France and abroad and to strengthen civic engagement in the sporting movement.

⁴² Paris 2024 Legacy and Sustainability Plan, available here: <https://medias.paris2024.org/uploads/2021/09/Paris2024-210830-Legacy-Plan-EN.pdf>

⁴³ The "Generation 2024" label is presented in section 3.3.1.

DIAGRAM N°7:

— The theory of change of the education and engagement pillar





To achieve these ambitions, Paris 2024 has developed the Generation 2024 programme in collaboration with the French government, the educational community, school and university sports federations, the sports movement and local authorities. Cooperation between all the actors and departments in the national education system and higher education is a key factor in the success of the actions deployed as part of the Legacy & Sustainability strategy on the educational side. This programme was then rolled out operationally by setting up:

- The Generation 2024 label and the eponymous platform.
- An annual spotlight with Olympic and Paralympic Week.
- Various other educational initiatives.

Each of Paris 2024's objectives has given rise to the deployment of several actions that were decided at the time of the co-construction of the Legacy & Sustainability strategy by Paris 2024 and its stakeholders, or that have since been put in place. In the actions which follow, an indication is given as to which United Nations Sustainable Development Goals (SDGs) the actions deployed are in line with, in particular the following 2, identified within the Legacy & Sustainability report published in 2021 by Paris 2024.⁴⁴

Quality education – Sustainable Development Goal 4 (SDG 4)



Partnerships to achieve the objectives – Sustainable Development Goal 17 (SDG 17)

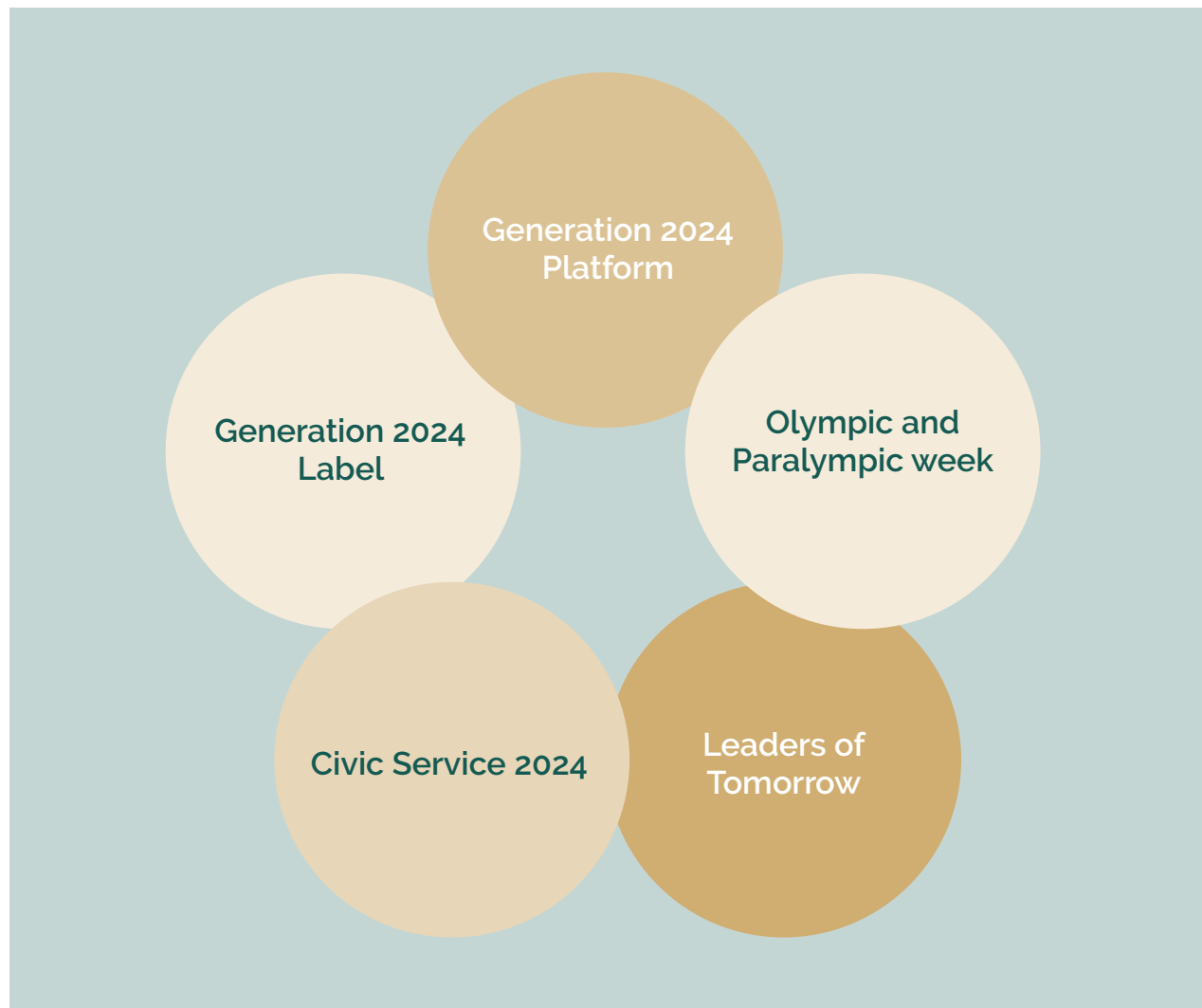


⁴⁴ Paris 2024 Legacy and Sustainability Plan, available here: <https://medias.paris2024.org/uploads/2021/09/Paris2024-210830-Legacy-Plan-EN.pdf>

3.3

Interim evaluation of actions carried out or supported by Paris 2024 and Games stakeholders

Initially, Paris 2024's Legacy & Sustainability strategy included **5 actions** relating to education and citizenship, **including 4 actions co-sponsored directly by Paris 2024 and its stakeholders and one action carried out by the CNOSF (Leaders of Tomorrow Programme).**



14 other significant actions were also integrated into the the Legacy & Sustainability strategy by Paris 2024 and its stakeholders, in particular:

- 1 action led by Paris 2024, in conjunction with USEP (Union Sportive de l'Enseignement du Premier Degré) and UGSEL (Union Générale Sportive de l'Enseignement Libre)
- 13 actions led by various Paris 2024 stakeholders

The mobilisation and gradual diversification of actions by Paris 2024 stakeholders since the publication of the Legacy plan illustrates that the **Legacy & Sustainability strategy has indeed had a ripple effect on the mobilisation of local ecosystems in the area of education and engagement through sport.**

In all, 21 actions were considered to be particularly emblematic and are discussed in greater detail in this evaluation report. We propose to provide a more detailed description of the progress and implementation of these actions, supported by Paris 2024 and its stakeholders, because of their innovative nature, the significant outputs already observed or the outcomes obtained at the halfway stage. This interim evaluation report will therefore focus on these actions.



TABLE N°3:

— Level of contribution of "Education" component actions to the Paris 2024 legacy

Action	Stakeholder in charge of the action	Level of contribution from the Paris 2024 Games Organising Committee
Generation 2024 label	Ministry of National Education and Youth	An action supported by the Paris 2024 Games Organising Committee
Generation 2024 platform	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Generation 2024 Civic Service	National Civic Service Agency	An action supported by the Paris 2024 Games Organising Committee
Talents 2024	City of Paris	An action supported by the Paris 2024 Games Organising Committee
Leaders of Tomorrow	CNOSF	An action supported by the Paris 2024 Games Organising Committee
Generation 2024 Coupons	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Youth Council	CNOSF	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Citizen Rally	Plaine Commune public territorial body	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Olympic and Paralympic Week (OPW)	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
School Sports Games	City of Paris	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Signing of a partnership roadmap for the development of student sports activities	French State	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Education through sport	City of Paris	An action supported by the Paris 2024 Games Organising Committee

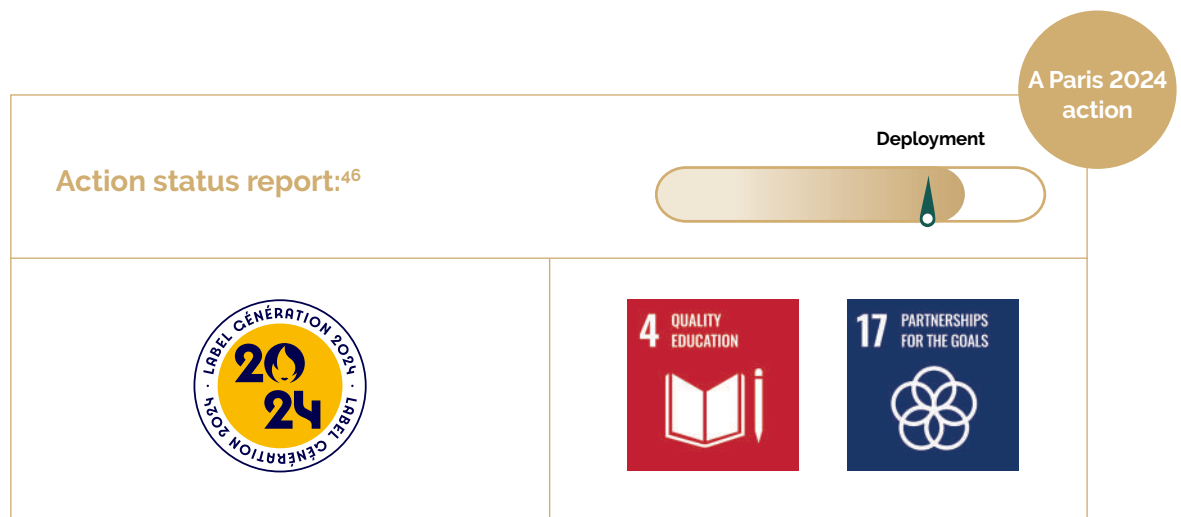
(table n°3 continued)

Action	Stakeholder in charge of the action	Level of contribution from the Paris 2024 Games Organising Committee
130 countries in 130 colleges (secondary schools)	Seine-Saint-Denis Departmental Council	An action supported by the Paris 2024 Games Organising Committee
Carte passerelle	CNOSF	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Generation Champions	Partner - Cisco	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
History, Sport and Citizenship	Partner – CASDEN	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
I'mPOSSIBLE	IPC	An action supported by the Paris 2024 Games Organising Committee
Olympic classes	CNOSF	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Leaders of Tomorrow	CNOSF	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
The 1000 Games Discovery courses	Île-de-France Region	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
QIOZ	Île-de-France Region	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee

3.3.1 Objective #1: Increase physical activity and sport from nursery school to university

"Sport changes lives" is at the heart of the vision of the Paris 2024 project, a conviction reinforced in the context of the Covid-19 health crisis. The Games are a unique opportunity to "bring more sport into the lives of all people in France", or more broadly to get them moving. Paris 2024's contribution to promoting physical activity and sport focuses its efforts on mobilising sport as a lever for recognising and bringing together actors from the educational community and the sporting movement. In a fragmented ecosystem where the links between schools and sports clubs are by no means evident⁴⁵, **the ambition of Paris 2024 and its partners is primarily structural in that it aims to bring these two worlds closer together.**

— The "Generation 2024" label to develop and strengthen links between the sports movement and educational communities



The Generation 2024 label is intended for schools, educational establishments, social or medico-social establishments or services and higher education establishments that share the conviction that 'sport changes lives'. Awarded by the Ministry of National Education and Youth and the Ministry of Higher Education and Research, the label aims to build bridges between schools and universities, the sports movement and local authorities to encourage young people to take part in physical activity and sport, around 4 objectives:⁴⁷

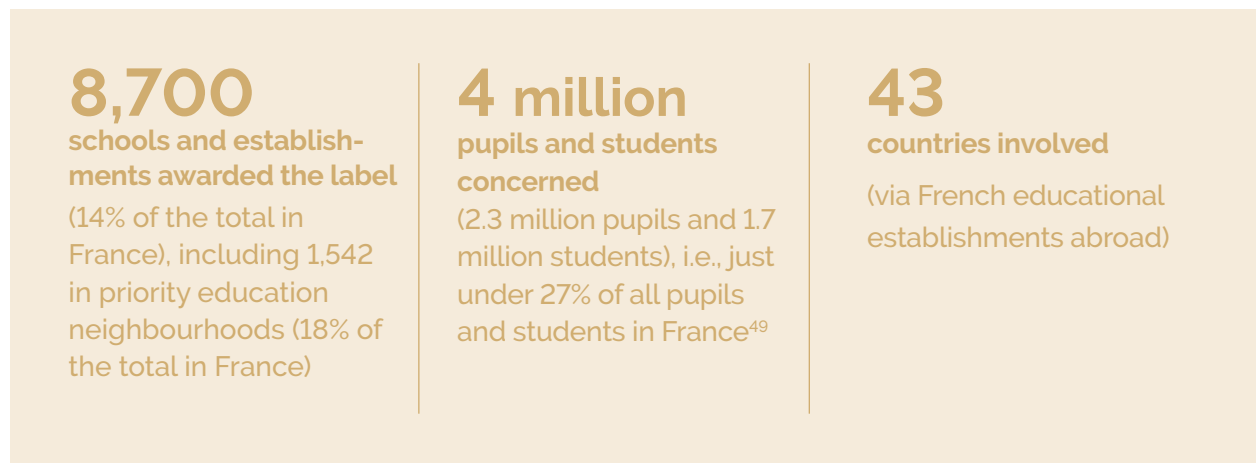
- Developing structuring projects with local sports clubs.
- Participate in Olympic and Paralympic promotional events.
- Supporting and welcoming elite-level athletes.
- Opening up sports facilities at schools and universities.

⁴⁵ Cours des Comptes, *L'Ecole et le sport : une ambition à concrétiser*, 2019.

⁴⁶ To find out more about the progress status of actions, see section 9.1.

⁴⁷ Ministry of Education and Youth: <https://eduscol.education.fr/2861/school-education-france>

The creation of the label was initially the subject of a working group that brought together the French State, Paris 2024, the CNOSF, the CPSF, school and university sports federations, the network of French establishments abroad (AEFE) and major actors in higher education and the sports movement. An initial assessment shows that **the Legacy & Sustainability strategy has provided momentum**, as the label has been awarded to more than 8,700 schools and establishments representing more than 4 million pupils and students.⁴⁸



In terms of outputs, **the number (8,700) of schools covered by the Generation 2024 label is encouraging, as it corresponds, at this stage of the interim evaluation, to 14% of the number of schools and establishments in France (i.e., 62,410).**⁵⁰

Similarly, the number of schools involved in priority education areas (1,542) is satisfactory, as it corresponds to 20% of the total number of schools located in these areas (1,064 secondary schools and 6,659 primary schools).

Above all, the label contains commitments that meet a real need in terms of the objective of educational and sporting continuity pursued by the State⁵¹, Paris 2024 and their partners, and the barriers that limit young people's access to physical activity and sport.

It is important to recall some of the main obstacles identified to the practice of PE and sport (PES) in school education and more generally to the development of sporting activities from primary school through to lycée (higher secondary education).

⁴⁸ Ministry of National Education and Youth: <https://data.education.gouv.fr/explore/dataset/fr-en-etablissements-labellises-generation-2024/table/>

⁴⁹ Source : <https://www.enseignementsup-recherche.gouv.fr/fr/les-effectifs-d-etudiants-dans-le-superieur-continuent-leur-progression-en-2021-2022-88609>

⁵⁰ In France, there are 58,910 public and private secondary schools and establishments under contract (48,220 schools, 6,980 colleges (lower secondary education) and 3,710 lycées (upper secondary school) and regional adapted teaching establishments), as well as 3,500 public and private higher education establishments.

⁵¹ See Cours des Comptes, *L'École et le sport: une ambition à concrétiser*, 2019.

→ Schools and educational establishments do not always have the same level of facilities, resources and conditions for setting up physical, sporting and artistic activities for pupils.

→ Links between schools and local sports clubs can be weak: there are few opportunities for dialogue and the building of lasting partnerships between institutions and actors in schools and sports, despite the fact that they have complementary skills and prerogatives.

→ Finally, and in connection with the points raised above, sport is not sufficiently valued and taught at primary school. The hours set aside in the official programmes (3 hours of PES per week) are not always used for the youngest children (year cycles 2 and 3).

University sport also comes up against specific constraints, such as a lack of emphasis on sport as part of the university curriculum, a lack of time on the part of students due to unsuitable timetables within institutions, sometimes compounded by the need to work for a living, a lack of communication about existing schemes, financial obstacles for students exacerbated by the health crisis and a lack of facilities and available slots for practising.

In view of these constraints and the obstacles that limit young people's access to sport, the efforts made by Paris 2024 and its stakeholders to strengthen the role of PE teaching in schools and physical activities and sports (PAS) in higher education to bring clubs and establishments closer together, particularly in primary schools, are therefore pertinent. In addition, to support the development of bridges between schools and sports clubs, particularly at school level, Paris 2024, with the help of the Union Sportive de l'Enseignement du premier degré (USEP) and the Union Générale Sportive de l'Enseignement Libre (UGSEL), has launched a pilot project called "Generation 2024 Coupons". Thanks to financial aid of €300, available only to schools with the Generation 2024 label, this scheme provides support for a qualified sports instructor from a local club to work with the school teacher to set up 6 sessions of discovery and practice of a sport and/or parasport as part of PES lessons.

The trial, initiated in the 2022-2023 school year has so far led to the distribution of 115 vouchers across the country, leading to 47% of new partnerships between schools and clubs in their area from the first group of beneficiaries.

— Olympic and Paralympic Week: a unifying event throughout France



©FatCamera/Getty Images

A Paris 2024
action

Project status report:

Widespread roll out



Initiated in 2017 during the bidding phase, the Paris 2024 Organising Committee has led the organisation of an annual Olympic and Paralympic Week (OPW) since 2018 to promote sport amongst young people and mobilise the educational community around civic and sporting values, with six objectives:

- Raising pupils' and students' awareness of the **values of Olympism and Paralympism**.
- Using sport as an **educational support**.
- **Discovering** Olympic and Paralympic disciplines with pupils and students.
- **Changing the way young people look at disability**.
- Getting young people into practice.
- Encouraging young people to get **involved as volunteers and citizens**.

The organisation of Olympic and Paralympic Week depends first and foremost on a strong network of partners:

- At institutional level: Olympic and Paralympic Week is organised by Paris 2024 in conjunction with the French government, the French National Olympic Committee (CNOSF), the French Paralympic and Sports Committee (CPSF), school and university sports federations (USEP, UNSS, UGSEL, FFSU, UNCU) and the Agency for French Education Abroad (AEFE).

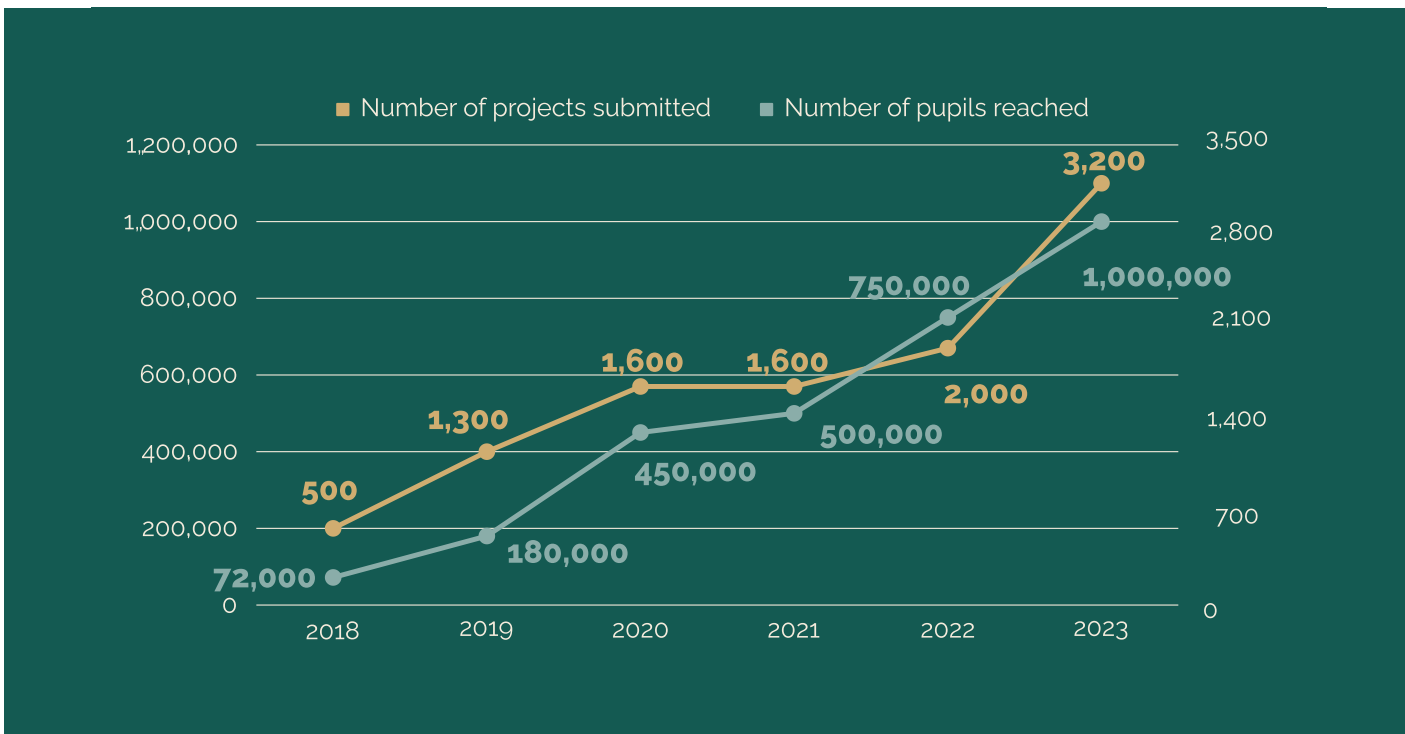


→ **A strong commitment from all stakeholders:**

- **Athletes: more than 200 athletes from all over France have signed up for OPW 2023.**
- **The sports movement:** more than 1,700 projects have been supported by the sports movement (local sports associations, Regional, Departmental or Territorial Olympic and Sports Committees (CROS, CDOS, CTOS mostly including more than 400 by a parasport structure), through the involvement of all national sports federations. In 2023, **14 territorial mobilisation meetings** were organised, with the assistance of the CNOSF's territorial structures, to reach out to those involved in education and the sports movement and encourage them to take part in the OPW. Over **1,200 people** attended these public information meetings.
- **Local and regional authorities:** more than 2,000 towns and cities have signed up to the OPW in 2023, compared with 1,400 in 2022 (an increase of more than 43%), with a strong commitment from local and regional authorities labelled "Terre de Jeux 2024" (see section 9.2.4).
- **Corporate sponsors:** BPCE (Caisse d'Épargne, Banque Palatine and Casden), Danone, EDF, Le Coq Sportif, Allianz and PwC, by mobilising their networks, teams of athletes and/or their employees and trainees to publicise the OPW and visit schools.

FIGURE N°1:

— Number of projects submitted and number of pupils reached under the framework of OPW⁵²



3 million
pupils and students
reached since 2017 (including 1 million by 2023) and **10,200** projects submitted

8,000
schools and establishments
mobilised by the OPW 2023 (compared with 5,000 in 2022), and **2,000 towns and cities** involved (compared with 1,400 in 2022), including 1,100 awarded Terre de Jeux 2024

41
countries covered
by the OPW 2023 via 54 schools in the AEFÉ network



If the national mobilisation around Olympic and Paralympic Week is significant, it is equally so in the department of Seine-Saint-Denis, with more than 296 projects mobilised and 100,408 young people reached between 2019 and 2023 (see box below), making it one of the ten most mobilised departments in France.⁵³ This high level of involvement can be explained in particular by the role played by the town of Saint-Denis in organising large-scale projects in local schools.

The number of projects supported and the number of young people reached in Seine-Saint-Denis has remained stable since the event was launched in 2019.

⁵² Source: Paris 2024, Annual Report - Education. Olympic and Paralympic Week. 12th June 2023

⁵³ The Académie de Créteil, to which the department of Seine-Saint-Denis belongs, is one of the three academies most involved in the OPW every year. Source: ORAH (consulted October 2023)

— 14,000 young Parisians participate in the School Sports Games

A
Stakeholder
Action



©Clement Dorval / Ville de Paris⁵⁴

The City of Paris is pursuing its objective of creating a generation of Parisians who are open to the world, thanks to sport and the Olympic values⁵⁵. As early as the bid phase, it placed the youngest children at the heart of its support programme, with the creation in 2017 of an early-learning programme for toddlers involving motor skills workshops based around Olympism. More than thirty crèches took part in this "Fortnight of Games for Young Children".

The City of Paris has also set up a number of initiatives in Paris schools:

- A programme of sporting events for CM2 pupils (aged 10-11)⁵⁶ from Paris and Seine-Saint-Denis, with an international dimension (partnerships with Tokyo and Los Angeles, twinning of schools, bilingual schools, etc.).
- Distribution of the teaching pack on sport, the Paris 2024 project and Olympic and Paralympic values to all CM2 and year 6 (1st year of secondary school aged 11-12) pupils as a support for class work.
- Accompanying and supporting all schools with the Generation 2024 label taking part in Olympic and Paralympic Week.

In 2023, 14,000 CM1/CM2 pupils were able to take part in the School Sports Games at 27 of the city's sports facilities. The theme of inclusion was central to this year's event, where pupils with special educational needs and disabilities were able to play alongside their peers.⁵⁷

⁵⁴ An example of School Sports Games based on Breakdance: <https://www.paris.fr/pages/le-breakdance-enflamme-les-jeux-sportifs-scolaires-23531>

⁵⁵ All information from the City of Paris: <https://www.paris.fr/pages/creation-des-jeux-sportifs-scolaires-6941>

⁵⁶ <https://www.france-education-international.fr/en/article/le-systeme-educatif-francais>

⁵⁷ For more information, click here: <https://www.paris.fr/pages/le-breakdance-enflamme-les-jeux-sportifs-scolaires-23531>

— The "Carte Passerelle" to boost the discovery of new sports by young people

A
Stakeholder
Action



The CNOSF is involved in setting up several programmes to encourage young people to take up club sport. The Carte Passerelle scheme, aimed at young people in CM1 and CM2, enables them to try out different sports free of charge at participating sports clubs. This programme was rolled out in 2021 and 2022.

8,108 clubs

have been awarded the Carte Passerelle label (i.e. around 5% of sports clubs affiliated to a Federation)

57% of pupils

involved in the scheme have taken out a club licence

— A roadmap of partnerships to develop student sports activities⁵⁸

A
Stakeholder
Action



The French Ministers for Higher Education and Research and for Sport and the Olympic and Paralympic Games signed a roadmap on 7 April 2023 with France Universités, the Conférence des grandes écoles and the Conférence des directeurs des écoles françaises d'ingénieurs (Conference of Directors of French Engineering Schools), to accelerate the development of student sport in France over the long term, in the run-up to the Paris 2024 Olympic and Paralympic Games, by acting on three levers:

- Developing the offer and diversifying practices;
- Promoting sporting activities and organising university time;
- Strengthening resources, governance and evaluation.

On 20 September 2023, International University Sports Day, an event, "Sports Villages" was organised to give universities the opportunity to showcase their sports facilities.

⁵⁸ Ministry of Higher Education and Research, <https://www.sports.gouv.fr/pratique-sportive-etudiante-signature-d-une-feuille-de-route-partenariale-1814?s=09>

— A "Generation Champions" programme to enable young people to discover new disciplines



Cisco, a partner of Paris 2024, has also proposed a "Generation Champions" programme⁵⁹ to enable children aged 8 to 16, supervised by professional coaches and athletes from "Team Cisco", to discover new sporting disciplines, and look behind the scenes of the life of a top-level athlete. More than 800 children across France took part in a range of activities on just one Saturday afternoon (excluding overseas territories). In practical terms, the operation involved offering participants 4 hours of initiation, training and fun sporting challenges (athletics, basketball, wheelchair tennis, archery and triathlon), as well as meetings with coaches and Olympic and Paralympic athletes⁶⁰ (Pauline Déroulède, Sasha Zoya, Vincent Luis and Ladji Doucouré).

— Launch of the QIOZ platform to develop foreign language and sign language learning in the Paris Region



The Île-de-France region, which aims to be a multilingual territory, has launched the QIOZ digital online platform, which enables residents to learn and master foreign languages, notably based on professional skills. There are 6 foreign languages offered, as well as a course on French sign language. A module focusing on the missions of volunteers has been created and will be made available to Paris 2024. Additionally, 380,000 inhabitants from the Greater Paris region have signed up to the programme and have seen their levels progress: 50% of learners who have completed 2 tests have improved by at least one level on the Common European Framework of Reference for Languages scale (A1 to C2).

⁵⁹ https://www.cisco.com/c/fr_fr/about/official-partner-paris-2024/generation-champions.html

⁶⁰ For more information : https://www.cisco.com/c/m/fr_fr/official-partner-paris-2024/generation-champions.html

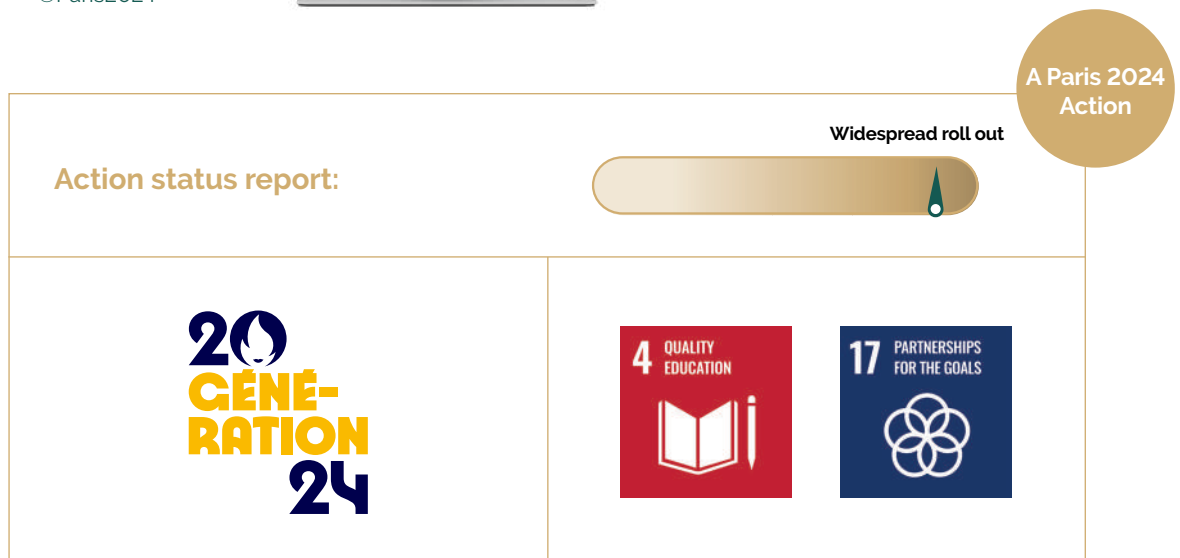
3.3.2 Objective #2: Support the role of sport in promoting the pleasure of learning and social cohesion

To strengthen the role of sport in education as a complement to physical and sports education and daily physical activity, Paris 2024 has endeavoured to provide the educational community with tools and support by compiling and making available educational content to help them discover the Games and encourage social cohesion.

— A platform for Generation 2024⁶¹ to equip educational communities



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⁶¹ Paris 2024, Annual report - education. Review of Olympic and Paralympic Week 2023.

Launched in November 2020, the **"Generation 2024" platform brings together and offers educational resources relating to sport, Olympism and Paralympism, with the aim of helping teachers and educators to develop their lessons and projects.**

Designed as a one-stop shop for information and educational resources, this platform was built using a collaborative approach. In terms of governance, Paris 2024 has relied on the actors working alongside it: the Ministry of National Education and Youth, the Ministry of Sport and the Olympic and Paralympic Games and its decentralised departments, as well as the CNOSF, the CPSF and the school and university sports federations. On an operational level, Paris 2024 has met with or contacted a large number of sports federations and actors in the national education system and the sports movement in order to identify educational resources. **The platform is intended as a lever for aggregating existing and new resources for the educational and sports ecosystem.**

The Generation 2024 platform

40,000

members

have created an online account and connected to the online space since 2020

320,000

page views

between September 2022 and April 2023

65,000

users

between September 2022 and April 2023

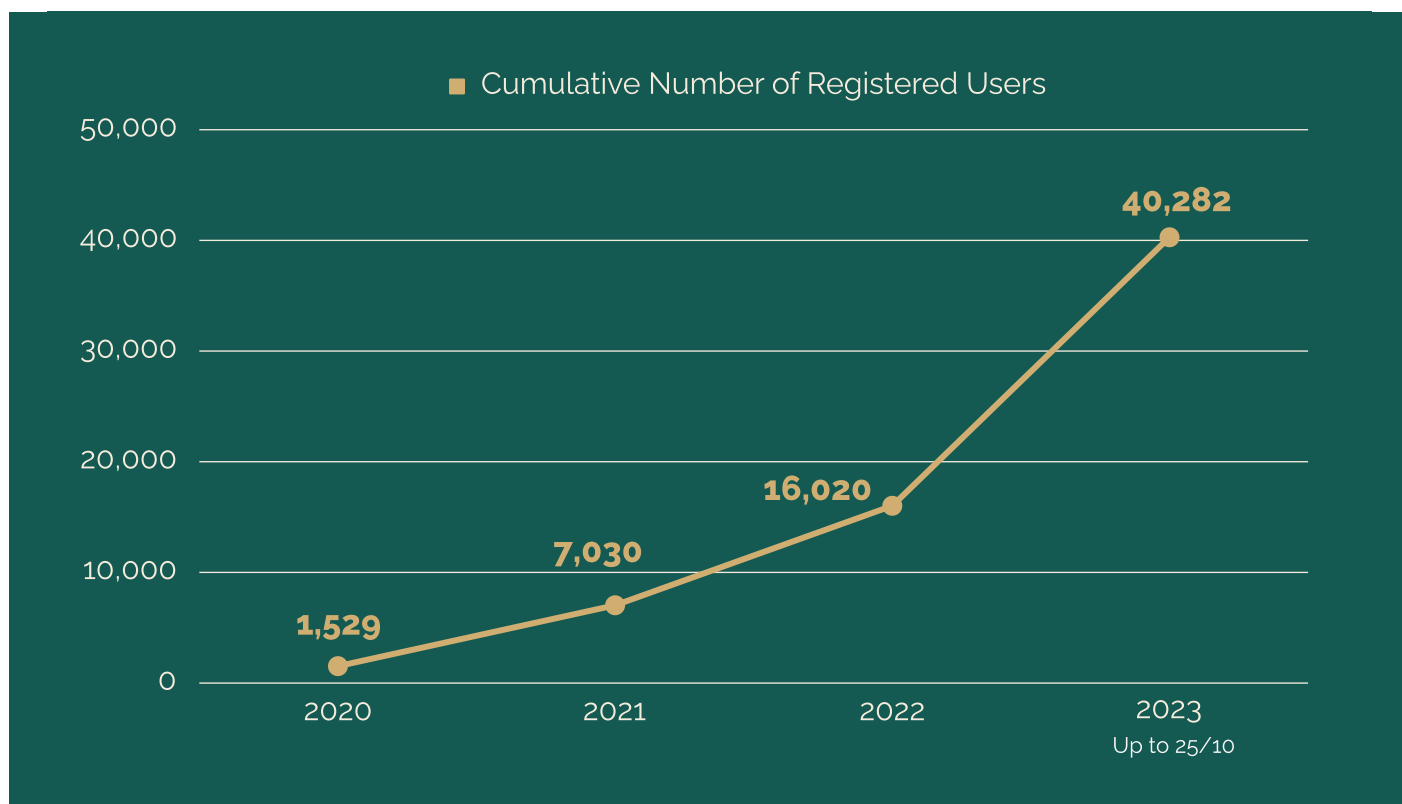
Around **250**
educational resources
offered and

more than 67,000
resources

downloaded between September 2022 and April 2023.

FIGURE N°2:

— Cumulative number of registrants on the Generation 2024 platform since its launch⁶²



Launched in January 2020, the platform has gone from strength to strength. **The number of connected members**, i.e., people who have created an account on the platform, rose from 3,700 members in January 2021 to 9,200 members in January 2022, increasing to 17,000 members in January 2023. Its growth has practically doubled every year, rising to 40,000 members by September 2023.⁶³

At this stage, this number is satisfactory, especially when **compared with the number of schools awarded the Generation 2024 label (more than 8,700)** and the number of towns and cities (2,000) involved in the Olympic and Paralympic week, as it enables us to gauge the scale of the deployment of digital resources in relation to the level of effective involvement of regional actors.

How well the digital resources offered by Paris 2024 meet the needs of the regions can be better understood from the point of view of the profiles of connected members. A study carried out in 2022 by Réseau Canopé⁶⁴, involving 400 connected members⁶⁵, shows that the users of the platform are mostly education professionals (68.5%), and mainly from primary schools, whose establishments are often the least endowed with resources. The fact that more than half of the people connected to the platform use these online resources as part of their school lessons bears witness to its direct contribution to the education system in the regions. The rest of the users are local authority staff (8%) and members of associations (10%), which equally demonstrates the platform's relevance in other areas.

⁶² Source : Paris 2024.

⁶³ Source : Paris 2024.

⁶⁴ For more details, see the Glossary in the appendix.

⁶⁵ Réseau Canopé, Usages de la plateforme 2024. Etude d'usages sur la plateforme éducative Paris 2024, pp.10-12.

This 2022 study also indicates that over half of the connected members (54.5%) are attached to establishments bearing the Generation 2024 label.⁶⁶ The proportion of people who live in a local authority that has been awarded the label and who are familiar with the Terre de Jeux 2024 label is somewhat lower (45%), although still satisfactory, which may be explained by the fact that the platform is still being rolled out to staff and associations. In both cases, more than a third were made aware of the platform following the award of the label to their establishment.⁶⁷ Overall, these figures show that the Generation 2024 platform is satisfactorily meeting the needs of the educational communities involved in the Games.

There are a range of resources on which the educational community can draw upon:

- **"I'mPOSSIBLE"** is an educational tool produced by the International Paralympic Committee for teachers in the form of a lesson plan. Divided into 3 sections (6-12 years, 12-15 years and 15-18 years), it introduces the concepts of Paralympic values, parasports and inspiring athletes from around the world.
- The film **The Colour of Victory**: set in a complex period of history, this film recounts the feats of Jesse Owens at the Berlin Olympic Games in 1936. This story is an ideal opportunity to get the younger generation thinking about racism, tolerance and respect. To date, more than 350,000 schoolchildren have been able to access the film as a result of Paris 2024 making it available to watch free of charge.
- Registered members of the platform receive a quarterly newsletter, the **Generation 2024 Bulletin**. The educational community, the sporting movement, pupils and students are all showcased in a section listing the projects they run on a daily basis.
- The development of teaching materials (fact sheets, quizzes, for all school stages) on the Olympic truce has helped to raise awareness among Generation 2024 students of the theme of sport and peace.
- Paris 2024 is deploying an active and participative education method that uses physical activity as an educational tool: pedagogy in motion.⁶⁸ This new resource provides teachers, educators and facilitators with fun and dynamic teaching tools to promote education through sport by mobilising Olympic and Paralympic values and addressing the key issues of inclusion, civic development and social cohesion.

⁶⁶ Réseau Canopé, *Ibid.*, p.15

⁶⁷ Réseau Canopé, *Ibid.*, p.21

⁶⁸ For more information: <https://generation.paris2024.org/ressources/pedagogie-en-mouvement>

Education in motion:

17 training courses have been organised in 4 departments⁶⁹ between 2020 and 2023 for

232 specialist educators, sportspeople, and volunteer managers.

1,633 children were reached during this period

A stronger focus on Seine-Saint-Denis:

10 training courses have been organised in the region between 2020 and 2023 for

135 specialist educators, sportspeople and volunteer managers.

1,215 children were reached during this period

(Figures as of 30/06/2023)

In **terms of** legacy, the study carried out by the Réseau Canopé⁷⁰ in 2022 shows that 89.9% of those connected intend to continue using the platform until the 2024 Games, demonstrating a **high level of** loyalty from **the educational community**.

However, it should be noted that only one in two users intends to continue using the platform after the Games. This contrasting figure can be qualitatively explained by two main factors:

→ On the one hand, as the platform has been designed in the run-up to the Games it may be considered as being less immediately useful in the years following the event.

→ On the other hand, some users would like the resources offered on the platform to be more directly linked with their schools' objectives and curricula, so that they can be better integrated into their classroom over time.

To meet these expectations, Paris 2024 will work throughout the 2023-2024 school year with its stakeholders and recognised educational actors to ensure the legacy of this tool, perpetuate its action and extend its usefulness to the teaching community.

⁶⁹ Paris, Bouches-du-Rhône, Val-d'Oise et Seine-Saint-Denis.

⁷⁰ Réseau Canopé, *Ibid.*

— A call for "Education through sport" projects in Paris



©Gerard Sanz / Ville de Paris

A Stakeholder Action

Action status report:

Deployment



The aim of the "Education through Sport" call for projects is to provide support for schools and sports clubs that propose new education through sport programmes designed to reduce inequalities at school and combat school dropouts.

As part of the City of Paris' "Olympic Transformations" plan, the "Education through Sport" call for projects, an Impact 2024 winner and supported by the Académie de Paris, has been supporting winning clubs every year since 2019, which assist in the academic success of pupils through sport. Alongside the family and the school, the clubs are positioned as places for learning civic values, engagement, and respect for others. In some cases, they also provide support and mediation for schools. The editions from 2020 to 2023 have contributed to the creation of constructive and lasting relationships between many schools and clubs focused on the academic success of children experiencing learning difficulties.

28 projects and
1,475
sports activities

519 children
in
23 schools
in 2021 / 2022

1,915 children expected in 2023 with
28 sports clubs and
40 schools

73% of young people
come from urban
policy on priority urban
neighbourhoods⁷¹

61% of projects are
developed in REP (Priority
Education Network) and
REP+ neighbourhoods⁷²

This programme was the subject of a two-year independent external evaluation, which collected data from project promoters and analysed the relevance of the call for projects and the impact of the activities carried out with young people. All the data and analyses mentioned below are taken from this report.⁷³

→ A relevant programme in terms of its scope and methodology

First and foremost, the programme reached out to young people facing three social problems: living in isolation from the rest of the population in their neighbourhoods; being demotivated and failing at school; and having behavioural difficulties (behavioural problems, relationship conflicts, etc.).

⁷¹ Urban policy on Priority Neighbourhoods is a public policy aimed at reducing the development gaps that exist between different neighbourhoods within French towns and cities. In France, 5.5 million people live in one of the 1,514 priority urban districts. For more information: <https://agence-cohesion-territoires.gouv.fr/politique-de-la-ville-97>

⁷² Priority Education Network. The aim of these networks is to reduce the gaps in success between pupils enrolled in priority education and those who are not. The REP+ network concerns the most isolated neighbourhoods or sectors with the greatest social difficulties. The REP network is less isolated, but covers areas with greater social difficulties than schools and colleges outside the priority education system. In France, 1.7 million pupils were enrolled in one of the 4,904 REP establishments (4,174 schools and 730 colleges) or 2,824 REP+ establishments (2,462 schools and 362 colleges). To find out more: <https://eduscol.education.fr/2861/school-education-france>

⁷³ Pluricité, Rapport de l'évaluation d'impact de l'appel à projet " Education par le Sport " ; pour le compte de la ville de Paris, 2023.

The majority of the winning projects adopted sport as an educational tool in its own right (59% of them) to convey educational messages. Contrary to approaches that consider sport to be primarily a tool for attracting audiences or a lever for disseminating values, sport here is used as an opportunity to deploy active teaching methods and messages.

However, half of the winners have also given priority to rotating beneficiaries rather than providing long-term support, which has limited the educational impact of the programme.

In this respect, the programme has enabled young people to make progress in acquiring socio-emotional skills (teamwork, motivation, concentration, listening, etc.) and has helped them to improve three levels of impact:

→ **Impact 1: their relationship with school (listening in class, quality of relationship with teachers)**

Firstly, the evaluation of the project shows that sport has enabled children to improve their relationship within the school environment and the teacher, and in so doing to reinforce certain practices such as listening in class, respect for rules and teamwork. Conversely, other socio-emotional skills such as managing emotions, compromise and anticipation were less in evidence.

"At my level, I've seen an amazing change in attitude. I didn't even think it was possible for some people. Obviously, there's still work to be done, but I'm seeing positive changes in attitudes. Pupils are listening, concentrating and questioning the framework less".

— Extract from an interview with a teacher

"The coach always tells us that what you do in the boxing ring has to have repercussions at school. Don't give up, concentrate, be rigorous and listen. I apply all that in class and I have the feeling that things are going a lot better. In any case, I've got fewer comments in my workbook!"

— Extract from an interview with a young participant

→ **Impact 2: their social development in the school environment (solidarity between young people and between groups of young people)**

The evaluation equally demonstrates that the proposed activities strengthened social ties as well as created new social ties between young people within the school environment. For example, 73% of them said they had made new friends during the activities, and they were quick to point out that they felt closer to young people with whom they had not previously had any contact.

"Through the project I've met loads of new people who have become friends. I also think the project has brought me closer to some of the students at my school who I didn't like or didn't hang out with before. In fact, we've made some real friendships!"

— Extract from an interview with a young participant

"I get on better even with students who didn't do the project. I've actually worked on myself to open up to others. It's useful in the project, but also in the playground and outside the school. I'm less afraid of other young people!"

— Extract from an interview with a young participant

These interview extracts illustrate the fact that the Education through Sport project is a lever to make young people aware of the attention and effort required to open up to others.

49 %

of young people have increased their concentration

79 %

listen more in class

73 % made new friends

→ **Impact 3: greater openness and discovery of other neighbourhoods and the development of their curiosity, etc.).**

Analysis of the characteristics of the projects carried out makes it possible to define these results. The third impact was achieved to a greater extent when the project winners combined education through sport activities with other activities (cultural outings, social events, introductory classes, or creativity workshops such as podcast creation and cookery workshops through the means of digital media, etc.).

Furthermore, the study has also revealed a limitation: as half of the winners have given priority to rotating beneficiaries rather than providing long-term support, this has in turn limited the educational impact of the programme and thus makes it impossible to say whether its effects on young people will be long-lasting.

— Creation of the "130 countries in 130 colleges" educational project at Seine-Saint-Denis



This scheme, set up by the Seine-Saint-Denis Departmental Council an Impact 2024 winner, aims to mobilise young people by offering pupils from the department's 130 secondary schools (collèges) the chance to learn more about the Olympic project and discover new cultures. Each secondary school chooses to focus on an educational project discovering one of the countries taking part in the upcoming Olympic and Paralympic Games, and is supported by the roll-out of a multi-disciplinary programme of activities around that country. As such, 3 major themes have been envisaged:

- Developing sport and parasports activities.
- Taking ownership of the Paris 2024 Games and the values of Olympism and Paralympism.
- Opening students up to the world.

This initiative takes the form of a call for expressions of interest, the aim of which is to support voluntary secondary schools through:

- A grant.
- Support in the co-construction of projects and the implementation of actions.
- Development initiatives.

In 45 secondary schools, sustainable, tailor-made initiatives have already been put in place: educational and sports workshops, workshops on the culture and history of the Games, presentations on the culture of the chosen country, arranging visits and cultural outings, meetings with foreign athletes and delegations, setting up a cultural/artistic project linked to the chosen country, support for school mobility in the chosen country, setting up a sustainable partnership/twinning with a school in the chosen country, exchanges and sports residencies, and so forth.

It should be noted here that the international dimension is particularly present in this scheme. This is achieved through various initiatives:

- Connecting participating schools with athletes from foreign delegations and with foreign embassies in France interested in the project.
- The desire to enable at least 25 secondary schools to benefit from mobility or an exchange within one of the Member States of the European Union through the association of the scheme with the European Commission's Erasmus+ programme.
- Establishing correspondence, long-term partnerships or twinning arrangements with educational establishments around the world, with the aim of getting schools involved in joint projects with other schools abroad, with the support of the Créteil Académie's Delegation for European and International Relations and Cooperation (DAREIC).

45 secondary schools
by the end of 2022/ 2023 , i.e.,
just over ¼ of the secondary
schools in Seine-Saint-Denis

2,000
direct beneficiaries
(out of just over 78,000 se-
condary school pupils)

19
international
partnerships
in
16 different countries

The project is currently being scaled up. Erasmus accreditation has been obtained, which will enable around 400 pupils to go on mobility trips in 2023/2024 via 13 partnerships between secondary schools and foreign establishments.

— The Paris 2024 Games enables the expansion of Olympic Classes



The CNOSF's Olympic Classes scheme, which has been running since 2012, enables teachers to raise their pupils' awareness of sport and Olympism throughout the year. A long-term project, the Olympic Classes are a way of establishing new habits in relation to the local sports movement, and getting pupils interested in a wide range of themes through sport and the Olympic and Paralympic Games. The Olympic Classes programme is implemented in three stages:

- 01 — Development of the Olympic Classes project.
- 02 — Contacts with the local sports movement, provision of tools, support for teachers
- 03 — Carrying out an assessment of the school year.

The themes addressed mainly concern the challenges of Olympism, the discovery of new sports and, to a lesser extent, health sport and gender equality.⁷⁴

⁷⁴ CNOSF, *Olympic Classes. Review 2022*

The Legacy & Sustainability strategy and the impetus given to a collective dynamic, in particular through the Generation 2024 label, have enabled the Olympic Classes scheme to grow from its pre-Games level. In the 2022/ 2023 school year, the Olympic Classes reached 317 schools, i.e. more than 1,154 classes and 24,627 pupils.⁷⁵ In the 2023/2024 school year, at least 45,000 pupils will find out about sport and Olympism through an Olympic Classes project.

244 projects in 2022 / 2023

involving

317 schools

and raising awareness amongst

24,627 pupils

in

1,154 classes

in 2022 - 2023

Over **65%** of teachers

believe that their pupils' level of physical activity is increasing and note that their pupils would like to join or have joined a club following the Olympic Class.

In terms of results, a majority of teachers reported both **an improvement in pupil involvement in the projects** and an improvement in the social ties and classroom climate to the CNOSF. One of the main factors explaining these results was the duration of the scheme (one academic school year), which enabled teachers to take ownership of the objectives and content proposed. Among the testimonies gathered from teachers by the CNOSF, the flexibility of the scheme is highlighted as one of the main factors in young people's acceptance of it.

In terms of legacy, the CNOSF wishes to maintain this system and extend the momentum of mobilisation of the educational community beyond the Games. The sustainability of relations between schools and sports clubs is therefore a particularly important aspect of the legacy.

⁷⁵ CNOSF, *Olympic Classes. The 2023 mid-term review.*

— A Citizen Rally to enable young people to discover new sports



The citizens' rally set up by the "Plaine Commune" Public Territorial Body (located in the department of Seine-Saint-Denis) and created in 2017, aims to promote social cohesion among the region's young people through sport, whilst raising their awareness of the values of Olympism. It aims to give young people their rightful place in the Paris 2024 Games project, which is of particular interest to them, in order to ensure a significant social and sporting legacy. The mobilisation of these young people gives them the opportunity to discover and practise different physical and sporting activities for a whole day, supervised by youth workers from the towns' child, youth and sports facilities. There are four objectives:

- 01** — Discovering the region and the Olympic and Paralympic venues.
- 02** — Discovering Olympic and Paralympic values.
- 03** — Meetings with athletes and para-athletes.
- 04** — Discover and try out new sports.

On average, each year since 2017, a total of 200 beneficiaries, aged 9 to 15, from 9 towns and cities have been reached. According to a survey carried out by Plaine Commune⁷⁶, the young people have been able to experience and share Olympic values, discover new sporting practices and have changed their outlook around high-level sport and disability.

⁷⁶ Plaine Commune is a local authority grouping together 9 towns (Épinay-sur-Seine, L'Île-Saint-Denis, La Courneuve, Pierrefitte-sur-Seine, Saint-Denis, Saint-Ouen-sur-Seine, Stains and Villetaneuse) to the north of Paris.

— 1000 school internships to discovery the Games in Île-de-France



The Île-de-France Region is working with schools to offer internships for secondary school pupils in 3rd year classes (aged 14-15) and pupils from establishments catering for people with special needs and people with disabilities (regional special education establishments, medico-educational institutes, etc.). The aim of these courses is to raise young people's awareness of the values of Olympism, Paralympism and the professions involved in organising the Games. All classes will be hosted at the Île-de-France headquarters, as well as at a number of other venues, such as the Vélodrome National, the Golf National, the Château de Versailles, Aéroports de Paris, the Stade Nautique Olympique d'Île-de-France in Vaires-sur-Marne and the Stade de France.

The system was rolled out in two stages:

01 — A period for schools to apply, select and organise the session and activities.

02 — An accompaniment period during the week's work experience.

70
schools

2,600
young people

To date, 22 five-day sessions have been organised at 14 partner sites, bringing together all the departments of the Ministry of National Education and Youth in the region. Since 2019, more than 2,000 pupils have taken part.

— An online "History of Sport and Citizenship" exhibition to help young people discover the history of Olympism

A Stakeholder Action

This exhibition, organised by CASDEN Banque Populaire, a BPCE Group partner of the Games, aims to promote Olympism and Olympic values in schools. To achieve this goal the exhibition features 30 illustrated panels on 30 athletes and 30 civic values that have shaped the history of the Games. It comes in the form of educational booklets and teaching resources for both teachers and pupils.

Since its launch, at the "Rendez-vous with History" in Blois in October 2020 and at the OPW 2021, this exhibition has been presented at more than 4,000 events, 90% of which have taken place in schools, to 4 million visitors.

Nearly 5,000 educational establishments (secondary schools, lycées (upper secondary schools), universities and higher education institutions) have organised or will organise an event around this exhibition in the run-up to the Paris 2024 Olympic and Paralympic Games.

— I'mPOSSIBLE: an educational tool for teachers to develop knowledge of parasport and Paralympic values

A Stakeholder Action



The International Paralympic Committee is offering lesson plans for teachers to introduce them to the Paralympic values of parasport and to discover the inspiring careers of athletes from around the world. Divided into three sections (6-12 years; 12-15 years; 15-18 years), this initiative aims to provide lesson plans for the educational and teaching community. It provides practical experiences, raises awareness and contributes towards changing the way young people perceive disability. Paris 2024 wants to help teachers take charge of these educational programmes so that they can make the most of them. More than 500 schools and educational establishments are using the I'mPOSSIBLE resources (as at 31/10/2023).

3.3.3 Objective #3: Use sport as a driving force for engagement and citizenship

Paris 2024 believes that the Games should be a lever to encourage young people to get involved as volunteers and citizens, particularly in the sporting movement.

— The Civic Service for Sport scheme expanded and promoted through the Generation 2024 label



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A Paris 2024
Action

Action status report:

Widespread roll out



Civic service is a government-sponsored scheme offering 6- to 12-month missions, paid at a rate of €610 per month, 81% of which is paid by the government. It is open to all young people aged 16 to 25 (and up to 30 for people with disabilities), regardless of qualifications. More than 130,000 young people have benefited from civic service in more than 10,000 host structures in 2020 and 145,000 in 2021 despite the health and social crisis linked to the Covid-19 pandemic.

In this context, Paris 2024 has worked with the Agence nationale du Service Civique (ASC, the national agency of civic service) and the CNOSF to create a Generation 2024 accreditation programme. The accredited missions can be in areas other than sport, as long as they fall within the Civic Service framework and contribute to the preparation and legacy of the Olympic and Paralympic Games. The missions include sport as a key means of transmitting and raising awareness of many other issues.

A reference guideline⁷⁷ has been designed to encourage actions that contribute to solidarity, education for all, health, culture and leisure, the environment, international development and citizenship. Through this Paris 2024 wishes to:

- Encourage the sport movement to strengthen its range of missions, including actions that contribute to these various fields.
- Encourage other host organisations that offer programmes that include this type of action, particularly local authorities that have been awarded the Terre de Jeux 2024 label, to include a sporting dimension in their programmes.
- Encourage young people to choose a mission with a sporting dimension, serving the general interest, and to join the "Generation 2024" community.

Civic Service missions must be accessible to everyone, regardless of the profile, situation and origin of the applicants, their background or their level of training and education. The selection process must take account of this fundamental principle and be based on young people's motivation to get involved. The ASC and Paris 2024 encourage organisations to set up mixed pairs or teams of volunteers in order to give volunteers an experience of diversity: pairs or teams with equal numbers of women and men, young people with different levels of training (school dropouts, higher education graduates, school-leavers, etc.), and volunteers both with and without disabilities. According to the ASC and Paris 2024, beyond the gender-balanced experience it gives volunteers, this approach has several advantages for the organisations: it encourages healthy competition between volunteers and enables them to pool their skills to carry out their mission. Moreover, a mission carried out as part of a team ensures its continuity in the event of a volunteer leaving early.

The Generation 2024 civic service missions are promoted in close collaboration with the CNOSF, which has a framework agreement with the ASC. The CNOSF has sought to localise the scheme, raise its profile and make it easier for federations to access the scheme. As a result, 56% of Generation 2024 missions are offered by sports federations and their leagues/committees/clubs and 23% are offered by CDOS/CROS/CTOS.⁷⁸

⁷⁷ For more information: <https://www.service-civique.gouv.fr/accueillir-un-volontaire/enjeux-prioritaires-service-civique/generation-2024>

⁷⁸ Departmental Olympic and Sports Committees (CDOS), Regional Olympic and Sports Committees (CROS), Territorial Olympic and Sports Committees (CTOS). These three bodies are the representatives of the French National Olympic and Sports Committee at the various administrative levels in France.

A total of 14,000 young people have been involved in the civic service Generation 2024 programme between September 2021 and May 2023 in activities supported by Paris 2024 in the field of sport, an encouraging number compared to the initial objective of mobilising 30,000 young people through sport in 2024.

To date, this accreditation appears to have had a neutral effect, as shown by the change in the proportion of missions carried out in the field of sport compared to all civic service missions in France. A multi-year perspective supports this assertion:

→ In 2019, sport was responsible for 14% of the 140,000 volunteering assignments in France, representing 19,600 missions.

→ By 2021, it represented 15% of the 132,000 volunteer assignments nationwide, or 19,800 missions.

→ Finally, in 2022, it accounted for 15% of the 144,000 volunteer assignments underway, or 21,600 assignments.

Thus, whilst the number of volunteers in France rose between 2021 and 2022 after losing momentum in 2020 as a result of the COVID-19 pandemic the proportion of sport volunteering has levelled off. It would appear that the missions that have been awarded the label are essentially those that already exist. A detailed analysis may enable us to assess the extent to which the content of these missions and the conditions under which they are carried out have been enriched or adapted to meet the criteria of the Generation 2024 guidelines. It should be noted that the constant observed in this report in relative terms does not prejudge future trends that may be observed in 2023 and 2024. For instance, this is a period during which the local authorities mobilised during the Games could set up more activities involving young people in civic service programmes during festive events.

14,000

young people involved in Generation 2024 civic service between September 2021 and May 2023 in the field of sport

57

young people abroad

The fact that Paris 2024's initiatives to promote young people's civic engagement and citizenship are based on a civic engagement scheme run by the French government illustrates Paris 2024's ambition and concern for consistency in contributing to the deployment of existing public policies.

— A "Talents 2024" programme⁷⁹ to support and reward innovative initiatives



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The "Talents 2024" scheme is a call for projects that aim to inspire young people aged 16 to 25 in the Greater Paris region to take action in line with the values of Olympism (excellence, friendship, respect) and the objectives of the Olympic agenda (solidarity, digital engagement, sustainable development, non-discrimination, support for refugees and displaced populations). This Impact 2024 winning project, supported by the Department of Seine-Saint-Denis and the Paris 2024 Endowment Fund, is a call for projects that supports and rewards innovative initiatives in the fields of inclusion, eco-citizenship, sport and health, and solidarity. The projects supported can be of different kinds, ranging from recreational practices to improving a service, via a local solidarity initiative or the launch of a product designed to support a specific target group.

A
Stakeholder
Action

Action status report:

Deployment



24 selected

each year for 2 months' support and

6 winners

(Paris + Seine-Saint-Denis) aged between 16 and 25 benefitting from a grant and 6 months' incubation to set up their innovative project in the 4th edition

72 projects

selected over the first 3 editions

⁷⁹ For more information : <https://www.paris.fr/pages/talents-2024-a-vos-projets-pour-les-jeux-8146#talents-2024-mode-d-emploi>

— Leverage effect of the Legacy & Sustainability strategy and Impact 2024 on the programme 'Leaders of Tomorrow'



Winner of the Impact 2024 award, the CNOSF's "Leaders of Tomorrow" programme aims to support volunteers and future volunteers wishing to take up voluntary leadership roles within the sports movement, from club to federation level. Through this programme, the CNOSF wishes to support the careers of committed young people and their assumption of active responsibility in the sports movement voluntary sector. This programme is not intended to replace existing volunteer training schemes, but to complement them. Launched in 2022, the first promotion, sponsored by Tony Estanguet, brought together 31 beneficiaries who were trained and supported on 7 themes via 2 group sessions. Although it is still too early to assess the results of this programme on the careers of the young people involved, the CNOSF considers the programme to be an important legacy issue.

At this stage, a number of steps have been taken:

- 01** — Beneficiary recruitment phase.
- 02** — Seminar to launch the programme.
- 03** — Hosting of events and provision of resources.
- 04** — Closing seminar.

— Creation of a Youth Council to draw up recommendations for CNOSF management



The Youth Council set up by CNOSF has equal representation and is made up of young people aged between 15 and 21 from all over France, both mainland and overseas territories, and from different sports federations. Its aim is to make proposals to the CNOSF's governing bodies to help the sports movement understand and respond as effectively as possible to the needs and expectations of young people, of which 26 have been selected as members of the Council. They are currently being supported as part of the scheme and have worked on an initial collection of young people's expectations of the sporting movement. The first recommendations are expected in January 2024. The CNOSF would like to continue the scheme after the Games if the experiment proves conclusive, and has already supported the territorial expansion of the approach within a volunteer Regional Olympic and Sports Committee.

26

young members of the Youth Council,
50% of whom are female

3.4 Indicator dashboard

TABLE N°4:
— Paris 2024 indicator dashboard information

Indicator	Strategy outputs and outcomes
<p>Indicator 9 — Evolution of the number of children taking part in Olympic and Paralympic Week</p>	<p>→ 3 million young people reached over the last 7 editions: from 72,000 pupils and students in 2018 to 1,000,000 in 2023 (x14 in 5 years)</p>
<p>Indicator 10 — Number of schools and higher education establishments awarded the Generation 2024 label</p>	<p>→ More than 8,700 schools and higher education establishments awarded the Generation 2024 label between 2018 and 2023 out of a total of 62,410 establishments in France⁸⁰, i.e. almost 14%.</p>
<p>Indicator 11 — Number of Games volunteers (Paris 2024 and other stakeholders)</p>	<p>→ 45,000 volunteers mobilised by Paris 2024 and 5,300 by the City of Paris</p> <p>→ 14,000 young people on Generation 2024 civic service between September 2021 and June 2023</p>

⁸⁰ At the start of the 2022 academic year, France had 58,910 public and private secondary schools and establishments under contract (48,220 schools, 6,980 colleges and 3,710 lycées and regional special education establishments), as well as 3,500 public and private higher education establishments. Source: <https://www.education.gouv.fr/les-chiffres-cles-du-systeme-educatif-6515> and <https://www.campusfrance.org/fr/etablisements-enseignement-superieur-France#:~:text=La%20France%20compte%20plus%20de,qui%20veulent%20%C3%A9tudier%20en%20France>.

TABLE N°5:

— Information on the dashboard of impact indicators for cultural, sporting and business events taken from OECD guides

Indicator	Activities selected for the indicator	Outputs/Outcomes associated with the selected activity	Source
Percentage of people in target groups ⁸¹ indicating an increase in the frequency of participation in activities (sporting, cultural, economic, etc.). For sport: increase in participation in physical and sporting activities	Impact 2024 projects (Projects supported by the Paris 2024 Endowment Fund)	→ 70.2% of beneficiaries stated that they practised a physical and/or sporting activity more frequently than before their participation in the project.	Survey of beneficiaries of actions financed by the Paris 2024 Endowment Fund
Percentage of participants from under-represented groups ⁸²	Generation 2024 label	→ 18% of labelled establishments , i.e., 1,542 establishments from urban policy districts	Ministry of National Education and Youth
Percentage of volunteers saying they would like to do more voluntary work	Paris 2024 Olympic and Paralympic Games	Data to be collected after the Games	Paris 2024

⁸¹ The target groups (as defined by the OECD) determined by Paris 2024 are primary school children (aged between 6 and 11) as well as populations suffering from difficulties in accessing sport that have received support from the Paris 2024 Endowment Fund.

⁸² The under-represented groups (as defined by the OECD) identified by Paris 2024 are women, residents of priority urban neighbourhoods (QPVs), people with disabilities (PSH) and, more broadly, all beneficiaries of actions supported by the Paris 2024 Endowment Fund.

TABLE N°6:

— Impact 2024's key education figures

Amount in euros	8,068,971 euros
Number of projects	192
Estimated number of direct beneficiaries	457,046 direct beneficiaries
Estimated number of direct beneficiaries based on Impact 2024 project reports received	270,128
Number of people with disabilities as beneficiaries	32,285
Number of women beneficiaires (forecast based on interim reports provided by project organisers)	113,918

TABLE N°7:

— Focus on outputs and outcomes specific to the Seine-Saint-Denis department

Activity	Outputs	Outcomes	Source
<p>The Generation 2024 label aims to achieve the following objectives:</p> <ul style="list-style-type: none"> → Developing structuring projects with local sports clubs. → Participation in Olympic and Paralympic promotional events. → Supporting or welcoming top-level sportspeople → Opening up schools' sports facilities 	Issued by the Ministry of National Education and Youth and the Ministry of Higher Education and Research	→ 464 schools with the label out of 1,326 in Seine-Saint-Denis, i.e., 34% of the Department's schools	Ministry of National Education and Youth
Olympic and Paralympic Week (OPW)	Olympic and Paralympic Week is organised by Paris 2024 with the support of the French government, the French National Olympic Sports Committee (CNOSF), the French Paralympic and Sports Committee (CPSF), school and university sports federations (USEP, UNSS, UGSEL, FFSU, UNCU) and the Agency for French Education Abroad (AEFE).	<p>→ 296 projects and</p> <p>→ 100,408 young people reached in Seine-Saint-Denis department, ranked 2nd in France behind Paris</p>	Paris 2024
130 countries in 130 colleges	An initiative supported by the Departmental Council of Seine-Saint-Denis in secondary schools awarded the Generation 2024 label, via a call for projects and a grant.	→ 45 secondary schools awarded the Generation 2024 label, i.e., 35% of the department's secondary schools, → 2,000 pupils reached with the label	Seine-Saint-Denis Departmental Council
Education in motion	Project piloted by Paris 2024 12 training courses	<p>→ 147 specialist educators trained</p> <p>→ 1,323 children reached</p>	Paris 2024

3.5

Intermediate lessons

This first evaluation report on the "sport for education and engagement" actions undertaken by Paris 2024 and its stakeholders has highlighted four lessons.

Firstly, the solutions proposed (tools, events, cooperation) by Paris 2024 and its stakeholders are particularly relevant in terms of education to improve young people's access to sport and raise their awareness of values such as social cohesion. Since the structuring of public policies on sport and the sporting movement during the 20th century, research has shown that institutions lack the resources and have difficulty cooperating with the sporting movement in an equal, if not balanced, manner throughout the country.⁸³ The solutions proposed by Paris 2024 and its stakeholders therefore meet two needs:

- To begin with, they give **more financial and methodological resources to educational communities, school principals and teachers (particularly those in primary schools** (for who usually have the least resources in this area, or higher education establishments, which have their own difficulties) to expand existing initiatives or organise new ones.
- Furthermore, Paris 2024 and its stakeholders are giving schools more means of communication and visibility to encourage them to get closer to the sports movement, clubs and associations, and vice versa.

Secondly, we have also observed **a high degree of coherence and coordination between the objectives and actions implemented by Paris 2024 and its main stakeholders**, such that the initiatives taken by one group reinforce the deployment of the initiatives taken by the others. **This coherence is expressed in the construction of the objectives of the new initiatives and in the adequacy of the objectives and resources proposed.** The aim of the Generation 2024 platform is to make both existing and new resources visible. Local authorities such as the City of Paris and the Department of Seine-Saint-Denis, for example, are keen to use the Generation 2024 label and the

resources available on the platform to help schools in their areas that are involved in local initiatives. **This consistency is also expressed externally in terms of the extent to which the objectives of Paris 2024 are aligned with the objectives of the State and its public policies on education and engagement.** By relying on State schemes such as Civic Service, Paris 2024 will be able to mobilise young people for missions that will strengthen the capacity of associations, schools and local authorities to promote physical activity and sport and the legacy of the Games.

⁸³ Cours des Comptes, *L'École et le sport : une ambition à concrétiser*, 2019.

Thirdly, in terms of effectiveness, we note that some programmes are beginning to achieve satisfactory initial results in terms of mobilising education actors (schools and establishments), sports actors (federations, clubs), economic actors (companies) and, above all, in terms of the number of young people reached, or supported by, the various initiatives. **The Generation 2024 Label, the Generation 2024 online platform and Olympic and Paralympic Week all play a key role in mobilising and equipping the actors involved**, which varies from programme to programme and from region to region, with other stakeholders such as the State, the IOC, the Île-de-France region, the Seine-Saint-Denis department, the municipalities and public establishments of Seine-Saint-Denis and the city of Paris taking the lead.

The joint mobilisation of public authorities makes it possible to involve actors and reach young people in a targeted way. Whilst it is not yet possible to analyse the impact of these programmes on the beneficiaries, and much remains to be done to ensure that the programmes are scaled up and reach a significant number of beneficiaries, it is **still possible to achieve our objectives, provided that we maintain the same level of relevance and consistency in our actions.**

Lastly, it is important to emphasise that a programme such as "Education par le sport" (Education through Sport), supported by the City of Paris, which has been the subject of an in-depth evaluation study, can have a real impact on young people's access to sport, their well-being and their openness to other social universes, provided that a number of conditions are met.

→ Firstly, the project promoters saw physical activity and sport as a means of education rather than an end. Whilst sport is often presented as beneficial because of its intrinsic values⁸⁴ (surpassing oneself, discipline, team spirit), the programme's project promoters have used it more as a lever to convey educational messages about health, culture and social cohesion.⁸⁵ **In this sense, the quality of the operational and pedagogical engineering of the projects is an important factor in guaranteeing a social impact that strictly speaking goes beyond the learning and development of sport.**⁸⁶

→ **Secondly, this case study shows that the organisation of sports activities can be combined with other types of activity** (cultural outings, social events, creativity workshops, etc.). It provides a very concrete illustration of why and how combining the themes of the Legacy & Sustainability strategy (culture, education, health, inclusion) can have an impact on young people.

⁸⁴ Michaël Attali, *Le sport et ses valeurs, La dispute*, 2004.

⁸⁵ Numerous scientific studies emphasise the conditional and contextual nature of its added educational, social, health or environmental value, see Fred Coalter, *Sport for Development and Peace*, 2017.

⁸⁶ David Blough and Emmanuel Rivat, "Sport for development". Study commissioned by AFD, 2023.

By analysing the strategy's actions and programmes, and bearing in mind these initial general lessons, it could be said that Paris 2024 and its stakeholders have:

01 — Progressed in promoting physical activity and sport amongst young people and their family and friends through specific actions and programmes.

02 — Progressed on supporting and promoting the role of PE, school and university sport, and physical activity through sport in the development of children and students, the pleasure of learning, and social cohesion.

03 — Increased support and raised awareness among local authorities and young people of the attractiveness and usefulness of youth volunteering. However, this support for civic engagement in sport has not yet had a significant impact in relative terms in the sports sector (in terms of the stability of the share of 'sport' service missions in the total number of missions in France) and its impact on the content of missions has not yet been evaluated.

In terms of legacy, a number of benefits can be noted if we compare the situation before and after the implementation of the Legacy & Sustainability strategy:

→ Firstly, the production of a Generation 2024 platform and the online availability of tools (existing or new) are the **first real steps towards pooling the resources of the various stakeholders, who are thus acting collectively for and through sport.**

→ Secondly, the logic and scope of the cooperation between Paris 2024 and its stakeholders, such as the sports movement, associations, national education and higher education, are particularly successful. Although this kind of cooperation was already taking place in the region, Paris 2024's Legacy & Sustainability strategy is having **a real leverage effect** on accelerating the coordination of networks and the provision of tools to stakeholders on the ground at local level.

→ Finally, in terms of governance, the joint efforts of the State, Paris 2024 and the local authorities in Seine-Saint-Denis are an example of how the Olympic and Paralympic Games can be a key lever for effective regional development.

Needless to say, these results are the subject of an interim assessment and will have to be revised in light of new data to be consolidated in 2023 and collected in 2024.





**Sport
for
health**

**The Games to promote
sport everywhere, for
everyone**

4.1

The challenges and stakes of Paris 2024

Key figures revealing the issues at stake

95% of adults in France are at risk of deteriorating health due to a lack of physical activity and/or excessive sedentary behaviour in 2021, and **87%** of 11-17 year olds are active for less than one hour a day⁸⁷

18% of teenagers in France in year 3 were living with excess weight (conditions combining overweight and obesity) in 2017 and **5%** were obese⁸⁸

37% of children aged 6 to 10 and **73%** of young people aged 11 to 17 failed to reach the daily recommended activity level of 60 minutes per day between 2014-2016⁸⁹

66% of young people in France aged between 11 and 17 present a concerning health risk, characterised by simultaneously exceeding two health thresholds: more than 2 hours of screen time and less than 60 minutes of physical activity per day⁹⁰

Taking part in physical activity and sport increases productivity at work by **8%** and reduces absenteeism by **25%**⁹¹

13% of managers have introduced facilities or solutions to make it easier for their employees to take part in physical activity and sport⁹²

⁸⁷ According to a study by the Agence Nationale de la Sécurité Sanitaire de l'alimentation, de l'environnement et du travail (Anses): <https://www.anses.fr>

⁸⁸ According to the study by the Direction de la Recherche, des Etudes, de l'Evaluation et des Statistiques, part of the Ministry of Health and Solidarity: <https://drees.solidarites-sante.gouv.fr/>

⁸⁹ Nutritional Epidemiology and Surveillance Team (ESEN). Health study on the environment, biomonitoring, physical activity and nutrition (Esteban), 2014-2016. Nutrition section. Corpulence Chapter. 2nd Edition. Santé publique France: 2020. 1-58. www.santepubliquefrance.fr

⁹⁰ According to data published by the Agence nationale de sécurité sanitaire, de l'alimentation, de l'environnement et du travail (Anses): <https://www.anses.fr/fr/content/inactivit%C3%A9-physique-et-s%C3%A9dentarit%C3%A9-chez-les-jeunes-l%E2%80%99anses-alerte-les-pouvoirs-publics>

⁹¹ Goodwill Management study for MEDEF, June 2023. For more information: <https://www.filiersport.com/rse/2023-06-14/de-nouvelles-actions-pour-dynamiser-la-pratique-du-sport-en-entreprise>

⁹² MEDEF/Paris 2024 Barometer - December 2022

With the Olympic and Paralympic Games, Paris 2024 wishes to place physical activity and sport at the heart of its project, with the ambition of "putting more sport in people's lives". A sedentary lifestyle is a major public health problem today, with effects that weigh heavily on public finances (due to the cost of treating pathologies linked to obesity, cardiovascular disease, diabetes, various forms of cancer, etc.). In fact, some official reports suggest that a sedentary lifestyle is a veritable "health time bomb".⁹³ France Stratégie estimates the social cost of physical inactivity in France at around €140 billion a year.⁹⁴

Whilst sedentary lifestyles affect French society as a whole, the situation is particularly worrying for children and teenagers, who are adopting lifestyles that are harmful to their health. The benefits of regular physical activity and sport have been widely demonstrated, both in terms of primary prevention (reducing mortality and the incidence of chronic diseases as well as a complementary treatment for chronic conditions or pathologies). Combined expert reports by Inserm (2008) and Anses (2016) indicate that *"regular physical activity and following recommendations are associated with a reduction in premature mortality of between 29% and 41% depending on the study"*.⁹⁵



⁹³ Juanico, Régis, Tamarelle-Verhaeghe, Marie. *Rapport d'information de l'Assemblée nationale sur l'évaluation des politiques de prévention en santé publique*. July 2021.

⁹⁴ Based on a study by France Stratégie for the Secrétariat Général pour l'Investissement and the Ministère de la Transition Ecologique. For more information: https://www.strategie.gouv.fr/sites/strategie.gouv.fr/files/atoms/files/fs-2022-synthese-rapport_sante-mars.pdf

⁹⁵ Inserm. *Physical activity. Contexts and effects on health*. Collection Expertise collective. Paris: Éditions Inserm, 2008.

4.2

Paris 2024 objectives

For all these reasons, Paris 2024 wanted to take up the fight against sedentary lifestyles, through the development of physical and sporting activities and the adoption of active behaviours from an early age, as one of the pillars of its Legacy & Sustainability strategy—with one major objective: to encourage the population of France to "Move More" throughout their lives. To achieve this, Paris 2024 has focused on 3 key themes:

01 — Encourage people to move more by capitalising on the influence of athletes to inspire young people to adopt an active lifestyle.

02 — Move more every day at school, at work and in everyday life, particularly in urban areas.

03 — Supporting the role of sports clubs to enhance the range of supervised sporting activities and encourage partnerships between clubs and local actors.

This strong commitment is reflected in the campaign "Getting teenagers active is not easy, but encouraging them is important"⁹⁶, launched by Santé Publique France (Public Health France) in partnership with the Ministry of Health and Prevention, the Ministry of Sport and the Olympic and Paralympic Games, and Paris 2024. Through this campaign, Santé Publique France and its partners have offered digital tools both to parents, whose involvement in getting their children moving is essential, and to teenagers themselves, through communication campaigns on social networks (Snapchat, TikTok) designed to encourage them to exercise regularly.

⁹⁶ <https://www.santepubliquefrance.fr/presse/2022/sante-publique-france-lance-une-nouvelle-campagne-faire-bouger-les-ados-c-est-pas-evident-mais-les-encourager-c-est-important>

The "Bouger Plus" (Move More!) strategy

Paris 2024's ambition is to have a positive and lasting impact on the lifestyles of both women and men living in France by helping to increase the importance of physical activity and sport in their daily lives. To achieve this, Paris 2024 wanted to develop initiatives to raise awareness among local authorities, businesses, schools and the general public on the dangers of a sedentary lifestyle and the benefits of regular sporting activity. The Organising Committee also wanted to directly propose or facilitate the emergence of concrete solutions to develop physical activity and sport on a daily basis and get French residents moving, with priority given to children aged 6 to 11. **This "Bouger Plus" strategy has three objectives.**

"Bouger Plus à l'école" (Move More at school)

Thanks to close cooperation with the collective "Pour une France en forme" (For a Fit France) and regular dialogue with establishments such as the World Health Organisation's Physical Activity Unit, the Observatoire national de l'activité physique et de la sédentarité (ONAPS - National Observatory on Physical Activity and Sedentariness) and Santé Publique France (Public Health France), Paris 2024 has taken full measure of the major public health problem represented by sedentary lifestyles and a lack of physical activity among children. It has also noted the major inequalities reported in this area: among young people (aged 6-17), 50.7% of boys and only 33.3% of girls meet the recommendations for physical activity respectively.⁹⁷ Finally, the organising committee paid particular attention to the fact that childhood is a key time for building motor skills, developing active lifestyle habits and building health capital, crucial points emphasised by the experts. For these reasons, the daily physical activity of children aged 6 to 11 has been made a priority in the Legacy & Sustainability strategy, with two priority actions (levers): developing the practice of regular physical activity or sport and improving school facilities.

"Bouger plus en ville" (Move More in the city)

Paris 2024 wants to help people in France adopt more active lifestyles in their daily lives. To achieve this, special emphasis has been placed on integrating movement and play into the way they think about and design their daily living spaces. Paris 2024 has therefore joined forces with the Agence Nationale de la Cohésion des Territoires (ANCT - National Agency for Territorial Cohesion) under a cooperation agreement aimed at developing Active Design in local territories with a particular focus on the 222 towns and cities in the "Action Cœur de Ville" network.⁹⁸ This has resulted in the creation of an Active Design guide⁹⁹ (December 2021) and the involvement of 6 pilot territories as Active Design demonstrators.

"Bouger Plus au travail" (Move more at work)

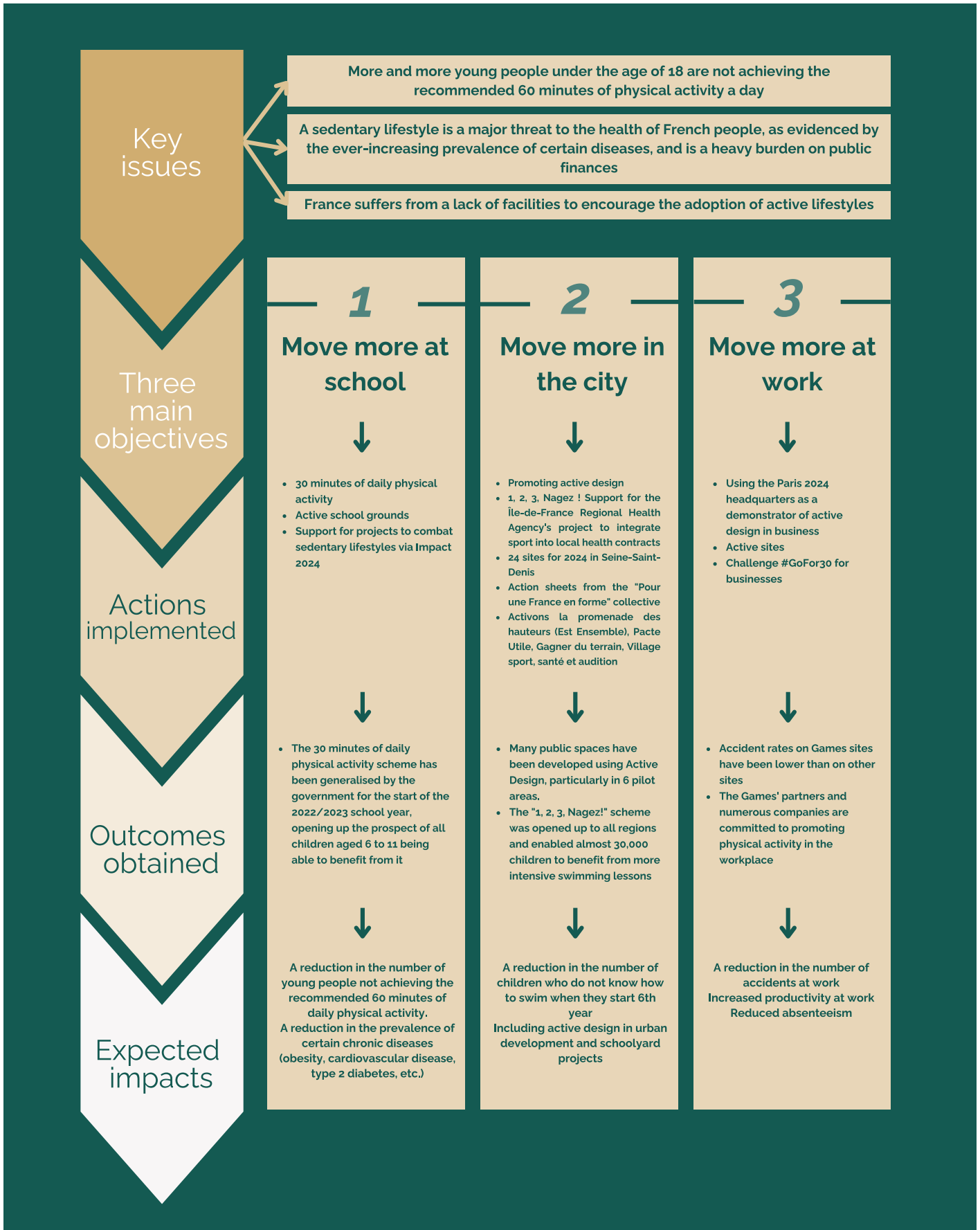
Paris 2024 also wants to develop physical activity and sport in the workplace. To this end, a specific guide has been published for Paris 2024's partners to encourage them to rethink the layout of their offices using an Active Design approach, and to encourage their employees to take up the challenge of engaging in 30 minutes of daily physical activity through the "Go for 30" challenge. Paris 2024 also wanted to make Pulse, its headquarters, a showcase of Active Design. This has led to the development of other initiatives such as the "Chantiers Actifs" (Active Worksites) for the Athletes' Village and the Media Village, through which Paris 2024 offers preventive physical preparation to construction site workers, and the creation, in collaboration with MEDEF, of an annual "corporate sport barometer" to monitor changes in expectations and perceptions.

⁹⁷ Health study on the environment, biomonitoring, physical activity and nutrition (Esteban 2014-2016) Nutrition section. Chapter on Physical Activity and Sedentary Lifestyles. Saint Maurice: Santé publique France, (Public Health France) February 2020.

⁹⁸ The national 'Action cœur de ville' plan aims to 'facilitate and support the work of local authorities, encourage those involved in housing and town planning to reinvest in town centres, and promote the retention or establishment of businesses in town centres in order to improve living conditions in medium-sized towns and cities'. The plan covers 234 towns and cities in 222 territories in mainland France and the French overseas territories. For more information: <https://agence-cohesion-territoires.gouv.fr/action-coeur-de-ville-42>

⁹⁹ For more information: https://medias-terredejeux.paris2024.org/2021-12/Guide%20du%20Design%20Actif%20-%20Terre%20de%20Jeux%202024_0.pdf November 2023

DIAGRAM 8:
— The theory of change of the health pillar

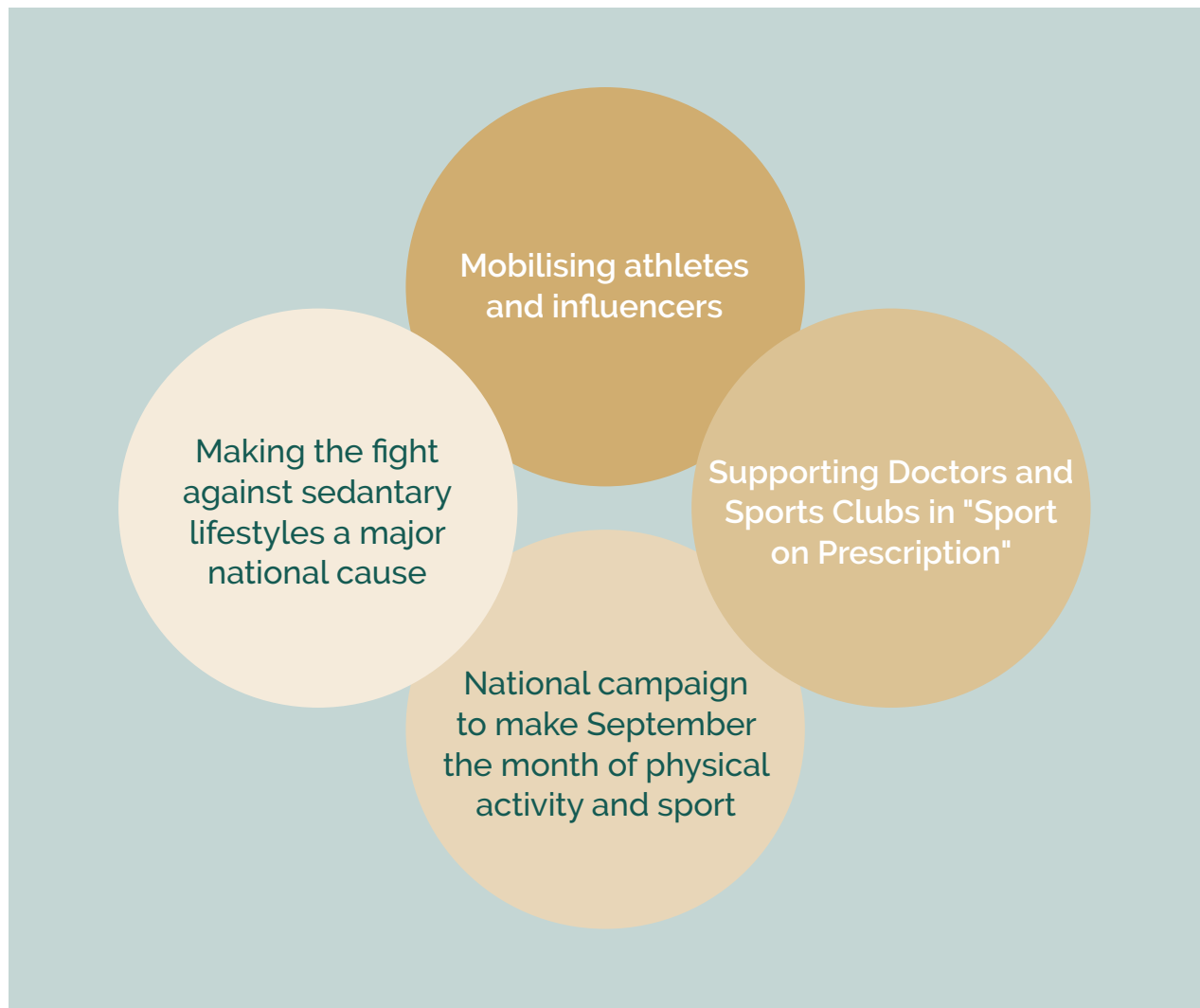


4.3

Interim evaluation of actions carried out or supported by Paris 2024 and Games stakeholders

Paris 2024's Legacy and Sustainability strategy initially set out 13 key initiatives or contributions. These 13 actions have now been launched and are all currently being implemented.

→ Encouraging people to move more: 4 actions



→ **Make more physical activity part of everyday life in France, particularly for those who are furthest away from it (chronically inactive): 9 actions**



15 other actions that were not initially planned have also been implemented and integrated into the Legacy & Sustainability strategy:

- 2 actions directly supported by Paris 2024.
- 13 actions supported by Paris 2024 stakeholders.

Of all the initiatives promoting the use of sport to improve the health of both women and men in France, whether promoted by Paris 2024 or by its stakeholders, 19 actions were considered to be genuine priorities because of the challenges they help address, their innovative and differentiating nature, and the significant outputs observed or the outcomes obtained so far.

TABLE N°8:

— Level of contribution of "Health" actions to the Paris 2024 legacy

Name of the action	Party taking charge of the action	Level of contribution from Paris 2024
30 minutes of daily physical activity at school	French State	An action driven by the Paris 2024 Organising Committee for the Games
Cours d'écoles actives (Active schoolyards)	National Sports Agency	An action driven by the Paris 2024 Organising Committee for the Games
Active design in the city	National Agency for Territorial Cohesion	An action driven by the Paris 2024 Organising Committee for the Games
1, 2, 3, Nagez ! (1, 2, 3, Swim!)	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Getting teenagers active is not easy, but encouraging them is important.	Santé Publique France	An action driven by the Paris 2024 Organising Committee for the Games
Call for expressions of interest to combat sedentary lifestyles	Ile-de-France Regional Health Agency	An action driven by the Paris 2024 Organising Committee for the Games
24 sites for 2024	Departmental Council de Seine-Saint-Denis	An action driven by the Paris 2024 Organising Committee for the Games
Bouger Plus - Move More Action Sheets – The Collective for a Fit France	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Activons la promenade des hauteurs (Let's activate "The Heights" walk)	Est Ensemble - Public Territorial Establishment	An action driven by the Paris 2024 Organising Committee for the Games
Pacte Utile (Useful Pact)	Partner - Caisse d'Epargne	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Gagner du terrain (Gaining ground)	Partner - FDJ	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee

(table n°8 continued)

Name of the action	Party taking charge of the action	Level of contribution from Paris 2024
Villages sport, santé et audition (Sport, health and hearing villages)	Partner - Optic 2000	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Active design at Pulse (Paris 2024 HQ)	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Chantiers actifs (Active Worksites)	Paris 2024 and SOLIDEO	An action driven by the Paris 2024 Organising Committee for the Games
Go for 30	Paris 2024	An action driven by the Paris 2024 Organising Committee for the Games
Developing sport in the workplace	French State	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Call for projects involving sport in the workplace	French State	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
Formation "prescription des activités physiques et sportives"(Prescription for physical and sports activities training for GPs)	CNOSF	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee
MoveNow	Partner - Allianz	An action contributing to the Legacy & Sustainability strategy without the direct involvement of the Paris 2024 Games Organising Committee

For each of the developments that follow, an indication is given to show that the Sustainable Development Goals (SDGs) have been taken into account, and in particular the following 3, identified in the "Sustainability and Legacy" report published by Paris 2024 in 2021¹⁰⁰.

<p>Good health and well-being (SDG 3)</p> 	<p>Gender equality (SDG 5)</p> 	<p>Sustainable cities and communities (SDG 11)</p> 
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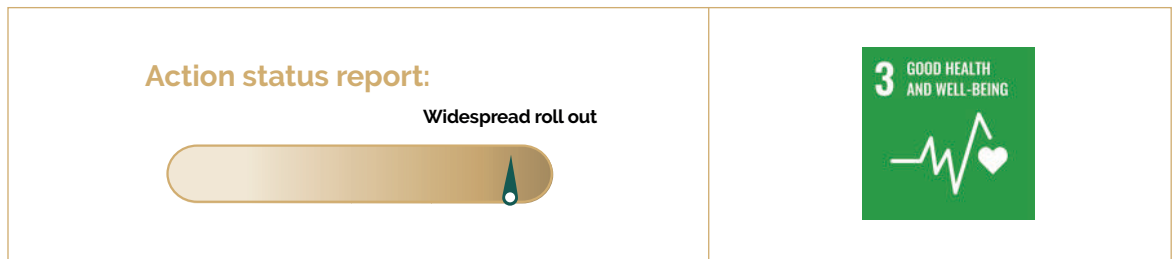
4.3.1 Objective #1: Move more at school

Amongst the actions of the Bouger Plus programme, Paris 2024 wanted to focus heavily on the introduction of 30 minutes of daily physical activity at school. According to the Organising Committee, this measure is "the flagship legacy measure of the Games".



¹⁰⁰ op. cit.

— 30 minutes of daily physical activity pilot programme trialled in schools



Paris 2024 lobbied for the introduction of the 30-minute daily physical activity requirement (30'APQ) in French schools. To find out how best to take action, Paris 2024 drew on a number of studies to identify the health benefits of regular physical activity and sport for children, including literature reviews carried out at its request by the ONAPS. This work has enabled Paris 2024 to use the dynamics of the Games to promote the place of physical education and school sport (PES) in the daily lives of pupils and students, by putting forward concrete proposals, backed up by funding, for all those involved.

Above all, Paris 2024 promotes the discipline of PES, its visibility and its importance in the school environment. As a compulsory subject, PES enables young people to be physically literate, critical and independent, and enables them to take part in regular physical, sporting and artistic activities. It is therefore an essential subject, the importance of which Paris 2024 is promoting.

Paris 2024 is calling for the hours of PES scheduled in the programmes to be carried out effectively and under the right conditions. With this in mind, Paris 2024 has put forward a number of proposals to the Ministry of National Education and Youth to strengthen the attention given to PES, particularly in terms of initial and continuing training, inspection and assessment, for example in the National Diploma (diplôme national du brevet)—this diploma is awarded to students at the end of their 3ème in France (equivalent to middle school completion or Year 10/9th grade for students aged 14-15).

A PARIS 2024 INITIATIVE FROM 2020

In addition to PE and school sport, and in order to meet the specific challenge of daily physical activity, thanks to examples from abroad—in particular the success of the Finnish *Schools "On the Move" programme*¹⁰¹—Paris 2024 has identified the possibility of introducing a daily physical activity programme in primary schools, to enable all children to get closer to the 60 minutes of daily physical activity recommended by the WHO. Paris 2024, in partnership with the French Ministry of National Education and Youth and the French National Sports Agency, has encouraged the introduction of a 30-minute daily physical activity programme in schools.

¹⁰¹ For more information : <https://schoolsonthemove.fi/>

This programme was first trialled in the Académie de Créteil. This small-scale experiment was followed by a national roll-out in the form of a call for expressions of interest (AMI) launched in September 2020 by the Ministry of National Education and Youth, with the support of Paris 2024. By the end of the AMI, more than 10,000 schools across France had volunteered to introduce 30 minutes of daily physical activity. Ultimately, the 30'APQ programme was rolled out across the board in cooperation between the Ministry of National Education and Youth and the Ministry of Sport and the Olympic and Paralympic Games at the start of the 2022 school year (see below). From that date, it was applied to all 36,250 French elementary schools, both public and private under contract. This flagship initiative of Paris 2024, which complements Physical Education and Sport (PES), aims to combat the effects of a sedentary lifestyle and improve the classroom climate.

The scheme is designed to be flexible and adapted to each school, therefore, the 30 minutes can be taken en bloc or, alternatively, split up and combined over the different school periods (in the form of active breaks), the ultimate aim being to ensure that every pupil can be more active and thus help to combat sedentary lifestyles.

To accompany and support the roll-out of this scheme, Paris 2024, with the collaboration of the Agence Nationale du Sport (ANS) and the French government, has decided to distribute sports and educational kits to elementary schools. Comprising small, multi-purpose sports equipment suitable for use in the school environment, these kits have already been distributed to more than 17,000 schools. All schools will have received the kits by the end of the 2023-2024 school year, in time for the Games.

"I feel in great shape after these sessions. It gives me a chance to work out and have fun at the same time with my friends"

— Marie, 8 years old

More information on the 30 minutes of daily physical activity at school

+ 10,000 schools registered and volunteered under the call for expressions of interest (between September 2020 and September 2022)

The government is responsible for rolling out the 30 minutes of daily physical activity in elementary schools nationwide from the start of the 2022 school year.

+ 17,000 sports kits¹⁰² already distributed. As the scheme becomes more widespread, the aim is to equip 100% of the 36,250 schools with the kit by June 2024, with financial support from the State and the National Sports Agency (+9,500 in December 2023 and the balance in June 2024).

€8.23 million invested between 2021 and 2024, of which €2 million is provided by Paris 2024, €3 million by the ANS and €3.23 million by the Ministry of Sport and the Olympic and Paralympic Games.

¹⁰² The sports kit consists of small, multi-purpose sports equipment suitable for use in the school environment: 1 pear-shaped whistle, 1 stopwatch, 20 cones, 40 cups, 15 hoops, 20 marking strips, 3 mini vortexes, 1 elephant skin ball, 3 multi-activity balls, 1 sound ball, 10 tennis balls, 10 skipping ropes, 10 mini hurdles, 20 sports bibs, 15 play scarves.

Evaluation of the '30-minutes of Daily Physical Activity at School' programme in the Académie de Créteil

To supplement these overall elements, an in-depth study on the implementation of the scheme within the Académie de Créteil was carried out as part of the evaluation process for the Legacy & Sustainability strategy. This study, commissioned by Paris 2024 and conducted by the Observatoire national de l'activité physique et de la sédentarité (ONAPS), provides a wealth of information on:

01 — The effective implementation of the scheme within the Académie de Créteil.

02 — The implementation methods used by teachers.

03 — The effects perceived by teachers on pupils.

04 — The obstacles to its deployment.

Amongst the main findings, it should first be noted that an average of 56% of teachers say they have set up the scheme. It should also be noted that this proportion remains significant in priority education networks: 51% of teachers in priority education network (REP) schools and 53% of those in priority education network+ (REP+) schools say they have set up the 30'APQ scheme.

Deployment methods vary in terms of duration, implementation methods and framework:

→ In terms of duration, the teachers who set up the scheme offered daily physical activities for an average of 26 minutes (+/- 6min).

→ In terms of the methods used, 88% of teachers use it outside of break time, 39% use it during break time and 10% use it during extra-curricular time (the question was multiple choice, so the total was over 100%). The locations and forms used also vary. As far as locations are concerned, outdoor spaces are widely favoured: 89% of teachers in the Académie de Créteil who implement the scheme do so outside and on school premises. Indoor spaces are also used: 43% of teachers do so inside the school building but outside the classroom (staircases, dedicated rooms, etc.) and 32% in their classroom. The activities on offer are also varied: 78% of teachers offer active games (athletics workshops, traditional games, etc.), 44% active learning¹⁰³ and 43% active breaks.¹⁰⁴

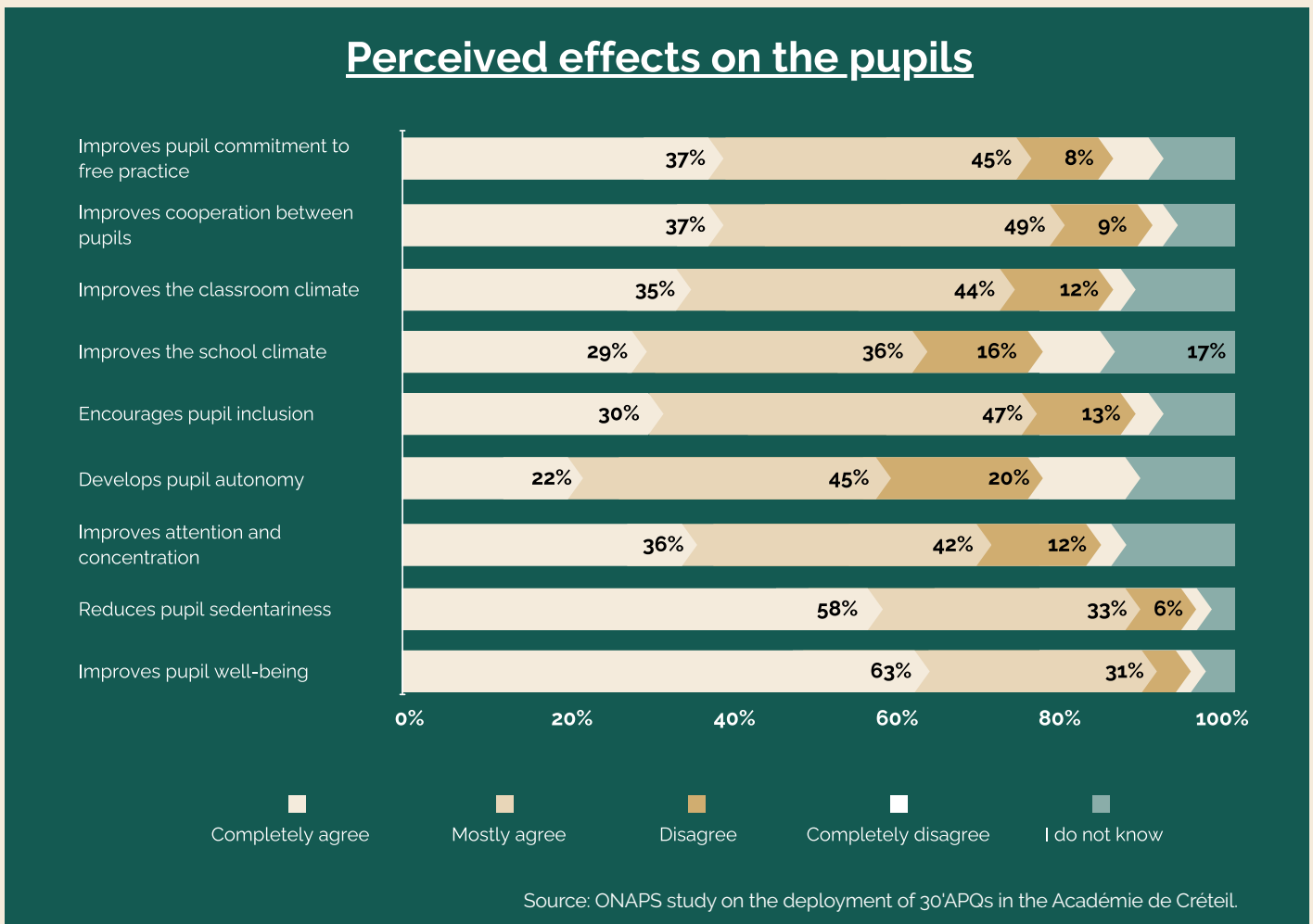
→ The effects perceived by the teachers were very positive overall, as shown in the graph below. The impact is felt at various levels: 91% of teachers believe that the scheme helps to reduce the sedentary nature of pupils; 94% say that it helps to improve pupils' well-being; 79% say that it helps to improve the classroom climate and 65%, more generally, that it improves the school climate; finally, 82% of teachers believe that the 30'APQ helps to improve pupils' commitment to free practice. The scheme also has an impact on the teachers themselves: 54% believe that it improves their confidence in supervising physical education and sport, 69% that it enriches their teaching practices and 62% that it improves their well-being.

¹⁰³ Active learning is physical activity combined with an educational objective.

¹⁰⁴ Active breaks are short periods of time used to engage in physical activity.

FIGURE N°3:

— Effects of the 30'APQ scheme on pupils as perceived by teachers



→ Whilst the results for the Académie de Créteil appear to be very positive, there are still a number of obstacles by way of deployment, and reasons for cessation, and reasons for non-implementation of the scheme. Of these, lack of time is the one most frequently cited: 60% of teachers say that it is an obstacle to deployment and 83% say that it is a reason for stopping or not deploying the scheme. Behind this time constraint are a lack of resources and a lack of training.

"In terms of the classroom climate, just after the APQs I find that the atmosphere is very conducive to learning. They're very calm. It really channels them and we can start the day properly".

— A teacher from the Académie de Créteil interviewed by ONAPS.

"The difficulty is how do you fit these 30 minutes into the timetable? [...] They add layer after layer without taking any of them off, and that doesn't help the timetable at all".

— A teacher from the Académie de Créteil interviewed by ONAPS.

THE FRENCH STATE ROLLED OUT THE SYSTEM NATIONWIDE AT THE START OF THE 2022/2023 ACADEMIC YEAR

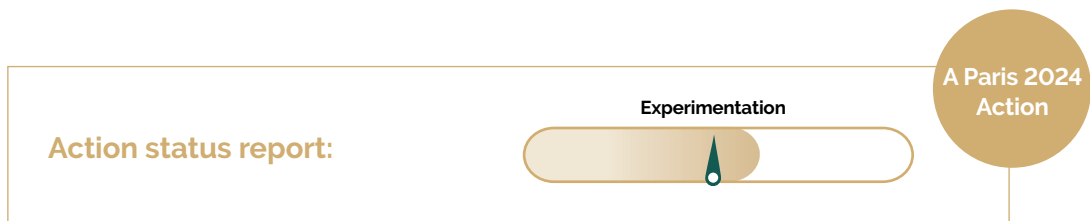
After being set up in 2021/2022 in volunteer schools under the aegis of Paris 2024 (see above), and with the financial support of the Agence Nationale du Sport (ANS), the national roll out from the beginning of the 2022/2023 school year¹⁰⁵ aims to generate support for a shared objective that will benefit pupils' well-being and health, as well as their learning.

More broadly, to ensure the effective deployment of the scheme, a '30'APQ Consultant' has been appointed within each Direction académique des services de l'Éducation nationale (DASEN – Academic Directorate of National Education Services), forming a national network that has been entrusted to the Direction générale de l'enseignement scolaire (DGESCO – General Directorate of School Education). There are also plans to provide training for teaching teams to implement the scheme. The measure is monitored and evaluated jointly by the Ministry of National Education and Youth and the Ministry of Sport and the Olympic and Paralympic Games (Sports Directorate). The financial support of Paris 2024 and the ANS has been significantly supplemented by that of the Ministry of Sport and the Olympic and Paralympic Games at the end of 2022/beginning of 2023.

Evaluation reports, to be published after 2024, will provide further information on assessment of this scheme.

¹⁰⁵ <https://www.education.gouv.fr/bo/22/Hebdo30/MENE220806N.htm>

— A call for "active schoolyards"¹⁰⁶ to teach children to share space and play together



By working with experts in the field, Paris 2024 has identified the extent to which the schoolyard is an important living, social and play space in children's daily lives, as well as a spatial environment for learning about equality (or, conversely, inequality) between girls and boys. Various research studies have highlighted the fact that certain practices and habits tend to confine some pupils, mainly girls, to the peripheral and fragmented areas of the schoolyard, encouraging a sedentary lifestyle, whilst other groups, mainly boys, occupy central and unified areas that are more conducive to physical activity and sport. The way in which the schoolyard is conceived, designed and managed would therefore facilitate a more egalitarian sharing of the space, encourage mixed games and enable all children to take part in more physical activities and sport. The schoolyard can thus be a place for learning about equality and social cohesion. Paris 2024 is also keen to demonstrate that schoolyard renaturing and revegetation projects are perfectly compatible with this approach.

¹⁰⁶ <https://www.agencedusport.fr/actualites/appele-projets-cours-decole-actives-et-sportives>

Therefore, in order to meet these challenges and continue its contribution to the development of physical activity and sport in schools, Paris 2024 is committed to transforming schoolyards to make them more conducive to physical activity and sport and to ensure a more equitable sharing of space between girls and boys.

This ambition has been inspired by good practices developed around the world and based on behavioural and scientific studies demonstrating the strategic nature of these recreational areas in terms of children's physical activity, to complement the learning provided in physical education and sport (PES), but also for the development of a climate of understanding, self-fulfilment and creativity in the classroom, making it possible to improve overall levels of well-being.

To give concrete expression to this ambition, action sheets have been drawn up for the School Buildings Unit of the Ministry of National Education and Youth and the local authorities awarded the Terre de Jeux 2024 (Land of the 2024 Games) label. These action sheets offer practical, tried-and-tested solutions for turning recreational areas into more active spaces. Convinced of the effectiveness of using Active Design to improve physical activity and gender-neutral occupation in schoolyards, Paris 2024 wanted to experiment with it on different scales. In conjunction with a group of experts, a catalogue of fun and active visuals for schoolyards was distributed to local authorities to encourage them to incorporate them into their schools.¹⁰⁷ These markings, such as agility courses, throwing targets, special play areas or other innovative concepts, inspire children to move around, develop their motor skills and engage in a variety of physical activities.

Since summer 2023, this experimental approach has also included financial support for 2 schoolyards, one of which is located in a priority urban policy district (QPV) in Saint-Dizier, which has been awarded the Terre de Jeux 2024 label and is a pilot area for active design, to create demonstrators of renaturalised, active and gender-neutral schoolyards. This commitment goes hand in hand with their 'renaturalisation' (or rewilding), which also has a positive influence on pupils' concentration, stress, health, social skills, motor skills and creativity.

Under the impetus of Paris 2024, thanks to financing from the Ministry of Sport and the Olympic and Paralympic Games, a dedicated fund has also been set up¹⁰⁸ with a budget of one million euros launched in June 2023 by the National Agency of Sport (ANS) to support local authorities in developing schoolyards in their schools. This fund is aimed at local-authority-maintained primary schools that have been awarded the Terre de Jeux 2024 / Action Cœur de Ville / Ville active et sportive label, to finance fun walking paths and sports trails that will encourage mixed sports activities in 200 schoolyards and recreation areas.

The aim is to complement the flagship measure of 30 minutes of physical activity a day in primary schools, and to create pilot projects to spread this approach throughout the region. To support the implementation of such projects and encourage towns and cities to commit to the approach, Paris 2024 has produced a catalogue¹⁰⁹ dedicated to the development of schoolyards, which provides practical, tried and tested solutions designed by experts.

¹⁰⁷ These resources are available online at the following address : <https://generation.paris2024.org/actualites/le-design-actif-sinstalle-dans-les-cours-decoles>

¹⁰⁸ https://www.agencedusport.fr/sites/default/files/2023-06/230605_Note-cadrage_CourEcoleActive-2023_V5_signeFS_0.pdf

¹⁰⁹ <https://generation.paris2024.org/ressources/catalogue-design-actif-cours-decoles>

The promotion of Active Schoolyards took another step forward in September 2023, with the announcement by the President of the French Republic, Emmanuel Macron, of an endowment plan for sports facilities of €100 million a year for 3 years, to be rolled out from the start of 2024. The aim of this plan, which covers all sports facilities in France, is to help transform 1,500 recreation areas. Thanks to collective dynamics, the number of schoolyards redeveloped has risen from 2 (in Saint-Dizier) to 200 across France by 2023, increasing to 1,500 over the next few years throughout the whole of France.

"All this will give sport a bigger role both in and out of school. You learn better when you do sport at school".

— Emmanuel Macron, President of the French Republic, 5 September 2023

A €1 Million

allocation of funds dedicated towards setting up facilities, amounting to €5,000 per eligible project

Transformation of

75 active, gender-neutral schoolyards in **45** towns and cities (including 43 labelled Terre de Jeux 2024) with the support of the catalogue of visuals made available to local authorities by Paris 2024.

To ensure that the scheme is rolled out on a large scale in all areas, an evaluation to demonstrate its impact is planned in 2024. This evaluation will demonstrate the effectiveness of the scheme in terms of levels of physical activity in schoolyards, as well as the changes in behaviour observed in terms of equitable sharing of space between girls and boys.

A target of transforming

200
schoolyards

and/or recreational spaces by 2023

An upcoming project 'scale up' with the announcement of funding to

transform
1,500
schools in 3 years from 2024.

— More than 75 projects supported to combat sedentary lifestyles and improve access to sport via Impact 2024

A Paris 2024
Action



+ 530,000

direct beneficiaries
from 'health and well-
being' programmes

241

projects supported:
187 to improve health
and well-being and 54
projects under the "1, 2,
3, Swim!" programme
(see below).

Paris 2024 has also supported a number of Impact 2024 winning projects to combat sedentary lifestyles through its Endowment Fund. According to a survey conducted amongst the beneficiaries of these initiatives, the results appear to be conclusive:

→ On the one hand, because they have reached the public targeted by these initiatives, i.e., people who are the least physically active and sportive. For example, 68.4% of the beneficiaries did not engage in 30 minutes of physical activity at least 5 days a week, and did not do so for 2 consecutive days, in the month preceding their participation in the projects.

→ On the other hand, because 70.2% of the beneficiaries said that they practised a physical and/or sporting activity more frequently than before their participation in the project. Secondly, because they say that this increased practice has positive effects on their health: 87.2% say that their physical condition has improved (45.8% significantly, 41.3% slightly) thanks to their participation in the projects, and 89.7% say that they have felt an improvement in their well-being (56.5% significantly, 33.2% slightly) thanks to their participation in the projects run by the Paris 2024 Endowment Fund winners.

"The support of Paris 2024 has been a decisive accelerator in bringing us closer to the French Athletics Federation, creating a network and launching projects that didn't exist before. Sport has become a pillar in the fight against cystic fibrosis."

— Marianne, President of the Étoiles des Neiges association¹¹⁰

¹¹⁰ Interviewed on 6 June 2023. To find out more about the Etoiles des Neiges association: <https://www.etoilesdesneiges.com/>

— The "MoveNow" programme to get the next generation moving



The aim of the MoveNow initiative supported by the Allianz Group, World Partner of Paris 2024, is to enable 224,000 young people around the world to take part in physical activity by 2024. Through this programme, the Group aims to combat the growing sedentary lifestyle of this population and promote the practice of sport from an early age.

Since 2022, Allianz France has been organising the MoveNow Camp, an annual day event with the Impact 2024 label, the aim of which is to offer sport initiation courses for children. The 2nd MoveNow Camp was held in June 2023, in partnership with Stade de Nice and with the support of Olympique Gymnaste Club de Nice (OGC Nice). Hundreds of young people aged 5 to 16 from the Priority Urban Policy Neighbourhoods (QPV) of Nice were given the opportunity to play football on the stadium pitch. There were also moments for sharing and exchanging ideas, as well as meetups organised with athletes and celebrities.

200
participants
at the first MoveNow
Camp event (2022)

150
participants
at the second MoveNow
Camp event (2023)

Target for 2024 :
200
children
and teenagers

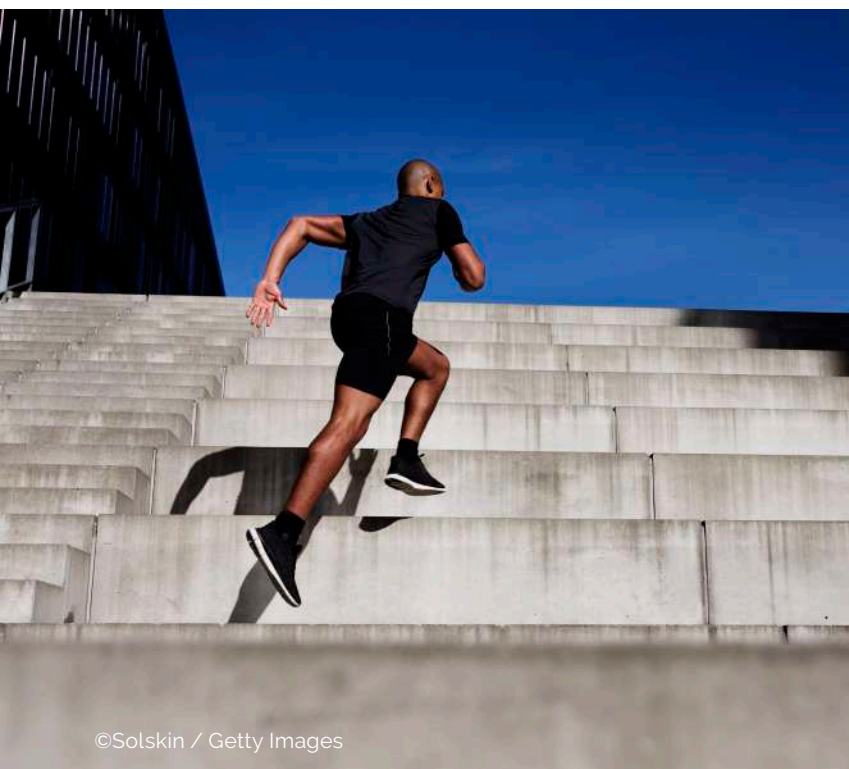
4.3.2 Objective #2: Move more in the city

In addition to getting school groups moving, Paris 2024 intends to help encourage everyone in France to adopt active lifestyles. To do this, a large number of actions have been implemented by Paris 2024 and its stakeholders to help improve spatial planning, particularly in urban spaces, and develop new areas for physical activity and sport.

— Active Design as a tool for promoting an active lifestyle ¹¹¹



¹¹¹ https://medias-terredejeux.paris2024.org/2022-11/ANDES_TERRE_DE_JEUX_2024_v9_pap-compress%C3%A9_0.pdf



In order to achieve the objectives at the heart of its "Bouger plus en ville" (Move more in the city) programme, which aim in particular to enable public spaces to be designed in a more appropriate way to encourage people to take part in physical activity and sport freely and spontaneously, Paris 2024 has made Active Design a pillar of its legacy strategy. This involves working hand in hand with a number of actors (ANCT - National Agency for Territorial Cohesion, FDJ, etc.) to enable the territories awarded the Terre de Jeux 2024 label¹¹² to have access to appropriate support in order to take advantage of this scheme and place sport at the centre of everyday life in France.

The programme has seen a number of significant achievements, including:

- Drafting of the Active Design guide in December 2021 with the ANCT.¹¹³
- The creation of a group of Active Design pilot schemes launched on 2 March 2022 in 6 test areas: 5 cities (Bourges, Châtelleraut, Limoges, Saint-Dizier, Saint-Omer) and 1 local authority (Plaine Commune).
- Deployment of the concept in 100 Action Cœur de Ville and Terre de Jeux 2024 cities.
- The creation of an Active Design Towns Club.
- The organisation of the 1st National Active Design Meeting at the Cité du Design in Saint-Etienne on 22 June 2022.¹¹⁴
- The inauguration of the first projects to be completed in 2022: in May in Tremblay-en-France and Pontoise, and in September in Saint-Dizier.
- Identifying projects to be set up with the National Sports Agency (ANS) and sports federations as part of the "5000 équipements sportifs" (5,000 sports facilities) plan, which finances the renovation/construction of sports facilities (including Active Design developments).

¹¹² To find out more about the Terre de Jeux 2024 action, see section 9.1 on the methodological legacy of Paris 2024.

¹¹³ <https://terredejeux.paris2024.org/actualite/paris-2024-lance-son-guide-operationnel-du-design-actif>

¹¹⁴ <https://agence-cohesion-territoires.gouv.fr/design-actif-ca-bouge-au-coeur-des-villes-886>

Focus: Saint-Dizier¹¹⁵, a pioneering Active Design town

Amongst the most emblematic projects are those carried out by the town of Saint-Dizier as part of the **"Getting the town and the Bragards moving"**.¹¹⁶ With a budget of €100,000, the town of Saint-Dizier wanted to make a proactive commitment to the introduction of Active Design facilities, whether in public spaces or, more recently in the town's schools, through the development of active schoolyards. The city has, therefore, implemented a number of schemes to combat sedentary lifestyles and urban isolation, whilst promoting heritage, cultural and family-friendly routes through the city.

Commissioned by Paris 2024, an in-depth study of the effects of the developments carried out in public spaces was conducted – with a particular focus on Deauville Park – as part of the evaluation process for the Legacy & Sustainability strategy. Carried out by Média Filière and Olbia Conseil, the study had a twofold objective:

- 01** — Evaluate the impact of the scheme on the daily lives of Bragards (residents of Saint-Dizier) and assess its added value in terms of combating sedentary lifestyles.
- 01** — Draw lessons from this process and issue recommendations to support local authorities wishing to embark on the process.

This study, consisting of an observation phase, an online and on-site quantitative survey and qualitative interviews, provides a number of interesting findings, including:

- 57% of Bragards say they have tried out the athletics tracks at least once.
- 71% of Bragards think that the stairs and design markings on the floor encourage them to use them more.
- 42% of Bragards use the stairs when visiting the park. In this respect, this indicator seems to illustrate that whilst the effects of the active design features are positive overall, they do not prevent users from entirely avoiding them.
- More generally, the sports facilities in Deauville Park - including the active design facilities - seem to be making a positive contribution to physical activity and sport: 14% of Bragards say that the presence of these new facilities has enabled them to get moving again/restart an activity, and 2% say that they have enabled them to take up a sport. 19% of them also said that since they had started using the facilities they had practised more than before.

"Saint-Dizier has succeeded - thanks to Active Design developments - in transforming an unused wasteland into a dynamic, lively place that is appreciated by the local population".

— Extract from the summary of the qualitative study

¹¹⁵ Saint-Dizier is a town in the Haute-Marne region of eastern France.

¹¹⁶ The Bragards are the inhabitants of the town of Saint-Dizier.

— Developing swimming lessons in Seine-Saint-Denis with the programme "1, 2, 3, Nagez !" (1,2,3,Swim!)¹¹⁷



©Yutthana Teerakarunkar/EyeEm/Getty Images

A Paris 2024 Action

Action status report:

Deployment



Learning to swim is a major challenge: in France, 48% of pupils do not know how to swim when they start secondary school (generally aged around 11 years old). This challenge is all the more acute in the Seine-Saint-Denis department, where the percentage of pupils entering secondary school who cannot swim is 60% on average, and as high as 78% in some other cities in the department. This level can be explained by the fact that there are just 38 swimming pools for 1.6 million inhabitants, making Seine-Saint-Denis France's most under-resourced area in terms of swimming facilities.

¹¹⁷ For more information, see Appendix G.

Therefore, in connection with the tangible legacy of the Games (construction of the Saint-Denis Olympic Aquatic Centre, the Aulnay-sous-Bois, Fort d'Aubervilliers and Marville Aquatic Centres; renovation of the Montreuil Water Sports Stadium; and the reuse of temporary pools used during the Games for the local authorities of Sevran, Pierrefitte/Plaine-Commune and Bagnolet/Est-Ensemble)¹¹⁸, Paris 2024, in collaboration with the National Sport Agency (ANS), the Fédération française de natation (French Swimming Federation) and EDF, wanted to set up an ambitious programme to develop aquatic skills, launched under the name "Savoir-Nager" (Know how to swim) and later renamed 1, 2, 3, Nagez ! (1, 2, 3, Swim!) in Seine-Saint-Denis. Initially launched as a call for projects, the programme focused on this prioritised department before being extended throughout France in 2023.

The aim of the project is to remove the obstacles and develop a range of activities suitable for people who do not have access to aquatic activities. The eligibility criteria for the call for projects are as follows:

- The project can be deployed anywhere in France, but 3 areas in particular are being targeted: the department of Seine-Saint-Denis, the city of Marseille and the overseas territories, all of which are particularly affected by the lack of swimming lessons and where there is a strong political will to harness the Paris 2024 Games.
- It may involve setting up mobile pools, swimming pools or learning to swim in a natural environment. However, priority is given to mobile pools.
- The proposed system must be free for participants (or charge a token fee of no more than €5 for 10 lessons).

The system was implemented gradually. During the experimentation phase (2021), Paris 2024 brought on board all the stakeholders involved and directly managed a number of actions (including the operation of the mobile pools set up in the municipalities of Bagnolet, Clichy-sous-Bois, Sevran and Villetaneuse).

The scheme is now firmly established, particularly in Seine-Saint-Denis. Building on the success of the first 3 editions of the programme, and to maximise the positive impact of the physical legacy that will be left in the department, a dialogue is underway to make the "1,2,3 Nagez !" programme sustainable beyond the Games. The arrangements for passing on this programme, like many others (see section 9.3.), are currently being studied by Paris 2024 and its stakeholders and should be announced by the end of 2023.

¹¹⁸ The tangible legacy of the Paris Games in terms of aquatic infrastructure is presented in detail here: <https://presse.paris2024.org/assets/heritage-materiel-des-jeux-de-paris-2024-5bd5-e0190.html>



©Guillaume Brunet

more than

26,000

beneficiaries between 2021 and 2023 (2,200 in 2021, 4,000 in 2022 and 20,000 in 2023)

A budget of almost

€2 Million:

€654,000 in 2021, €400,000 in 2022 and €1,050,000 in 2023, including **€1,254,000 from the Paris 2024 Endowment Fund.**

3,800

beneficiaries from Seine-Saint-Denis between 2021 and 2022 (61% of the total)

28

participating cities in 2021 and 2022, including **23 in Seine-Saint-Denis.**

94

projects submitted and

38

winners in 2023

— A call for expressions of interest to combat sedentary lifestyles



As with many other issues, Paris 2024 approached the question of the place of sport in local health contracts (It is a contract signed between regional health agencies and different municipalities to combat social and territorial inequality) by carrying out a study to assess the situation in Seine-Saint-Denis. The study, funded by the International Olympic Committee, found that only 2 of the 40 local health contracts included a section dedicated to sport. On the strength of this finding, Paris 2024 decided to mobilise the various actors involved in a major initiative on the subject.

Therefore, in 2022, the Île-de-France Regional Health Agency (ARS), the National Sports Agency (ANS) and Paris 2024 agreed to set up a region-wide Call for Expressions of Interest (AMI) with the aim of promoting initiatives to facilitate physical activity for residents who most need it.

The aim of this AMI was to develop the benefits of physical activity and sport for people who are furthest away from sporting activities, as part of an approach to prevention and health promotion. It is fully in line with the 2019-2024 Regional Sport-Health-Wellness Plan, the aim of which is to combat the increase in sedentary lifestyles, and also more broadly with the 2019-2024 National Sport Health-Strategy.¹¹⁹ The actions to be funded mainly involve supervising physical activities adapted to the abilities of people with chronic illnesses or disabilities and/or welcoming new members of the public. Three priority areas have been identified:

40,000

direct beneficiaries including **26,000 women** and **1,000 people with disabilities**

€1 Million

in funding with **€250,000** from the Paris 2024 Endowment Fund

→ **Developing the daily practice of voluntary physical activity.** The aim of this area is to combat sedentary lifestyles by promoting health through physical activity as part of people's lifestyles.

→ **Facilitating access to regular sporting activity with a health objective for people who are far removed from it.** The aim of this priority is to make it easier for people to take up a physical or sporting activity and to improve their knowledge of their health and the way in which sport can contribute to it.

→ **Supporting patients with chronic illnesses, in particular through the Prescri'forme scheme run by the ARS Île-de-France and the Délégation régionale académique à la jeunesse, à l'engagement et aux sports (DRAJES).**¹²⁰ The aim of the region is to set up all types of physical and sporting activities for people living with a chronic illness (long-term illness, obesity, cardiovascular disease, etc.), particularly those who are not already included in a programme.

¹¹⁹ <https://www.sports.gouv.fr/strategie-nationale-sport-sante-2019-2024-85>

¹²⁰ Délégation régionale académique à la jeunesse, à l'engagement et aux sports (Regional Academic for Youth, Engagement and Sport)

— An Active Design tiled court left as a legacy to the French departments hosting the Flame Relay

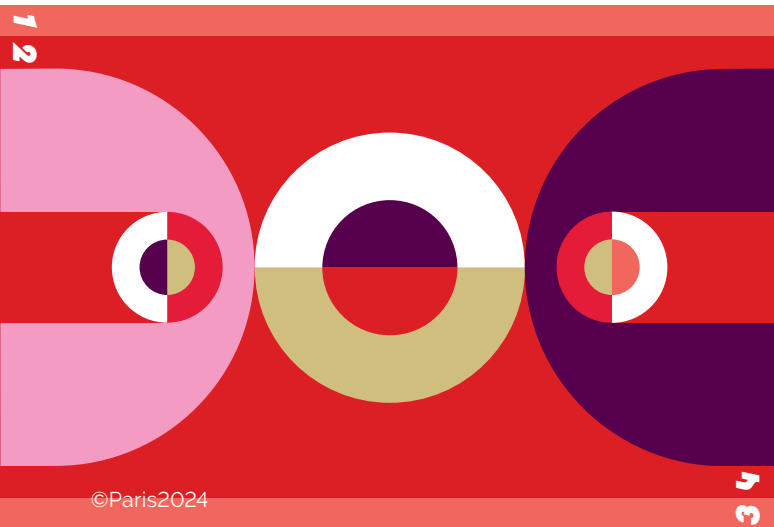
A Paris 2024
Action



Paris 2024's efforts to promote the development of Active Design facilities will continue right up to the Games, in particular with the gift of an active design multi-sport court tile to each of the French departments involved in the Torch Relay. Designed and produced by Paris 2024, the tile will be set up each day at the reception site in all of the departments the torch will pass through, where sporting, educational and cultural events will be organised. At the end of each Torch Relay stage, the tile will be handed over to the host department, which will be able to determine its future location and use.

64

Torch Relay host departments
to receive an Active Design tiled court
as part of their legacy



©Paris2024

— 24 sites for 2024: a programme designed to develop sports facilities in public spaces in Seine-Saint-Denis



Supported by the Departmental Council and the Seine-Saint-Denis Olympic and Sports Departmental Committee (CDOS) and 50% co-financed by the Paris 2024 Endowment Fund, the aim of this project is to regularly roll out sporting activities organised by members of the sports movement directly in public spaces throughout Seine-Saint-Denis, in close collaboration with the region's towns and cities. It specifically targets people who are far removed from physical activity and sport by establishing a direct link with the departmental sports movement. Numerous sports activities are offered throughout the year at dedicated times (Wednesdays, weekends).

Launched in 2020, the project has grown steadily, from 24 proposed actions in 2020 to 45 in 2021 and 59 in 2022. Renewed in 2023, the aim is to roll out 80 events. In total, the scheme has reached more than 12,000 direct beneficiaries (4,000 in 2021, 8,000 in 2022) in around twenty towns and cities, involving around a hundred local associations.

Above all, the local actors want to ensure that the scheme remains in place after the Paris 2024 Games, by continuing to offer free sporting activities in public spaces, relying in particular on the Departmental Council's funding allocation from the French State's 5,000 facilities plan, and keeping to the scheme's 3 fundamental criteria: taking into account the issues of gender, inclusion and conviviality.

146 animations
events proposed between
2020 and 2022 and **80**
hoped for in 2023

20 towns and cities
and around
100 local associations
involved

+ 12,000
direct beneficiaries

— Creation of 20 action plans to encourage people in France to practise at least 30 minutes a day



In addition to the other initiatives in the "Bouger Plus en ville" programme, the "Pour une France en forme" (For a fit France) group, made up of experts from the Ministry of Sport and ONAPS¹²¹, with contributions from IRMES¹²² and the Collectif France Sport Santé (a network of local and regional actors in the field of sport and health), have drawn up 20 action sheets aimed at local authorities, and more specifically municipalities, wishing to implement policies to combat sedentary lifestyles. Based on successful local experiences, these action sheets, are structured around 5 themes:

- The Mayor and the tools to launch a Sport & Health initiative (4 plans)
- The Mayor and Active Mobility (5 plans)
- The Mayor as Instigator and Facilitator (5 plans)
- The Mayor and action in favour of specific Target Groups (5 plans)
- The Mayor and Disability (1 plan)

(These action plans are operational tools for local actors to support the implementation of sport and health policies.)

¹²¹ The National Observatory on Physical Activity and Sedentariness.

¹²² Institute for Biomedical Research and Epidemiology of Sport

— With "Activons la promenade des Hauteurs" (Let's activate walking at The Heights), Est Ensemble is launching a wide-ranging programme focusing on sport for health and the environment.



The "Activons la Promenade des Hauteurs" initiative has been set up by the Est Ensemble territorial public body (located in the department of Seine-Saint-Denis), in partnership with the City of Paris, the Fédération Sportive et Gymnique du Travail (FSGT) and the Comité Départemental Olympique et Sportif (CDOS) de Seine-Saint-Denis with co-financing from the Paris 2024 Endowment Fund. The aim of this operation is to establish and develop the reputation and activities of the Promenade des Hauteurs, which has been set up in the Est Ensemble¹²³ area. This walkway is a 42km pedestrian path linking all the towns in the Est Ensemble area, with links to Paris, Rosny-sous-Bois and Fontenay-sous-Bois. The first sections will be in place by the end of 2023. Whilst the walkway does not yet exist, the Activons la Promenade des Hauteurs project has already given it substance. In concrete terms, this involves three actions aimed at developing the practice of nature sports in urban public spaces:

- The creation of a trail-running race (the Trail des Hauteurs) in early summer.
- The change in scale of the Petites Traversées, which were run for the first time in partnership with the City of Paris.
- The Grande Rando (GR foothpaths) is also being run for the first time in partnership with the City of Paris, with a host of new events.

+ 2,700
direct beneficiaries

28
Short, guided walks for
384 participants

34
associations
mobilised

800
participants
for the Grande Rando
(GR Foothpaths)

¹²³ <https://www.est-ensemble.fr/petites-traversees>

— The "Pacte Utile" (Useful Pact) programme provides support for athletes and the development of sports facilities and grounds



The "Pacte Utile" programme is the contribution of the Caisse d'Epargne, a premium sponsor of the Games, to the legacy of Paris 2024. It focuses on three themes:

- Helping athletes through strong, assertive support for the French Olympic and Paralympic teams, the French basketball and handball teams, and almost 100 athletes and sports fans in general.
- Being useful to society: the Caisse d'Epargne intends to support initiatives in favour of sport for all with a view to inclusion and promotes sport as a lever for transforming society and a factor in personal development. More than 130 actions have been approved for 2022.
- Helping local communities: one of the programme's many objectives is to contribute to the restoration or construction of sports facilities that are accessible to as many people as possible and encourage free and inclusive play. In 2022, the programme took on an additional dimension with the signing of a partnership agreement between the Caisse d'Epargne and the French Handball Federation, which aims to create fifteen 4-a-side handball pitches, a new form of handball that facilitates access to the sport, throughout France.
- The Caisse d'Epargne has already committed to restoring or creating more than 100 sports pitches between now and the Paris 2024 Games. More than 50 sites have already been built, and 31 of these have been awarded the "Cultural Olympiad" label for their design.

67 athletes, including 17 parasport athletes

supported in their sports preparation

130

actions labelled Pacte Utile supported in 2022

65

facilities

completed or planned

A target of **100** pitches to be completed by the opening ceremony of the Paris Games

— "Gagner du Terrain" (Gaining ground):¹²⁴ a scheme to improve sports facilities in local areas



The "Gagner du Terrain" scheme, developed on the initiative of FDJ (Française des Jeux, a French gaming operator and an official Partner of Paris 2024) in association with Paris 2024 and the National Sports Agency (ANS), aims to help increase the number of people living in France taking part in sport. Its objective is to set up additional free-access sports facilities in communes to encourage people to take up sport and broaden the target audience. Around fifty communes in urban and rural areas will be equipped by 2024. The projects are funded by the National Sports Agency with a grant from FDJ.

34
projects supported

since the scheme was set up

Target of

50 municipalities

equipped by 2024

12 winners

in 2021 and 2022 (2023 in progress)

€830,000

in grants between 2020 and 2023 (€130,000 in 2021, €350,000 in 2022 and €350,000 in 2023)

A
Stakeholder
Action

— The "Sport, Health and Hearing Villages" are designed to¹²⁵ raise public awareness of the need to protect vision and hearing.

The Optic 2000 and Audio 2000 brands, Official Supporters of Paris 2024, are organising "Sport Vision & Hearing Villages" throughout France with the goal of informing the public about how to protect their vision and hearing, particularly through sport. In these Sport Vision & Hearing Villages, set up in local authorities involved in the Terre de Jeux 2024 programme, Optic 2000 and Audio 2000 are offering sporty, fun and interactive activities. Through these events, the brands hope to raise awareness of the necessary reflexes to adopt in order to maintain good physical, visual and hearing health.

¹²⁴ <https://www.groupefdj.com/fr/gagner-du-terrain.html>

¹²⁵ <https://www.groupement-optic2000.com/fr/actualites/les-villages-sport-vision-audition-optic-2000-et-audio-2000>

– Continued roll-out of the "prescribing physical and sports activities" training course



The French National Olympic Committee (CNOSF) has set up 8 e-learning courses, operating from 10am to 7pm, to help doctors prescribe physical and sporting activities. This initiative is based in particular on Médicosport-Santé, a tool created in 2012 by the CNOSF medical commission. Eventually, the CNOSF medical commission hopes to offer new scientific content and extend the training to other health professions. There are four stages to this initiative:

- Development of scientific and pedagogical content.
- Recording of training modules.
- Publication of training modules via a training organisation registered with the Agence Nationale du Développement Professionnel Continu (ANDPC).
- Rolling out training to the sports movement and health networks.

19

e-learning training
modules

8

training courses

17

trainers

232

learners
in 8 months

4.3.3 Objective #3: Move more at work

The third pillar of the Move More programme aims to develop physical activity and sport in the workplace and combat the effects of sedentary lifestyles among employees.

— Paris 2024 commits to employing this initiative at its Pulse headquarters

A Paris 2024 Action



©Ulysse Périer

Paris 2024 wanted to make a commitment as an organisation by turning its headquarters into a showcase of active design. Numerous features have been installed to encourage employees and visitors alike to adopt active behaviour in the workplace. Paris 2024 has also set up a gym, group classes and muscle-awakening sessions for its employees.

+111% in the use of stairs by employees following the introduction of the new features¹²⁶

55% of employees say they have increased their stair use

58% of employees say they take the stairs every day, compared with 31% before the active design features were introduced



©Ulysse Périer

¹²⁶According to an evaluation study carried out by The Behavioural Insights Team for Paris 2024.

— Preventive physical preparation on Games construction sites with the “Active Worksites” initiative

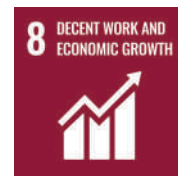


As part of the Paris 2024 Social Charter, Paris 2024 and SOLIDEO - the organisation responsible for the delivery of the Games sites and facilities (Société de Livraison des Ouvrages Olympiques) - have paid particular attention to the safety of workers on Games construction sites. To contribute to this, Paris 2024, in collaboration with SOLIDEO, has been offering preventive physical preparation sessions on Games construction sites since 2021. These sessions enable workers involved in the building or renovation of Olympic venues (notably the Athletes' Village and Media Village) to benefit from muscle warm-up sessions. The aim of this operation is to reduce the risk of accidents at work and to develop a sense of cohesion and solidarity between the workers on the various sites. Paris 2024 has also proposed "Olympic and Paralympic Tuesdays", enabling workers on the Games worksites to meet inspiring athletes or take part in high-impact sports activities.

A Paris 2024
Action

Action status report:

Deployment



"These warm-up sessions help us to avoid getting injured and share some fun moments together before we start work".

— Joao, Site manager

419 sessions

have been organised: 395 warm-up sessions and 18 Olympic and Paralympic Tuesdays (meetings between workers and athletes with sports initiations)

+ 6,600

direct beneficiaries

working on Games construction sites

— The #GoFor30 challenge encourages the Games' partners to strengthen the role of sport in the workplace.



A Paris 2024 Action

Action status report:

Deployment



In September 2022, Paris 2024 issued a challenge to its sponsors in the form of #GoFor30. initiatives (active breaks, workplace challenges, etc.) for their respective employees with a view to encouraging them to engage in at least 30 minutes of daily physical activity. To this end, Paris 2024 has provided them with a guide to active design in the workplace, capitalising at the same time on the initiative developed at Pulse. By 31 October 2023, 8 projects had been submitted by the Games' sponsors and 4 had been awarded the #GoFor30 label. The criteria used to obtain the label are attractiveness to employees (25%), inclusiveness (25%), originality (25%) and creativity (25%).

5

sponsors awarded for their projects to promote physical activity at work: Randstad, Carrefour, FDJ, PwC and Banque Populaire Grand-Ouest

100,000

employees made aware of the benefits of physical activity and sport

Objective:

10 sponsors to win the challenge by the start of the Games and reach as many of the 800,000 employees of Paris 2024 sponsors as possible

10,000

employees taking part in initiatives set up by award-winners and non-award-winners alike:

- Randstad: 754 participants in the "From Tokyo to Paris...2024!
- Carrefour: 54 employees shared sports routines as part of their back-to-school challenge with Marie-José Pérec
- FDJ: 200 bike-riders; 200 employees registered for the 2024 Challenge; 50 employees taking part in the Mayer Experience
- PwC: around 625 members of PwC sports associations throughout France; around 2,000 participants in the Be Well, Work Well Challenge
- Banque Populaire Grand-Ouest (BPGO): sports session every Friday lunchtime led by a coach and broadcast live (accessible to all 3,000 BPGO employees)

→ Other actions implemented:

- **Allianz:** numerous initiatives and sporting challenges/tournaments set up throughout France (a dynamic running section, more than 100 participants in the "day club", events around the Games with discovery and initiation into Olympic and Paralympic sports, the organisation of the "Allianz Sports", the 2022 edition of which brought together more than a hundred French employees amongst the more than 1,000 participants, or the "Allianz World Run" challenge which brought together no fewer than 700 employees and general agents over 3 months to support 4 voluntary projects, etc.).
- **Atos:** introduction of a challenge with sporting activities to be carried out every week (walking, yoga, stretching, etc.). 3,685 active members in 32 different countries
- **Sanofi:** organisation of the Sanofi Cup, consisting of 3 sporting and non-sporting challenges to be completed individually and collectively at all 28 sites in France and abroad (20,000 employees involved and organisation of a grand final in Paris with the finalists of the challenge in 2024).
- **Accor:** introduction of the Challenge Yourself programme, with a theme of one sport per month (introduction/practice with coaches, meeting athletes, etc.), sports videos on a dedicated platform (450 subscribers) and conferences and workshops on well-being topics.
- **Salesforce:** over 500 employees taking part in the GamesForce Days sports days at various Salesforce sites in France (introduction to and practice of 9 Olympic and Paralympic sports).

— A national decree to encourage the development of sport in the workplace



The decree of 28 May 2021 in France allows companies to be exempted from social security contributions on the expenditure they incur to encourage their employees to take part in sporting activities - such as the construction or hiring of a sports hall, and the funding of group, face-to-face or online classes - up to an annual limit equal to 5% of the monthly value of the social security ceiling multiplied by the number of employees in the company.

In addition to this decree, the government has also published a guide to help employers. It deals with the regulatory framework applicable to physical activities and sport (PAS) in the workplace. It provides practical, educational answers to the questions most frequently asked by employers on this subject. It also suggests a number of practical cases and identifies the applicable regulatory framework for each one.

Finally, the government has developed two other guides to encourage companies to make a commitment:

→ A guide for occupational health departments drawn up by the Sports Directorate with the support of a group of experts. It presents practical tools for use by occupational health departments and provides practical, pedagogical answers to support occupational physicians and teams of "occupational health and safety" prevention officers in deploying the recommendation to practise physical and sporting activities and prescribe adapted physical activities. It is in line with "Occupational Health" decree (Law no. 2021-1018 of 2 August 2021), which aims to strengthen occupational health prevention, modernise occupational health and prevention services and decompartmentalise public health and occupational health.

→ The "step-by-step guide for employers"¹²⁷ is shared on the "Solution Sport Entreprise"¹²⁸ platform, which provides employers with 6-step support in building and implementing a PAS project in the workplace.

¹²⁷ For more information: <https://www.solution-sport-entreprise.fr/le-guide-pour-debuter>

¹²⁸ The "Solution Sport Entreprise" platform is a public information site set up by the Ministry of Sport, the Olympic and Paralympic Games and the National Sports Agency to encourage physical activity in companies, associations and government departments. In particular, it provides visibility of existing offers of physical activity and sport in the workplace via a national map. For more information: <https://www.solution-sport-entreprise.fr/>

— A public scheme to support sports initiatives in the workplace

A
Stakeholder
Action



The second edition of the call for projects "Physical and Sporting Activities in the Workplace" via the Interministerial Support Fund for Working Conditions (FIACT) will be launched before the end of 2023 by the Ministry of Sport and the Olympic and Paralympic Games and the Ministry of Transformation and the Civil Service. In 2023, 21 winning projects were supported by this fund, including innovative solutions for the development of physical activity and sport at the Aube Prefecture, the Agence Régionale de Santé (ARS) de Corse (Regional Health Agency of Corsica), the Reims Court of Appeal and the University of Bordeaux.



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4.4

Indicator dashboard

TABLE N°9:

— Paris 2024 indicator dashboard data

Indicator	Outputs and main outcomes of the strategy
Indicator 5 — Number of beneficiaries of programmes set up to combat physical inactivity	→ + 600,000 beneficiaries since the launch of the "Bouger Plus" (Move More) strategy in 2019
Indicator 6 — Number and growth in the number of organisations (businesses, local authorities, schools) that have set up actions aimed at "Bouger Plus"(30'APQ) (Move More) 30 minutes of Daily Physical Activity	→ + 10,500 organisations since the launch of the "Bouger Plus" strategy in 2019 Extend the current 30 minutes of Daily Physical Activity (30'APQ) scheme to all French schools from the start of the 2022/2023 school year

TABLE N°10:

— Completion of the dashboard of impact indicators for cultural, sporting and business events based on OECD guides

Indicator	Activity	Outputs / Outcomes associated with the selected activity	Source
Percentage of people in target groups indicating an increase in the frequency of participation in activities (sporting, cultural, economic, etc.). For sport: increase in participation in physical and sporting activities	30'APQ (30 minutes of daily physical activity)	Amongst the teachers in the Académie de Créteil who have introduced the 30'APQ scheme: → 82% believe that the scheme improves pupils' commitment to free practice → 91% believe that the scheme helps to reduce the physical inactivity of pupils	In-depth study on the 30'APQ scheme in the Académie de Créteil carried out by the Observatoire National de l'Activité Physique et de la Sédentarité (ONAPS) (National Observatory on Physical Activity and Sedentariness)
	Impact 2024 projects (Projects supported by the Paris 2024 Endowment Fund)	→ 70.2% of the beneficiaries of the actions financed by the Endowment Fund say that they take part in a physical and/or sporting activity more frequently than before their participation in the project.	Survey of beneficiaries of projects supported by the Paris 2024 Endowment Fund

(table n°10 continued)

Indicator	Activity	Outputs / Outcomes associated with the selected activity	Source
	<p>Active Design in Urban Environments</p> <p>(Focus on Saint-Dizier, a pilot city supported by Paris 2024 and the French government)</p>	<p>→ 42% of Saint-Dizier residents regularly use the facilities in the Deauville Park</p> <p>→ 52% of the residents of Saint-Dizier who do not take part in any physical activity or sport say that the urban development work carried out makes them want to move more, and 47% say that it makes them want to take up physical activity again.</p>	<p>In-depth study of Active Design facilities in Saint-Dizier by Media Filière and Olbia Conseil</p>
<p>Percentage of target group members reporting a change in health and well-being</p>	<p>30 minutes of daily physical activity</p>	<p>Of the teachers in the Académie de Créteil who have introduced the 30 minutes of daily physical activity scheme, 94% believe that it helps to improve the well-being of their pupils.</p>	<p>In-depth study on the 30'APQ scheme in the Académie de Créteil carried out by the Observatoire National de l'Activité Physique et de la Sédentarité (ONAPS) (National Observatory on Physical Activity and Sedentariness)</p>
	<p>Impact 2024 projects</p> <p>(Projects supported by the Paris 2024 Endowment Fund)</p>	<p>→ 87.2% of beneficiaries of actions financed by the Endowment Fund say that their physical condition has improved (45.8% significantly, 41.3% slightly) thanks to their participation in the projects.</p> <p>→ 89.7% of the beneficiaries of actions financed by the Endowment Fund say that their well-being has improved (56.5% significantly, 33.2% slightly) thanks to their participation in the projects.</p>	<p>Survey of beneficiaries of projects supported by the Paris 2024 Endowment Fund</p>

TABLE N°11:

— Impact 2024 key figures for the 'Health' actions

Amount in euros	€11,763,903 including €2,000,000 for the 1, 2, 3, Swim! programme.
Number of projects	322 including 53 under the 1, 2, 3, Swim! programme
Estimated number of direct beneficiaries	961,801 direct beneficiaries Including 6,200 under the 1, 2, 3, Swim! programme.
Estimated number of direct beneficiaries based on Impact 2024 project reports	568,463
Number of people with disabilities as beneficiaries (forecast based on interim reports provided by project sponsors)	67,941
Number of women beneficiaries (forecast based on interim reports provided by project promoters)	239,726

TABLE N°12:

— Focus on outputs and outcomes specific to the Seine-Saint-Denis department

Activity	Outputs	Outcomes	Source
1, 2, 3, Swim! 1, 2, 3, Nagez !	A call for projects designed to promote learning swimming skills in disadvantaged areas, targeting in particular the department of Seine-Saint-Denis.	→ 23 towns and cities and 3,800 children benefited from the scheme in 2021 and 2022. 10 winning projects and 6,325 child beneficiaries in 2023	Paris 2024
Actions financed by the Paris 2024 Endowment Fund	Number of project winners in Seine-Saint-Denis and budget committed to these winners	→ 24% of beneficiaries of health-related initiatives live in Seine-Saint-Denis	Survey of beneficiaries of actions financed by the Paris 2024 Endowment Fund
24 sites for 2024	→ 146 events from 2020 to 2022 → 80 events expected in 2023	→ 12,000 direct beneficiaries	Seine-Saint-Denis Department
Let's activate walking at The Heights	→ 34 associations mobilisées	→ 2,700 direct beneficiaries	Est Ensemble

4.5

Intermediate lessons

The actions of the Legacy & Sustainability health strategy aim to use sport and physical activity to improve the overall quality of life and well-being of people living in France and to combat the problems caused by a sedentary lifestyle, especially those associated with physical inactivity:

- Overweight and obesity amongst the population, with a specific focus on the younger generations (school-age population).
- Eating disorders
- Occurrence of various pathologies (diabetes, cardiovascular disease in particular)
- Impaired quality of sleep or life.

With this in mind, Paris 2024 and its stakeholders, through the Legacy & Sustainability strategy, intend to pursue the general objective of getting French residents moving by taking action in all areas of their daily lives (school, work, family and friends). To achieve this, the Bouger Plus (Move More) programme has two specific objectives:

01 — Encourage people living in France to get moving by advocating regular physical activity and sport and, more broadly, the fight against sedentary lifestyles. The main aim here is to convince people through communication campaigns and challenges.

02 — Make Bouger Plus a part of the daily lives of people living in France by taking action in the different spheres of their lives: at school (with active schools), at work (with active businesses) and more widely in the public space (through active communities) or private life.

Achieving Paris 2024's ambitious goal of helping to increase the number of people taking part in physical activity and sport on a regular basis, which is in line with the French government's target of increasing the number of people taking part by 3 million, cannot be assessed in the short term and will require a full evaluation over a longer period of time. In this respect, this first interim evaluation report does not provide a definitive answer as to the effectiveness of the programmes and actions. This is why we have endeavoured here to take a closer look at the relevance of the actions (in terms of the issues and objectives) and the consistency between them.

The actions of the Legacy & Sustainability strategy, implemented as part of the Bouger Plus programme, appear relevant because they propose a diverse range of themes and approaches (sport discovery, leisure sport, recreational activities at work, in schools, in the urban environment, etc.) to increase the practice of regular physical activity and sport and to motivate people to be active every day, favouring incentives and encouragement rather than obligations.

This relevance is also borne out by the broad approach adopted as part of the Bouger Plus programme, insofar as the aim of the actions deployed is to encourage active lifestyles in various spheres of the daily lives of French residents:

- Within the school system with Bouger Plus à l'école (Move More at School), particularly the 30 minutes of daily physical activity scheme set up on an experimental basis in the Créteil Academy, then rolled out as part of a call for expressions of interest launched in 2020 by Paris 2024 (before eventually being extended by the French State for the 2022/2023 school year), or more recently with the call for projects for active schoolyards.
- In the public space with Bouger Plus en ville (Move More in the City) through actions promoting Active Design facilities as part of the programme deployed in partnership with the Agence Nationale de la Cohésion des Territoires (ANCT) to encourage these initiatives within local authorities awarded the Terre de Jeux 2024 label.
- In the workplace with Bouger Plus au travail (Move More at Work) in particular by promoting the implementation of Active Design facilities in companies, active worksites or the #Gofor30 challenge through which Paris 2024 has mobilised its partners and sponsors.

We therefore believe that this global approach of the Legacy & Sustainability strategy of Paris 2024 and its stakeholders is relevant, especially as it is in line with the recommendations of the French National Agency for Food, Environmental and Occupational Health Safety (Anses), which states that:

"Reducing the risks associated with a sedentary lifestyle and physical inactivity requires the creation of an overall environment conducive to changes in behaviour, both individually and collectively: at home, at school, and in public spaces through the development of cycle paths, etc." ¹²⁹

¹²⁹ 'Physical inactivity and sedentary lifestyles among young people: Anses alerts public authorities', Anses, November 2020.

The issue of the coherence of actions and initiatives is also crucial, as it is one of the factors that determines their effectiveness. As with the relevance analysis, the approach deployed as part of the Legacy & Sustainability strategy within the Bouger Plus programme seems coherent in a twofold manner.

→ Internally, i.e., between the various actions directly supported by Paris 2024, we did not find any notable inconsistencies. The actions deployed as part of the Bouger Plus programme at school, at work and in the public space are proving to be complementary. They also provide a holistic approach to the problem, enabling French women and men of all ages (from primary school to retirement) and in all settings (schools, workplaces and public spaces) to take part in physical activity and sport on a more regular basis.

→ Externally, the actions put in place by stakeholders also seem to complement those of Paris 2024 on two levels.

- Whilst some actions are initiated by Paris 2024, they are deployed in partnership with other stakeholders (the State, local authorities, the sporting movement, private partners), thereby maximising the potential for the actions to be sustained after the Games. Once the implementation phase is over, some actions have been rolled out nationally under the coordination of actors other than Paris 2024, such as the 30-minute daily physical activity programme at school, which is now coordinated by the French government.

- The stakeholders themselves make a coherent and cohesive contribution to the Legacy & Sustainability strategy by implementing initiatives that align with it and help to achieve the societal objectives that Paris 2024 has set itself. This is the case with the 24 sites for 2024 scheme in Seine-Saint-Denis and FDJ's "Gagner du Terrain" programme.

From a more general point of view, some of the actions will need to be assessed in greater depth to truly appreciate their long-term effects. By way of illustration, a number of questions can already be raised:

→ Whilst Paris 2024 has been able to provide impetus and overall coordination for the Bouger Plus strategy over the 2018-2024 period, the question of the sustainability of the programmes arises once the Games are over. As the development of physical activity and sport can only be the result of a collective effort by all the stakeholders, care will need to be taken with regard to the identity of the various Bouger Plus programmes in order to avoid any fragmentation or scattering of resources, which could be detrimental to the objective of significantly developing physical activity at national level.

→ The effective implementation and widespread deployment of certain measures, in particular the 30'APQ, has yet to be ensured. Whilst the government, the natural beneficiary of this programme, has reiterated its ambitions in this area, an assessment of the number of schools already involved, the number of pupils concerned and the effects, in terms of health, improved classroom climate and learning development, has yet to be carried out at national level. The very encouraging outcomes of the evaluation carried out at the Académie de Créteil, a pioneer in this field, mean that we can expect to see a structuring effect on a national scale.

→ Whilst the development of Active Design in towns and cities and active schoolyards seems promising, it will also be necessary to assess the scale of the phenomenon in the medium term and the effects it actually has on improving the state of health of people living in France (particularly through the indicator of the number of people suffering from obesity). Here too, the convincing outcomes of the evaluation study carried out in Saint-Dizier are likely to provide arguments in favour of a wider roll-out of the schemes in all areas and a change of scale for this initiative, which is currently confined to just a few areas.



Particular attention needs to be paid to the sustainability of these programmes and their scaling up. Extending them to the national level, making them sustainable over time and ensuring that sufficient financial (as well as human) resources are made available are all necessary conditions if we are to have the means to observe long-term structural effects on the practice of physical activity and sport. In this way, France will avoid (in contrast to other countries that have previously hosted the Olympic and Paralympic Games) experiencing a lack of positive effects.

05

**Sport for
inclusion,
equality
and solidarity**

Games to combat discrimination and promote inclusion

5.1

The challenges and stakes of Paris 2024

KEY FIGURES REVEALING THE CHALLENGES FACING SOCIETY

58% of women say they will be practising sport regularly in 2022, compared with 62% of men. Whilst this gap is tending to narrow, men are also more likely to be members of sports federations and occupy more positions of responsibility within sports organisations (presidency of federations, technical management).¹³⁰

38% of the members of the Federations' Boards of Directors are women, and only **17** of the 109 members of the CNOSF are women.¹³¹

In 2022, **47%** of people with disabilities said that they regularly took part in a physical activity or sport (up 3 percentage points on 2018).¹³² They are covered by **2** multi-sport federations that specifically issue licences for them, the Fédération Française Handisport and the Fédération Française du Sport Adapté (**26,153** and **51,610** licences issued in 2018, respectively). Other federations may also issue licences to people with disabilities, but the actual number of people with disabilities with a licence is still unknown.¹³³

The rate of access to the labour market for people involved in integration through sport initiatives is **60%** on average. **45%** the people reached come from priority neighbourhoods under the Urban Policy.¹³⁴

¹³⁰ Source: INJEP, Ministry of Sport, CRÉDOC, Baromètre national des pratiques sportives, 2018, 2022

¹³¹ Source: CNOSF survey - second half of 2021

¹³² Ibid.

¹³³ Source: INJEP, Ministry of Sport, Les chiffres clés du sport, 2020

¹³⁴ Source: Panorama national de l'insertion par le sport conducted by AFDAS and the Commission Paritaire National Emploi Formation Sport. For more information: <https://www.afdas.com/actualites/communique-de-presse/le-panorama-national-sur-linsertion-professionnelle-par-le-sport.html>

Sport as a tool for encouraging social inclusion and as a lever for improving the living conditions of specific groups: this is one of the aims of Paris 2024 in organising the Games. Social inclusion means taking an interest in target groups (people with disabilities, young people from priority neighbourhoods, refugees, people in integration, etc.) and, through concrete actions, encouraging positive changes in their situation and position in society. Sport, and physical activity more generally, has proved to be a powerful and innovative tool for tackling this strategic issue at every level of local government. The health benefits of regular physical activity and sport are well established, it **can also have other effects in terms of social and professional integration.**¹³⁵ Access to sport is also a universal right, which by definition should be guaranteed to everyone. As a source of engagement and personal fulfilment, **physical activity and sport help participation in and energise our social lives and can provide educational support in their own right.** Although the social impact of sport has yet to be fully documented, and its general acceptance is still being defined, research and experiments are doing their part to highlight the importance of the subject.

In this way, the organisation of the Games is accompanied by reflections on the role and place of citizens who are often far removed from the practice of sport and sometimes even from society. **What impact can the Olympic and Paralympic Games have on improving equality between men and women in society, the inclusion of people with disabilities, particularly in sport and in society more generally, or the professional integration of vulnerable groups? How can such an event help to strengthen social cohesion and contribute to the issues of accessibility and inclusion for all?** How can sport be used to change the way we look at diversity, making it essential to our ability to

live together? How can we ensure that sport is accessible to all?

The issue of disability is a key entry point for the Games in terms of inclusion, a concept that has been reinforced by new themes and concerns in recent Olympic and Paralympic Games. Changing perspectives, diversifying practices, improving access to sport, working towards social and economic integration - there are many ambitions, and the Summer Games in Tokyo, Rio and London, to name the last three summer Olympiads and Paralympiads, have set in motion dynamics that **Paris 2024 wishes to pursue and amplify in order to contribute, in its turn, to developing the Games model and advancing the issues of inclusion, equality and solidarity.**

Gender inequality is another important topic being addressed by the Legacy & Sustainability strategy. The issue of promoting gender equality in and through sport is at the heart of a number of actions. For example, Paris 2024 has sought to ensure parity in sporting events and to increase the number of women amongst the Games' spectators, as well as, on a more structural level, to contribute to eliminating the obstacles to women taking part in physical and sporting activities and to their access to positions of responsibility in French and international sport.

¹³⁵ The impact of sport on social inclusion has been studied in numerous academic studies. Among the key academic works that examine these impacts, see for example Coalter, F. (2007). *A Wider Social Role for Sport: Who's Keeping the Score?* Perks, T., & Turner-Moore, T. (2018). *Sport and Social Inclusion: Evidence and Practice*, Collins, M. F., & Kay, T. (2003). *Sport and Social Exclusion* or Hylton, K. (2009). *Sports Development: Policy, Process, and Practice*

Methodological clarification

In this section, we will look at the subject of inclusion through the prism of the target audiences for the various actions. We are well aware that the categorisation of audiences is subject to numerous challenges and methodological limitations. For example, not all categories of audience are homogeneous. However, we study them from the point of view of a social group with common characteristics but also, and above all, sometimes common barriers, such as difficulties in accessing physical activity and sport. Categorisation tends to simplify the diversity of individuals by grouping together people with similar characteristics. This can lead to a loss of important information and inaccurate generalisations. It should also be mentioned here that the boundaries between these social groups can be porous, with a person belonging to several of them (e.g. a person with disabilities living in a disadvantaged neighbourhood). The overlapping of categories inevitably complicates the understanding of behaviour. Finally, individuals change over time in response to events, experiences and influences. Established categories can become obsolete as individuals evolve. We are in a situation which can be described as similar to "evaluative photography". We feel it is important to recognise these limitations and adopt a nuanced approach to this categorisation of audiences. This categorisation is and will be supplemented along the way by more in-depth evaluative research approaches, mobilising detailed and qualitative demographic and behavioural data, and an in-depth understanding of the needs, motivations and effects of the actions on the life and employment trajectories of the beneficiaries.



5.2

Paris 2024 objectives

Three major objectives have been formulated as part of Paris 2024's Legacy & Sustainability strategy:

01 — Promoting equality and combating discrimination, particularly on the grounds of gender

02 — Promoting social inclusion, particularly in terms of universal accessibility

03 — Supporting professional integration, particularly for those who are furthest from the job market

In practical terms, the aim is for the Games to help combat stereotypes (by changing the way people look at disability and promoting women's sport), to help people find employment through sport or in the sporting world, and to help empower young girls and women through sport.

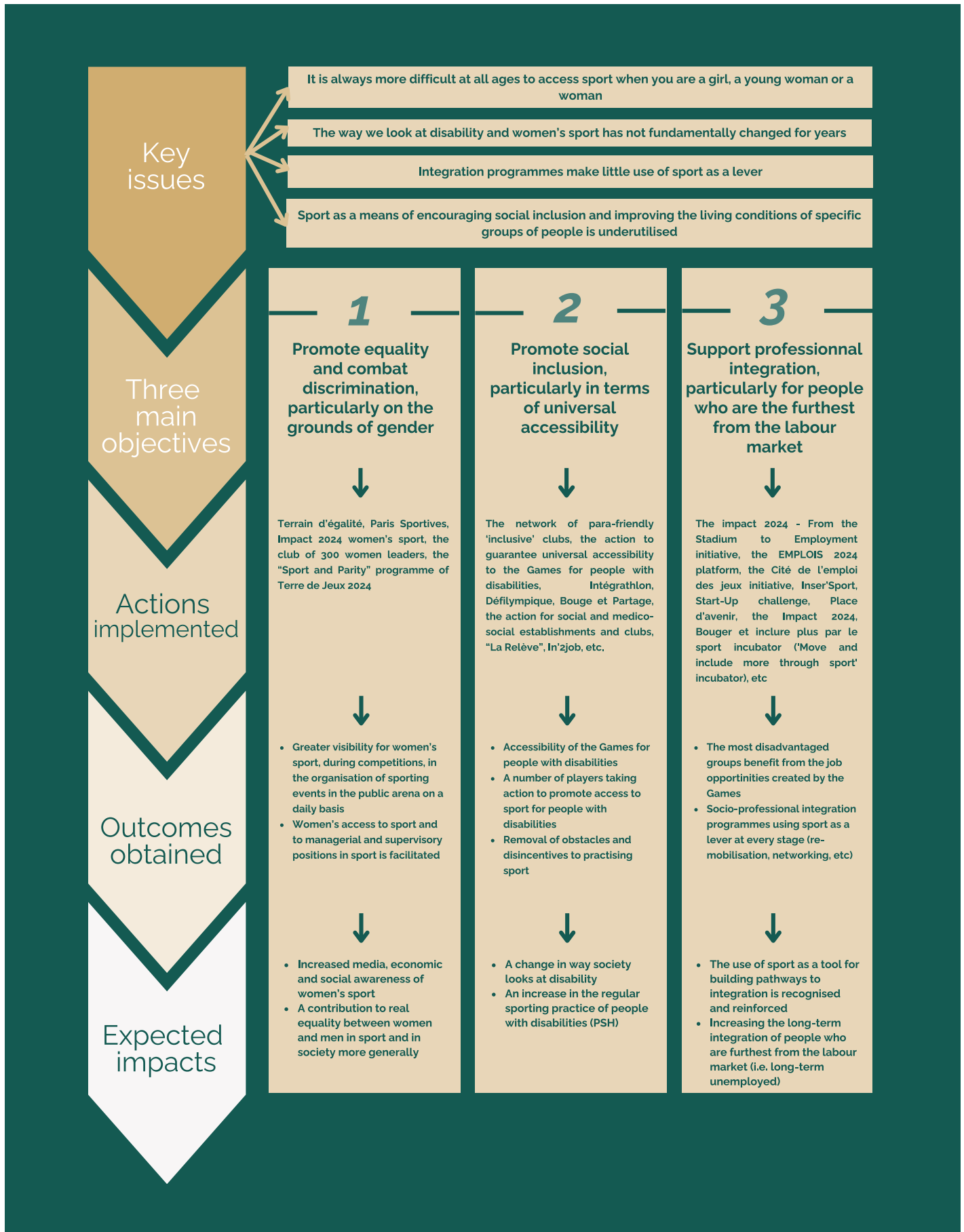
Whilst these objectives will be mainly achieved through the Paris 2024 Endowment Fund - which finances and certifies Impact 2024 projects - the Terre de Jeux 2024 label, which encourages actors in the sporting movement and local authorities to become involved in the Paris 2024 dynamic, is an additional lever for mobilising people to make a difference throughout France by strengthening equality, education, gender diversity and inclusion through sport.

For each of the developments to be tracked, an indication is given to establish the consideration of the Sustainable Development Goals (SDGs), in particular the following 3, identified within the Sustainability and Legacy report published in 2021 by Paris 2024.¹³⁶



¹³⁶ op. cit.

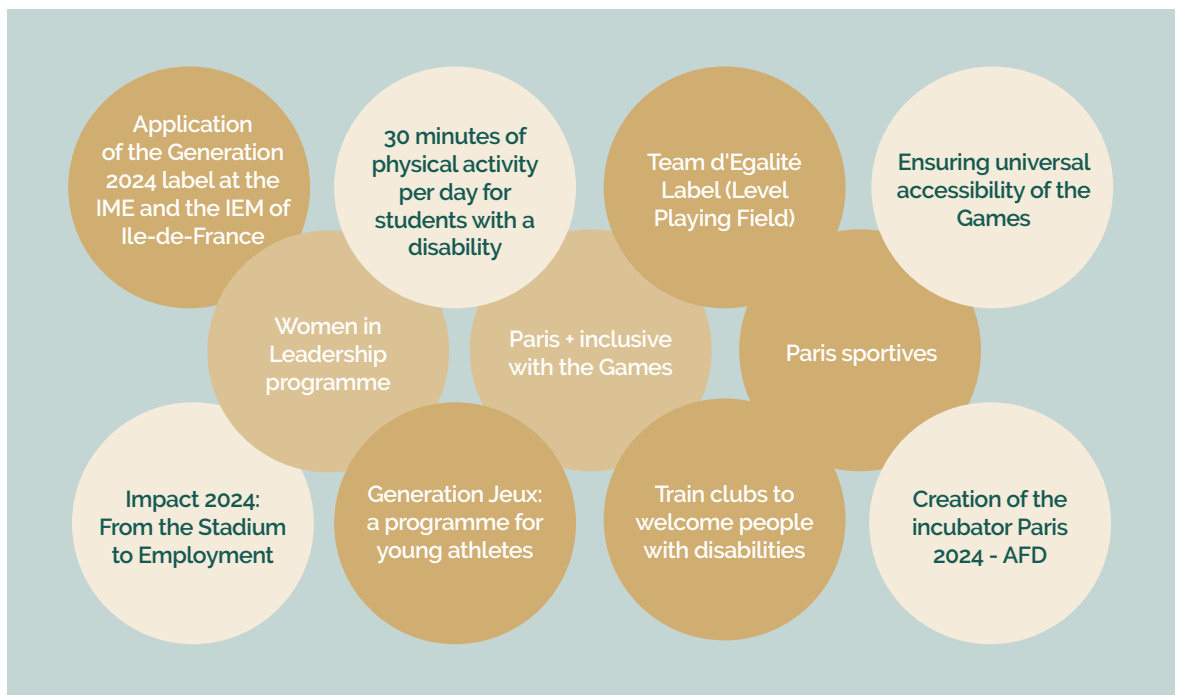
DIAGRAM N°9:



5.3

Interim evaluation of the actions carried out or supported by Paris 2024 and the stakeholders of the Games

Paris 2024's Legacy & Sustainability strategy initially called for 11 major initiatives or contributions to meet the challenges of the inclusion pillar:



These 11 actions have been launched and are still in progress.

17 new programmes have also been implemented and have integrated the Legacy & Sustainability strategy in this area, including:

- 3 programmes directly supported by Paris 2024.
- 14 programmes were created, supported or co-funded by Paris 2024 and are now directly supported by Paris 2024 stakeholders as part of a legacy preparation approach.

Of all these initiatives to promote the use of sport for inclusion, whether undertaken by Paris 2024 or by its stakeholders, **23 actions were considered to be truly emblematic and a priority** because of the issues they help to address, their innovative and differentiating nature, the significant outputs observed, or the outcomes obtained at the halfway stage.

TABLE N°13:

— Level of contribution of "Inclusion, equality and solidarity" actions to the Paris 2024 legacy

Action	Stakeholder in charge of the action	Level of contribution from Paris 2024
Network of para-friendly clubs (now Inclusive Clubs)	CPSF/City of Paris	An action driven by the Paris 2024 Organising Committee for the Games
Universal accessibility of the Games	Paris 2024	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
Intégrathlon	Paris Terres d'Envol	An action driven by the Paris 2024 Organising Committee for the Games
Defilympic	Plaine Commune	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
Bouge et Partage (Move and Share)	City of Paris	An action driven by the Paris 2024 Organising Committee for the Games
Partnership between ESMS and clubs	CPSF	An action driven by the Paris 2024 Organising Committee for the Games
Ecoles multisports adaptés (Adapted multisport schools)	Departmental Council of Seine-Saint-Denis	An action driven by the Paris 2024 Organising Committee for the Games
Parakids Golf	FF Golf	An action driven by the Paris 2024 Organising Committee for the Games
Reduced VAT rate and Pass'Sport	The French State	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
La Relève programme (Next Generation-Talent-Identification programme)	CPSF	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
Accessibility Agenda	City of Paris	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee

(table n°13 continued)

Action	Stakeholder in charge of the action	Level of contribution from Paris 2024
Terrain d'Égalité (Level Playing Field)	The French State	An action supported by the Paris 2024 Games Organising Committee
Paris Sportives	City of Paris	An action supported by the Paris 2024 Games Organising Committee
Impact 2024 women's sport	Paris 2024	An action supported by the Paris 2024 Games Organising Committee
Club of 300 Women Leaders	CNOSF	An action supported by the Paris 2024 Games Organising Committee
70 Terre de Jeux 2024 (Land of the Games) local authorities rename their sports facilities	Paris 2024	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
Impact 2024: Du Stade vers l'Emploi (From the Stadium to Employment)	the French State	An action supported by the Paris 2024 Games Organising Committee
Cité de l'emploi des Jeux (City of Games Employment)	ANCT	An action supported by the Paris 2024 Games Organising Committee
Inser'Sport	Departmental Council of Seine-Saint-Denis	An action supported by the Paris 2024 Games Organising Committee
Start-up Challenge	Paris 2024	An action supported by the Paris 2024 Games Organising Committee
Place d'avenir (Future Space)	Partner - Sanofi	An action contributing to the Legacy & Sustainability strategy of the Games without the direct involvement of the Paris 2024 Games Organising Committee
Impact 2024 - "Athlete entrepreneurs" incubator programme	AFD	An action supported by the Paris 2024 Games Organising Committee
Bouge et inclure plus par le sport (Move and Include more through sport)	Impact 2024 Winner	An action supported by the Paris 2024 Games Organising Committee

The implementation of the inclusion component and the set of concrete actions relating to it, carried out at different and complementary levels by a variety of actors, including Paris 2024 and its partners (City of Paris, Department of Seine-Saint-Denis, Endowment Fund (FDD) winners, territories awarded the Terre de Jeux 2024 label, partners such as FDJ, etc.), makes it possible at this point to identify progress in three main areas, each with its own structure and links with each other and also with the other pillars of the Legacy & Sustainability strategy on education, health and employment: disability, gender equality and workplace inclusion.

Linking the results and follow-up analyses to the above-mentioned objectives is made possible by these three major advances:

01 — Promoting social inclusion, particularly in terms of universal accessibility¹³⁷ by supporting programmes designed to remove barriers to access to sporting activities, thereby helping to make society more inclusive.

02 — Promoting equality between men and women and combating discrimination, particularly on the grounds of gender

03 — Supporting professional integration, particularly for those who are furthest from the labour market, by using physical activity and sport as a means of mobilising or re-mobilising people.



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¹³⁷ According to the Convention on the Rights of Persons with Disabilities (2006), universal accessibility is defined as enabling everyone "to have access to all aspects of society, including the physical environment, transport, information and communication services and other facilities and services open or provided to the public". For more information: <https://handicap.gouv.fr/accessibilite-universelle>

5.3.1 Objective #1: Promote universal accessibility by supporting structured programmes to remove barriers to access to sport, particularly for people with disabilities

Paris 2024 commissioned a study by the Observatoire pour la Recherche sur les Méga-Événements (ORME) in 2019 on the barriers and levers to sport for people with disabilities. According to the study, **more than one in three members with a disability said that they had found it difficult to join a club, either because they could not find one adapted to their disability (34%), or because they were afraid of how others would look at them (26%), or because they lacked information about what was on offer (22%). The programmes developed by Paris 2024 and all its partners and stakeholders are based on this observation and seek to meet the needs expressed¹³⁸ and the barriers identified by this study.**

Paris 2024 has therefore set out a number of areas of work to make the 2024 Paralympic Games a spectacular and beneficial event, providing both an extraordinary showcase for the athletes' performances and a unique opportunity to change society and make it more welcoming for millions of its citizens with disabilities.

The implementation of the Legacy & Sustainability strategy involved a large number of actions with particular regard to the issue of disability. In this report, we can distinguish different types of progress, starting with **actions that have made it possible to guarantee universal accessibility to the Games for people with disabilities.** In this context, it is worth highlighting the link between the delivery of the Games themselves and their legacy, with outcomes that extend beyond the narrow timeframe of the Games and continue to have an impact in the longer term. It should be noted that this subject is particularly transversal and is therefore integrated into the overall strategy of Paris 2024. The Legacy & Sustainability strategy focuses more on the behavioural aspect, and in particular on the aspect of changing society's view of disability and, more specifically, on how sport can be used as a lever to facilitate social inclusion and this change of attitude. Moving further away from the Games' event prism, we can also see **actions that have generally focused on access to regular sporting activities for people with disabilities, in line with the main objective of the Legacy & Sustainability strategy to get more people moving in France, particularly those who are furthest from practising sport, by helping to remove the barriers and obstacles.** A variety of approaches have been used, some of which have involved raising awareness amongst the general public, or even promotions targeted at specific groups, whilst others have involved working on the range of activities on offer. In this case, different methods have been used, both in terms of experimenting with new sport content aimed at people with disabilities (young people and/or adults) and in terms of structuring para-sport sections and innovative partnerships between traditional sports actors and traditional disability actors who do not have existing and/or historic successful collaborations.

Lastly, initiatives have been implemented to **promote the social and professional integration of people with disabilities.**

¹³⁸ According to the various studies into parasports activities, people with disabilities are very interested in physical activity. According to a study entitled *Sport et handicaps*, carried out by the Fondation Française des Jeux in 2015 with TNS Sofres among French people aged 16 to 64 with motor, visual or hearing disabilities, 70% of people with disabilities are interested in sport and 87% of them also say that practising a sport or physical activity is essential or important. (Source: "Sport et handicaps" study, carried out by the TNS Sofres Institute on behalf of the Fondation Française des Jeux, May 2015).

— The Network of "Para-Friendly" (disability-friendly) Clubs (now called "Inclusive Clubs") to train sports club managers and supervisors to welcome people with disabilities.



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Paris 2024, the City of Paris and the French Paralympic and Sports Committee (CPSF) have been supporting and co-funding the project to develop a "Network of Para-Friendly Clubs" since 2020.¹³⁹

This programme is based on a study carried out by ORME (Observatory for Research on Mega-Events) in 2019 on the barriers and levers to sport for people with disabilities. According to the study the second largest obstacle (after information about the range of sporting activities on offer) to the development of sporting activities for people with disabilities, was a lack of training in how to welcome **people with disabilities to clubs.**

¹³⁹ For more information, visit the City of Paris website: <https://www.paris.fr/pages/reseau-des-clubs-paraccueillants-permettre-a-toutes-et-a-tous-l-acces-a-une-pratique-sportive-reguliere-23363>

With this in mind, and thanks to the financial support of Paris 2024, the CPSF and the City of Paris, with the support of the Fédération Française Handisport and the Fédération Française du Sport Adapté¹⁴⁰, have set up **a scheme to train sports club managers and supervisors in welcoming people with disabilities and creating parasport sections** within so-called 'ordinary' clubs.

The aim of the programme is to raise awareness amongst 'ordinary' clubs, i.e., those that are not specialised in welcoming people with disabilities, with the aim of offering access to a wider range of local sporting activities in a safe and appropriate environment. The project involves training sports clubs so that they can create new para-friendly or mixed sections to welcome people with disabilities.

The aim is also to demonstrate that welcoming people with disabilities is far less complicated than they might have expected. The beneficiaries of the project are people with any kind of disability, with the aim of giving them access to a wider range of sporting activities in a safe and suitable environment. The so-called 'able-bodied' participants also benefit, with improved reception conditions, new mixed-use practice slots, a change in outlook, etc.

The training was initially set up with co-funding from Paris 2024 in Paris and Seine-Saint-Denis, under the name "Network of Para-friendly Clubs". **Under the initiative of the French government, which contributed €2.2 million at the end of 2022, the programme became known as "Club Inclusif" (Inclusive Clubs) and has been scaled up, with the aim of training 3,000 sports clubs to welcome members with disabilities by 2025.** The project is currently being expanded to other metropolitan areas such as **Pessac** (near Bordeaux) and **Marseille** through the efforts of the CPSF (French Paralympic and Sports Committee).

The programme was the subject of an independent evaluation conducted by Quadrant Conseil. The scope of the evaluation concerns the "Network of Para-friendly Clubs" scheme in Paris as deployed by Paris 2024, the City of Paris, the CPSF and the Departmental Committees. The timeframe covered by the evaluation only concerns the first Parisian trial promotion of the scheme, which took place during the 2020-2021 sports season, and makes it possible to analyse the impacts of the trial over a longer period of time.

¹⁴⁰ The French Handisport (Disability Sport) Federation welcomes people with motor and/or sensory disabilities. The Fédération Française de Sport Adapté (Adapted Sport) welcomes people with cognitive and/or psychological disabilities.

The report highlights the programme's strengths:

- The "Network of Para-friendly Clubs" appears to be an original, structuring, differentiating and complementary form of action to other training schemes designed to encourage people with disabilities to take part in sport. Its objectives are entirely relevant given the persistence of certain obstacles to the practice of sport by people with disabilities: the lack of facilities and the lack of training for coaches.
- Although the implementation of the scheme for the first promotion in Paris was quite different from what was initially planned, mainly because of the health crisis, which disrupted the training schedule and prevented the practical sessions from taking place, the training did enable trainees from clubs with the least structured provision to acquire new knowledge and skills, with training content that was well adapted to the needs of the clubs. In this way, the creation of a network of contacts between clubs clearly strengthens their ability to offer a solution to every person with disabilities who wants to practice.
- The participants with disabilities interviewed as part of the evaluation consider that sport brings them many benefits: values, discovery, socialisation, escape, mental stimulation and self-esteem. Whenever possible, sharing sporting activities with others helps to change the way they look at their own sporting activity and performance.
- The reception and practice conditions offered by the Promotion 1 clubs are sufficiently safe and adapted to the needs of their members with disabilities. The scheme has contributed to changes in coaching and organisational attitudes. Its leverage effect in terms of material, human and infrastructure adaptations still needs to be strengthened.

The evaluation report also highlights certain limitations of the trial programme: the low number of clubs involved, the failure to implement support and network development actions, which were considered relevant 'on paper', but which left clubs with unmet needs, particularly in terms of material and human support and access to slots, the inability of clubs to attract new members, particularly inexperienced ones, and the limited effect on changing attitudes, etc. As the evaluation focused on the first promotion of the trial (2 further promotions of the programme have since been launched), the practical details of the programme were subsequently revised and improved to enhance its effectiveness.

"I feel more integrated in my daily life: there are no differences between members with disabilities and members without disabilities. We're all athletes".

— Cédric, a US Métro club member with disabilities

40

para-friendly sections

have been created to accommodate people with disabilities in Parisian sports clubs since 2020

30

clubs trained during the first 3 promotions have set up a para-friendly section

A commitment from the Ministry of Sport and the Olympic and Paralympic Games to create a network of

3,000

inclusive clubs by 2024

— Guarantee universal access to the Games for people with disabilities



A Paris 2024
Action



The Olympic and Paralympic Games will be attended by a significant number of spectators with disabilities. Paris 2024 has set itself **the ambition of achieving universal accessibility**⁴⁴¹ and, to accomplish this, has determined three objectives to accomplish this:

- 01** — Ensure full participation and a barrier-free or the least barrier-free Games experience possible for everyone.
- 02** — Leave a tangible legacy for the benefit of the inhabitants and visitors with specific needs in the areas hosting the events.
- 03** — Leave an intangible legacy for the benefit of all, and in particular for the benefit of all people with disabilities in the host country and around the world, whether in terms of new good practices or a 'universal accessibility' reflex for the organisation of future events.

⁴⁴¹ Universal accessibility was one of the three pillars of Paris 2024's strategy right from the bid phase, along with the development of sporting activities for people with disabilities and the promotion of their social participation in the project.

A precise strategy has been developed, then implemented and steered by a dedicated programme, illustrating a will that goes beyond the mode of intentions, with the concretisation of a process and achievements consisting of implementing these universal accessibility commitments. Universal accessibility is a concept that promotes the right to equitable and barrier-free access to all aspects of society for all people, whether or not they have a disability. Universal accessibility is considered a fundamental right because it is essential to guarantee equal opportunities, dignity and social participation for everyone. It is often recognised as a key aspect of human rights. In this respect, the tangible and intangible legacy of the Paris 2024 Olympic Games will concern a very broad spectrum of stakeholders and beneficiaries.

This strategy already seems to have led to significant progress. These have been implemented by Paris 2024 and its stakeholders. For example, the City of Paris has adopted the **"Paris + Inclusive with the Games"** action plan to prepare for the Paralympic Games and optimise the legacy of the Paris 2024 Games for people with disabilities. We should also mention the study and implementation of **a series of interlinked solutions covering the entire event from the point of view of the spectator experience**, facilitating equal access to online information, ticket purchases, transport, venues and participation in celebrations and competitions, remote broadcasting of events, the Olympic Village, tourist sites and activities in the host communities, and all the experiences linked to the Games.

A number of subjects have been studied with a view to implementation, including:

- Servicing the sites by adding additional transport services, particularly in Île-de-France, under the supervision of Île-de-France Mobilités (IdFM);
- Particular attention will be paid to the 'last mile', i.e., the final part of the journey for spectators to the competition venues, for example;
- The definition of all services dedicated to spectators, particularly those with disabilities, taking into account all types of disability;
- Accessibility of training sites;
- An inclusive reception protocol;
- The implementation of "Quartiers d'Accessibilité Augmentée" (QAA) in each of the capital's districts (arrondissements);
- Training volunteers to welcome people with disabilities;
- Informing and training all those involved in the issues and implementation of universal accessibility ("Grand Prix Diversité et Inclusion" Awards, accessibility of all communications, a website, events open to the public, constructors, etc.).
- Sharing Olympic and Paralympic venues as part of the new Games concept;

In addition to making the event accessible, Paris 2024 also wanted to encourage access to sport for people with disabilities by making clubs more accessible and encouraging shared sporting experiences.

A wide range of actions have been developed from this perspective. Amongst them, **four main levers can be identified, which appear to be complementary and relate to the range of activities on offer, raising awareness and sporting excellence.** They all contribute, particularly through mixed-gender initiatives, to changing the way 'society' views disability and the sporting activities of people with disabilities.

They aim to **demystify the supposed complexity of integrating people with disabilities** and to work on the necessary skills and structural cooperation, which are essential for the existence of a sustainable offer for people with disabilities. In this respect, they are working in particular on the link between the sports movement, focusing on the clubs, and the specialised establishments that deal with disability may be interested in offering sports and/or physical activities to their members.

The actions also focus on **the offer**, going beyond the structuring of sustainable partnerships **to include the creation and proposal of a practice offer as such.** It is worth noting that this applies to both public authorities, specifically local authorities, and the sporting movement, particularly Olympic federated sport.

A number of **initiatives have involved raising awareness amongst the general public or a more specific audience.** In practice, these initiatives have frequently focused on schoolchildren, and have often been designed and implemented in synergy with initiatives under the Health and Education pillars. This logic of bridging or linking seems likely to contribute to the final impact of the actions undertaken, over and above their results, as long as they are positioned in this way with a capacity for resonance that could be described as 'enhanced'.

It should also be noted that **sporting excellence is equally present** in the operational spectrum of the work carried out on effective access to sport for people with disabilities, which reflects **the scope of the operational field and an ability to affect the continuity of practice, from awareness raising to the development of the offer via sporting excellence.**

— With the Intégrathlon, raising awareness in schools and amongst the general public to change the way people view disability



©kazmankante

A
Stakeholder
Action



The Intégrathlon scheme was launched in 2010 and is run by the Etablissement Public Territorial "Paris Terres d'Envol". Now an Impact 2024 winner, this project, which brings together 8 communes in Seine-Saint-Denis (Villetaneuse, Sevran, Aulnay-sous-Bois, Le Blanc-Mesnil, Dugny, Drancy, Le Bourget and Tremblay-en-France) aims to "change the way people look at disability and create links through getting to know others".

The scheme rolls out in two stages: activities take place in schools throughout the school year. Then, over the course of a week, a major sporting and cultural festival is held for schools (during the week, with the emphasis on Wednesdays and organised by UNSS 93 and Paris Terres d'Envol) and for the general public (at the weekend).

In 2022, 219 classes took part in the various awareness-raising activities, for a total of **6,717 schoolchildren** from municipal schools and leisure centres on Wednesdays, **including 163 people with disabilities**. More than 9,000 are expected by 2023. The scheme has also identified 5,500 indirect beneficiaries by 2022, i.e., actors in the sporting movement, as well as people living in precarious conditions and/or excluded from society.

In view of the success encountered so far, **work is currently underway on development and expansion. Some of the objectives pursued include:** increasing the number of schools taking part, integrating local medical/educational institutes into year-round school sports programmes, organising educational/sports trips between medical/educational institutes and school classes or mixed disabled/adapted sports tournaments at local sports facilities, bringing high-level athletes into schools and institutes, helping associations to apply for subsidies to encourage the opening of disabled/adapted sports sections and to become parasport facilities. This development strategy also provides an opportunity to reflect on the programme's legacy, which could become public policy and inspire other local authorities to adopt this good practice.

6,717
schoolchildren
involved

2,755
people
at the leisure centres
on Saturdays

306
people with disa-
bilities

219
classes
from primary to se-
condary school

57
sports associations
involved

125
people took part in
the Sunday walk

"When Sofyane said that disabled people were not disabled people but people with disabilities, he was right. In fact, it's because there are stairs that people in wheelchairs become disabled, it's not because they're in wheelchairs that they're disabled".

— Testimonial from a child during an introduction to wheelchair basketball at Le Bourget secondary school

— A "Paralympic Challenge" to promote Parasports, Paralympism and Paralympic athletes to local secondary school and university students during the OPW 2022



Thanks to the impetus provided by its Generation 2024 label accreditation, Université Paris 8 designed and set up a one-day event entitled "Déflympique", which took place for the first time in 2022 (and has now developed into a wider programme). This was organised with the support of Plaine Commune's Olympic and Paralympic Games Mission and Paris 2024, and took place during Olympic and Paralympic week (OPW).

The day focused on parasport, with a wide range of activities and content on offer not only to students at Paris 8 University but also to local secondary school pupils, with the goal of promoting parasport and para athletes.

The aim of the day's programme was to help young people change their view of disability, learn about the virtues of active mobility and the environmental challenges of the Games, and find out more about the Paris 2024 volunteers programme.

500
participants
benefited

9
educational
establishments
reached and/or
involved



— Bouge et Partage (Move and Share), the development of an innovative range of sporting activities for adults with disabilities and the elderly who are losing their independence, developed through a partnership between sports clubs and social and medico-social establishments



©Clément Dorval / Ville de Paris



Co-financed by the City of Paris and winner of the Impact 2024 award, the Bouge et Partage project¹⁴² offers sporting and cultural activities in the 19th arrondissement (district) of Paris to adults with disabilities and their carers, as well as to seniors who are losing their independence. The project, 50% of which is co-funded by the Paris 2024 Endowment Fund, involves offering sports and cultural activities to users of social and medico-social establishments and services (ESMS), with a view to getting them remobilised, practising parasports and promoting inclusion.

This initiative was launched following consultation by the City of Paris on the city's disability strategy. It emerged that **the range of sporting and cultural activities for people with disabilities was mainly aimed at a 'young' audience.** Registrations took place from July to September, with the key aim of getting enough people signed up to start practising the sport in October 2022. The project, which began on 3 October 2022, brings together 3 organisations (the Club Raid Orientation de Paris, the Comité de Tennis de Paris and the Compagnie Au-delà des quais) to offer beneficiaries free 3-hour weekly sessions in tennis, urban orienteering or theatre.

¹⁴² For more information, visit the City of Paris website: <https://www.paris.fr/pages/les-sportifs-handicapes-prennent-la-balle-au-bond-22686>

22 sessions

held since October 2022, each with between 50 and 80 participants

17 ESMS

regularly take part in the sessions

Around

500 direct beneficiaries

including 200 senior citizens and 300 adults with disabilities or their carers.

As well as being fun and sporting, the activities also have an educational purpose. For example, playing tennis helps improve coordination, whilst orienteering focuses on improving logic and spatial perception. Lastly, theatre and improvisation sessions help to build social links and self-confidence.

At the same time, and thanks to the close collaboration between the ESMS and the sports clubs, a training programme has been set up, so that the sports supervisors know how to adapt their teaching methods to people with disabilities.

In addition to developing a range of sports facilities for adults with disabilities and for seniors who are losing their independence, the project will facilitate the networking of sports clubs and committees with ESMSs and associations working in the field of disability, with the ultimate aim of encouraging the development of para-friendly sections within partner clubs. Two new sites are due to open in 2023 at the Elisabeth Sports Centre (14th arrondissement) and the Max Rousié Sports Centre (17th arrondissement).

— An unprecedented partnership between social and medico-social establishments (ESMS) and sports clubs to get people involved or re-engaged in sport and to break down the barriers between sporting activities



This scheme was launched in 2020 by the French Paralympic and Sports Committee (CPSF), with the aim of bringing together sports clubs and social and medico-social establishments (ESMS) lacking regular contact with the federated sports movement, in order to introduce people to sporting activities and support their continued development. The creation of this action meets 3 long-term ambitions:

- 01** — To increase and sustain the number of people in ESMS taking part in regular sporting activities.
- 02** — Encouraging links and interaction between ESMS and sports clubs.
- 03** — Integrating sport into the support plan for people in care.

159 projects

have been set up between a medico-social establishment or service (ESMS) and a local sports club since the scheme was launched in 2020, involving almost 318 different ESMSs and clubs.

35 sports federations were involved

+1,600 people with disabilities benefited from an activity

88.5%

of the projects were sustainable, which means that either the project was retained or that people with disabilities took out individual licences with the club

— With adapted multisport schools, creating a range of sports for young people with physical or cognitive disabilities



"It has sometimes been difficult to convince parents' associations that the Adapted Multisport School (EMSA) is inclusive: parents are afraid that their child will be stigmatised. We need to convince parents that EMSA is a tool for inclusion."

— Extract from an interview with CD93

"I'm delighted to see my son blossoming and looking forward to coming to each session. It's the only care solution available for my child, and we're still waiting for a place in an IME."

— Testimonial from the mother of a child welcomed at Livry Gargan

The Adapted Multisport Schools scheme is run by the Departmental Council of Seine-Saint-Denis, in consortium with the Seine-Saint-Denis Departmental Committee for Adapted Sport, affiliated to the FFSA (The French Federation of Adapted Sport). The scheme is an Impact 2024 winner and is co-financed by the National Sport Agency (ANS). The aim is to support the creation of adapted sports sections within multisport schools, in response to the lack of sports provision for children and teenagers with physical or learning disabilities, through weekly 3-hour sessions of 36 sessions per school year.

The scheme has been rolled out in 4 towns (Saint-Denis, which has two adapted multisport schools, Sevran, Clichy-sous-Bois and Livry Gargan). **Whilst 15 children were enrolled in 2021, in total 82 have now benefited from the scheme, with varying degrees of autonomy.** The outcomes of the project are already visible: the loyalty of families, parents and children towards the scheme, the ability to respond to levels of variable autonomy amongst children and therefore ensuring that young people evolve and flourish and the ability to offer a service to families who were previously unable to find solutions.

— A "Parakids Golf" trial to offer young people with disabilities the chance to integrate more fully into society through sport



In October 2019, the French Golf Federation (FFG) launched a new project aimed at **enabling children with disabilities to discover and practise activities around golf**. This project, co-financed by the Paris 2024 Endowment Fund, initially benefited a group of 5 children, aged 9 to 14, welcomed each week at Le Golf National, to practise golf and improve their motor skills and concentration. The participating children are accompanied by their psychomotor therapist and special educator, who have helped to design sessions adapted to their disabilities. The project takes on a special significance when, in addition to promoting access to a sporting discipline, it helps open up a wider range of possibilities (not only for the children, who are the direct beneficiaries, but also for their families as well as those accompanying them).

The French Golf Federation, **thanks to the support of Paris 2024, has extended the operation to the whole of France** to offer a wider section of the population with disabilities the opportunity to integrate better into society through sport, and more specifically by playing golf. **The project also encourages the training of teachers with a Handisport Qualification Certificate (CQH) or an Additional Certificate for the Support and Inclusion of People with Disabilities (CC AIPSH** including psychological disorders and learning disabilities).

"You can see the progress, it's incredible. There's an important motor skills dimension to golf (...) The best feedback we get is from the parents."

— Extract from an interview with the FF Golf

17

clubs involved

(increasing to 30 by the start of the 2023 academic year)

73%

of the parents of the children who benefited said that their child had developed their physical abilities since playing golf.

93%

of the parents of the children who benefited said that their child had become more independent at home since playing golf.

89%

of the parents of the children who benefited said that their child was more focused now that he or she was playing golf.

Whilst the aim of the operation is to welcome a greater number of young people with disabilities throughout France, the other major challenge is to roll out and set up Paragolf sections throughout the FFG's Leagues in order to increase the number of people playing golf. This action is also part of an initiative to raise awareness amongst the federation's stakeholders at all levels (from clubs to the national level) of the importance of developing inclusive initiatives.

The Federation has embarked on a process to measure the impact of the project, with the support of the Paris 2024 Endowment Fund. The evaluation involves describing and analysing the outcomes of the project in terms of the cognitive and emotional skills of the beneficiaries, as well as their social skills. The outcomes of the evaluation will be published in January 2024.

— A reduction in the rate of VAT on sports equipment and the "Pass'Sport" to encourage people with disabilities to participate in sports



To remove the financial obstacles of the access to sport, the French government has set up the Pass'Sport scheme, offering a €50 deduction on enrolment in a sports facility, particularly for people with disabilities aged between 6 and 30. Adaptive sports equipment has been added to the list of items subject to reduced VAT (5.5%) in 2022. Eventually, prostheses and sports equipment will be better covered financially (announcement made at the National Disability Commission in 2022).¹⁴³

— "La Relève" programme: In search of Paralympic competitors



The "La Relève" programme, launched in 2019 by the French Paralympic and Sports Committee (CPSF), was initially conceived with a view to identifying individuals aged between 16 and 35 who have the potential to be future medallists at the Paris 2024 Games. The goalposts have shifted somewhat as the preparations for the Games have progressed and become more immediate, as elite-level sport involves relatively long-term calendars. However, the objective remains the same: to first discover and then develop athletes through a performance plan. Indeed, the recruitment of athletes by the Paralympic Federations would make it possible to energise this sector, to create inspiration within the preparation teams, but above all to offer advice and a sporting offer to the beneficiaries. This would also help to change the way we view people with disabilities, as they often put in exceptional performances that show that disability can go hand in hand with sporting performance.

The programme consists of a one-day event where participants are assessed on their physical abilities. At the end of these evaluation tests, each participant receives an individual analysis of his or her profile, as well as practical guidelines that correspond to the participant's place of residence, physical abilities and desires. To ensure that the action day bears fruit, the participants are then followed up and supported in the next phase of setting up a tailor-made performance plan.

500 people

interviewed and referred to local clubs since 2019

11 Paralympic federations

have signed up to the programme

20 participants

joined the French elite teams and 2 were selected for the Tokyo and Beijing Paralympic Games

¹⁴³ For more information: <https://www.gouvernement.fr/extension-de-la-tva-a-taux-reduit-aux-materiels-sportifs-utilises-par-les-personnes-en-situation-de>

— Setting an example internally on the issue of disability: a challenge addressed and implemented by Paris 2024



Aware of the importance of the issues at stake, Paris 2024 is committed to setting an example in its internal operations and commercial activities. Diversity and inclusion are an integral part of Paris 2024's recruitment strategy. The human resources action plan, formalised in 2020, includes specific sourcing initiatives, training for managers to encourage the recruitment and support of people with disabilities, the organisation of disability awareness days, and the creation of an "Inclusion and Diversity" module offered to all collaborators on their arrival at Paris 2024.

Paris 2024 is also implementing a responsible purchasing policy that includes the sheltered and adapted sector. Paris 2024 is working with the main networks in the disability sector (UNEA¹⁴⁴, APF France Handicap¹⁴⁵ Enterprises, UNAPEI¹⁴⁶, Réseau GESAT¹⁴⁷, Handeco), so that they can all benefit from the economic opportunities linked to the Games.

more than 80
companies
in the disability sector
are listed on the SSE
2024 platform

1 specific action
was carried out for ES-
ATs (Etablissements et
services d'aides par le
travail) in Paris and Seine-
Saint-Denis to inform and
support these structures
in accessing contracts.

¹⁴⁴ National Union of Adapted Enterprises.

¹⁴⁵ Association of Paralysed People of France.

¹⁴⁶ National Union of Associations of Parents of Maladapted Children.

¹⁴⁷ Work Support Establishments or Services (ESAT) and Adapted Enterprises (EA).

— Making Paris a more accessible city, particularly in public places and on public transport

A Stakeholder Action



Nearly 350,000 visitors with disabilities will be welcomed at the next Olympic and Paralympic Games. Despite the complexities of adapting public space for accessibility on a massive scale, given the variety of actors involved, the City of Paris intends to create an environment that is universally accessible and geared towards autonomy. The City of Paris has undertaken to set up 17 neighbourhoods with enhanced accessibility (QAA) to give everyone (senior citizens, people with disabilities, families, etc.) access to essential local services: accommodation, shops, health, sport, schools, etc. To define the full and proportionate range of services, user associations have been involved from the outset. A guide for shopkeepers on disability and good practice in terms of accessibility has also been drawn up to facilitate the adaptation of establishments.

In addition, the technical services (civil engineers and public works) have implemented actions based on public space accessibility assessments carried out in these 17 districts. The areas around the Olympic and Paralympic venues are receiving similar attention to ensure that all visitors are well looked after during the Games and beyond.

5.3.2 Objective #2: Gender equality, a priority and transversal issue at the centre of attention

Gender equality and the fight against discrimination have been a strategic focus of the Paris 2024 Games since the bid was launched. Indeed, social expectations are very high for the Paris 2024 Games, particularly as these are the first Games in the post "Me too" era. According to the Kantar study for Paris 2024 and FDJ, the Paris 2024 represents a major challenge for the development of women's status: 76% of respondents believe that the Paris 2024 will have a beneficial impact on women's sport, particularly in terms of:

- Developing sport by making it more accessible, thus helping to remove the obstacles
- Raising public awareness and visibility of gender equality in sport and in the public arena
- Increasing women's access to positions of governance in sport

Paris 2024 wants to position itself as an actor committed to gender equality by:

- Advancing the position of women in sport
- Using sport as a tool to help achieve real equality between women and men in society

Since the bid phase, Paris 2024 has sought to be as exemplary as possible, whilst using strong symbols of commitment: the Paris 2024 Olympic Games will be the first parity Games in history; their logo is a representation of the iconic female figure, Marianne.

In order to convert its symbols and commitments into concrete projects, Paris 2024 have undertaken steps to obtain a government label, in which it played a major role in creating: the Terrain d'Égalité (Level Playing Field) label, described in detail in the following pages. This is a binding methodological framework, a guide, but also a compass enabling the Paris 2024 Organising Committee and its stakeholders to tackle the multidimensional aspects of the subject of equality, such as: human resources, visibility, the fight against discrimination, communication, financing, etc.

Over the last few years, the focus has shifted from asserting women's right to participate in sport in all its dimensions to **seeking real equality between women and men in sport** and transposing these advances to society more generally. With this in mind, the fields of action focus as much on the conditions of access to the practice of sport, as on those of management and supervision of sport or its media, economic and social promotion.

The gender equality actions implemented by Paris 2024 and its partners as part of the inclusion programme are major elements within this broad mapping scope, created to drive the fight **against stereotypes and sexist violence and, ultimately, to promoting the benefits of gender equality through sport.**

More specifically, we can determine three main levers of feminisation in the actions undertaken: firstly, **an attempt to increase the visibility of women in sport**, both during competitions and in the organisation of sporting events more generally and, even more so, by taking up more space in the public arena 'on a daily basis'. Next, we identify **actions that work towards the feminisation of sport**, i.e., directly towards making it more accessible to women. Finally, there are **initiatives to increase the number of women in positions of responsibility within sports organisations**. This last point is a major challenge, given that only 19 women were elected as presidents of sports federations in the 2020 and 2021 elections, and only 17 women were serving as national technical directors on 25 May 2022.¹⁴⁸

Working to develop sport for girls and women by facilitating access and helping to remove barriers

In addition to accessibility to federated or organised activities, the initiatives put in place have focused on particularly difficult situations, and in particular on the issue of women's participation in public spaces. This question raises issues of self-censorship, gender relations, urban planning, sociology (poverty, precariousness, flexibility) and the social and gendered specialisation of spaces.

PROMOTING ACCESSIBLE SPORT FROM AN EARLY AGE

The approach taken by Paris 2024 is based on a simple observation: access to sport is a right, but it is always more difficult to gain access if you're a girl, a young woman or a woman. And this difficulty to access sport starts at a very early age. The schoolyard is obviously an ideal place for physical activity, offering children regular opportunities to participate:

→ Boys and girls engage in moderate to vigorous physical activity for **31% and 24% of the time allocated to recreation periods**.

→ **Boys take, on average, between 1,260 and 1,500 steps and the girls between 910 and 1,100 steps** during a 15-minute break, enabling the former to achieve between **5% and 40%** of their daily physical activity during the break and the latter between **5% and 31%**.

¹⁴⁸ Source: summary report 'Pour la féminisation du sport français Bilan et perspectives sur l'évolution des licenciées et la situation des femmes dans le mouvement sportif' <https://www.sports.gouv.fr/media/5627/download>

Whilst these figures from various international studies demonstrate the positive impact of the schoolyard on children's physical activity, they also highlight the gap between boys and girls in this regard. A number of researchers, sociologists and anthropologists have shown that:

- **Boys** tend to **occupy the centre of the schoolyard with ball games**, whilst the **girls are relegated to the** periphery of the schoolyard.
- **Boys** benefit more from **team games**, which allow them to move around a lot (football, basketball, table tennis).
- **Girls**, pushed to the periphery of the schoolyard, **prefer walking or sitting down**, and therefore engage in less physical activity.

Active Design is characterised by free use, encouragement, the user approach and urban quality. These can guide developments as diverse as sports trails, lighting and street furniture, green spaces, signage, pedestrian walkways, planted pathways, cycle paths, etc.

At school, Active Design consists of turning schoolyards into an attractive and sporty environment for the benefit of all, enabling the school building to play an important role in the development of sporting activities. The Active Design features are lightweight and easy to install (floor and wall markings, walkways, courses, games, signage, wall reliefs) and take the form of one-off features (furniture, paintwork, play structures). The facilities can also be designed using a participatory approach involving children.

Making a variety of facilities and structures available, with no particularly defined function, allows for multiple appropriations or diversions that leave room for creativity, spontaneity and imagination. It also encourages better interaction between girls and boys, and between pupils of different ages, which develops mutual aid and empathy.

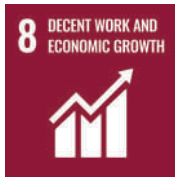
In specific terms, Paris 2024 has produced an Active Design guide for **active and gender-neutral schools**, which is now available to local authorities that want to build or renovate a school.

— A calendar that pays particular attention to gender balance



©Adam Hester/Getty Images

A Paris 2024 Action



As the organiser of the world's biggest sporting event, Paris 2024 has sought to strengthen the role of women in sport. Whilst the Paris Games in 1900 were the first to welcome female athletes, **this time the intention has been to organise the first Olympic and Paralympic Games with parity in terms of the number of athletes**, as well as to ensure that this parity dimension permeates the other areas of the Games, including media exposure and the organisation of competitions. **Having chosen a woman's face as its emblem**, Paris 2024 has defined a calendar of Olympic and Paralympic events that pays particular attention to gender balance for the scheduled prime time sessions in order to promote female athletes and sport to the public, especially young girls and boys.

— "Terrain d'égalité" (Level Playing Field): A quality label to promote gender equality and combat discrimination and violence



©Klaus Ve/Getty Images

A Stakeholder Action

Action status report:

Deployment



The "Terrain d'égalité"¹⁴⁹ label was created by the Ministry of Gender Equality, Diversity and Equal Opportunities, the Ministry of Sport and the Interministerial Delegation for Mega Sport Events (DIGES) at the initiative of Paris 2024 during the bidding process, and in partnership with numerous stakeholders from the world of sport. It is a measure of the French State's legacy plan for the Olympic and Paralympic Games.

Convinced of the role of sport and the responsibility of sports organisations in promoting gender equality, diversity and inclusion and in combating all forms of discrimination and violence, the Paris 2024 Organising Committee for the Olympic and Paralympic Games made a commitment to the French government as soon as the State label was created. This label reflects Paris 2024's Equality and Diversity strategy, a concrete commitment and a tool for steering the actions implemented within the committee. This approach of participating in the construction of a normative framework on these subjects and applying for the resulting label, is unprecedented for an Olympic and Paralympic Games Organising Committee.

¹⁴⁹ To find out more : <https://www.egalite-femmes-hommes.gouv.fr/ouverture-des-candidatures-au-label-detat-terrain-degalite-pour-les-grands-evenements-sportifs>

The Terrain d'égalité label recognises major international sporting events, whether one-off or recurring, that are committed to equality and to combating all forms of discrimination and sexist and sexual violence. The actions implemented under the label commit the organisers to:

- To be agents of change, by making sporting events a place of trust, safety and conviviality for everyone;
- Initiate a virtuous dynamic in the preparation and organisation of sporting events in France, notably through an objective of parity and diversity within the teams of employees and volunteers;
- Set an example by implementing prevention and reporting systems;
- Promote these commitments and objectives at national and international level.

To obtain the label, the event must comply with a set of specifications covering around twenty criteria, such as training staff and volunteers in equality and non-discrimination, making the event accessible to all, regardless of gender identity, sexual orientation or ethno-racial origin, promoting communication that is egalitarian, non-discriminatory and free of stereotypes, and setting up a listening and reporting unit for staff and spectators.

Applications will be examined by Afnor Certification, the labelling operator, and then submitted to a multi-stakeholder awards committee.

In applying for this label, Paris 2024 has several objectives and motivations:

- Make it a tool for steering, mobilising and progressing internally as part of an exemplary approach to gender equality, promoting diversity and combating all forms of discrimination;
- Raise the profile of these causes, particularly within the national and international sports movement, whilst contributing to the methodological and normative legacy of this label;
- Use it as an advocacy tool to increase women's participation in sport, improve the representation of women and minorities in the sporting professions, encourage the empowerment of young girls through sport and promote diversity in a safe environment.

This tool could also be used to help improve equal pay policies in the sports events sector, for example, by dedicating an entire section of the label to internal gender equality criteria in human resources.

— Paris Sportives: removing barriers to women's access to public sports by promoting coaching and association work



A
Stakeholder
Action

Action status report:

Deployment



A study conducted by Kantar for FDJ¹⁵⁰ and Paris 2024 shows that women have very high expectations when it comes to creating suitable infrastructures: 30% of them want more clubs and practice facilities dedicated to women. As a result, the Paris Sportives project¹⁵¹ was born in 2019 out of a collaboration between the City of Paris and Paris 2024, with the long-term objective of enabling women to use the Terrains d'Education Physique (TEP – Physical Education Grounds), which are often used disproportionately by men, by facilitating easier access for women to sporting activities and public spaces. The project consists of encouraging associations to organise sports events for women in the public space and in particular around the open access of TEPs, with the logistical support of the City of Paris. The project aims to encourage mixed-use pitches and proposes supporting several Parisian clubs and neighbourhood associations to finance the organisation of regular sporting activities.

¹⁵⁰ To find out more: [https://cnosf.franceolympique.com/cnosf/fichiers/File/MIXITE/infographie_barometre-sport-fminin_fdj-paris-2024-\(1\).pdf](https://cnosf.franceolympique.com/cnosf/fichiers/File/MIXITE/infographie_barometre-sport-fminin_fdj-paris-2024-(1).pdf)

¹⁵¹ For more information, visit the City of Paris website <https://www.paris.fr/pages/21-clubs-font-faire-du-sport-en-exterieur-aux-parisiennes-20946>

The evaluation work carried out by ORME and researchers from the Université Gustave Eiffel, under the guidance of the City of Paris and Paris 2024, highlighted the fact that **"the associations have created an unprecedented range of services enabling thousands of women to take part in sporting activities on the TEPs"**. As well as enabling women to practise their sport in open spaces, this "gives visibility to women's sporting activities and socialises them".

"Yes, that's true. At first, I didn't see any, not many, but recently, frankly this year, there have been some. And there are a lot of them, which is cool!"

— Testimonial from a user, TEP Charonne-Lepeu

Three recommendations were formulated for the follow-up to the action:

- From the point of view of the terms and conditions of the action: define time slots dedicated to target audiences, in particular women, create a community of females practising sport, involve mediators to ensure that the ground is shared and that the priorities for the audiences scheduled in the facility's planning are respected;
- From the point of view of the content of the action, or its forms: creating sporting events sponsored by top-level sportswomen, offering competitions between mixed teams, combining matches with demonstrations or skill competitions;
- From the point of view of infrastructures, their improvement for various reasons (safety, comfort, diversity of possible practices, number).

55

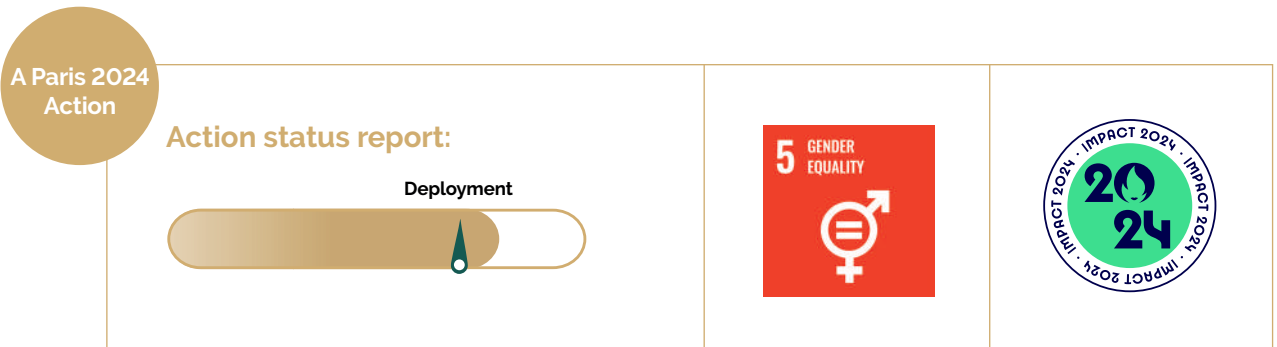
Paris Sportives project-winning **associations** in 2022 and 2023

In 2022:

2,855

women benefited from the scheme in **12 districts** (10 of which set up regular sessions) and **40 regular sessions were held each week**

— Impact 2024 women's sport: a call for projects to increase women's participation in sport at all ages



According to the FDJ-Paris 2024 "Sport au féminin" barometer conducted by Kantar, 84% of women practise a sporting activity. Although women's participation in sport is increasing, it still falls short of the levels of activity defined by the WHO for good health: only 59% of women take part in physical activity and sport at least once a week (compared with 69% of men).

Paris 2024 and FDJ have worked together to learn from the barometer and to strengthen the Impact 2024 call for projects by creating a specific category for the advancement of women's sport.

The objective was to support as many development projects as possible that respond to women's requirements and needs (well-being, health, physical fitness), their personal situation and their desire to take part in physical activity more freely. Projects focusing on the place of women in sport, in sports governance bodies and in the media were also targeted.

The selected projects help to remove the barriers to participation identified by the study. For example, some of them were designed to **make it easier for women to take up sport (particularly mothers), because one of the main obstacles to participation cited by the people surveyed was the pace of life:** this remains the main obstacle to taking up sport identified by women, particularly because of unsuitable time slots for 27% of them, or their family situation for 20% of them.

EXAMPLE OF AN IMPACT 2024 PROJECT HELPING TO REMOVE THIS OBSTACLE:

→ Capoeira Viola's "*Les mères et les enfants d'abord*" (Mothers and Children First) project

Project description:

Weekly workshops in gentle gymnastics known specifically as 'body relaxation' for mothers of families who do not engage in any physical activity, in partnership with the Tchaikovsky PMI, Evangile and Doudeauville elementary schools, and Aimé Césaire secondary school. Classes will be held at times chosen by the mothers. At present, the association mainly targets young people and retired women living in a Priority Neighbourhood for Urban Policy (QPV) in the north of the 18th arrondissement (district) of Paris.



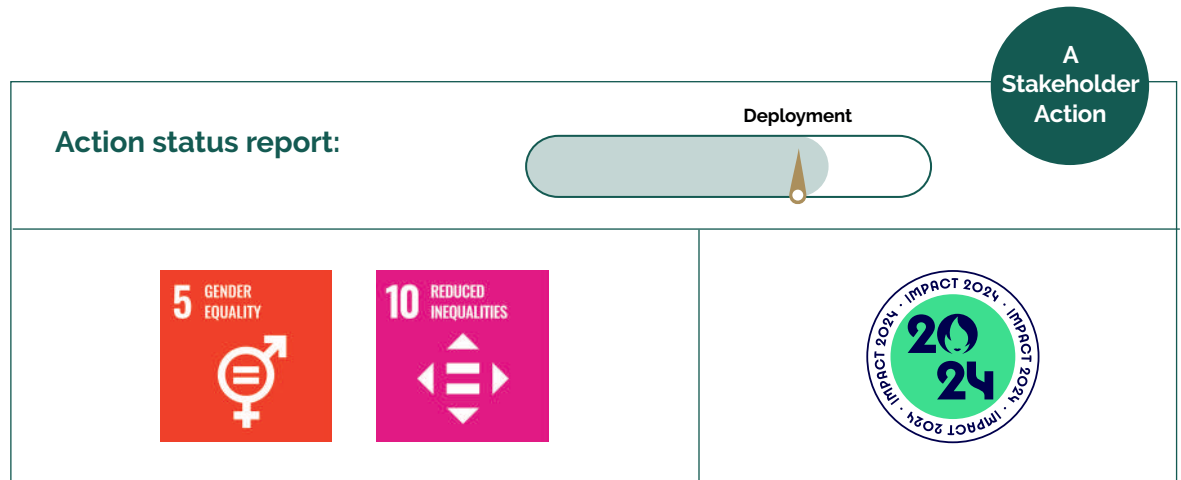
©vgajic / Getty Images

30%
of the overall resources of the Paris 2024 Endowment Fund dedicated to supporting projects specifically aimed at developing women's participation in sport and empowering women through sport.

42%
of Impact 2024 winning projects have female beneficiaries

FDJ's contribution to the Endowment Fund's Impact 2024 call for projects has made it possible to support **more than 20 additional projects** to develop women's sport.

— The Club of 300 Women Executives, a support programme for tomorrow's women executives that has found its audience and proved a success in its first trials



Women are far less represented than men in technical management and leadership positions, and their role and place in sport must be strengthened beyond sport itself. This is the commitment made by Paris 2024 and the CNOSF, which has set up the Female Leaders initiative: to identify, promote and support a significant number of women between now and 2024 so that they can rise to positions of responsibility.

The aim is to move the federations towards parity. The 'Club des 300' is a support programme for women involved in voluntary sport or wishing to become involved. The aim of this programme is to enable the federations to meet the legal obligation put in place on 2nd of March 2022, on 'parity within national bodies by 2024'. The law provides for the same obligation by regional bodies in 2028.

In its developments, the action consists of:

- A programme to support women in leadership roles;
- E-learning and distance learning support sessions;
- Time to get together and network.

A number of principles have been identified as conditions for success and levers for achieving the objectives: the spirit of promotion to ensure the conviviality necessary for success and the development of profiles at all levels of the sporting movement.

The scheme is being rolled out in two stages: a first intake of 150 successful candidates has been recruited, with a good representation of both territories and federations, and support will run from October 2022 to October 2023. A second intake will be recruited in spring 2023, with training starting in October and finishing in October 2024.

The action is accompanied and supported by a website that helps to identify future female leaders within the French sports movement and their commitment (<https://clubdes300.franceolympique.com/>), and gives participants access to a dedicated space.

To date, the work of compiling the output data is underway, and its analysis will need to be taken in hindsight. A first indication of interest lies in the way the project has been received, and the fact that the first promotion reached a volume of 150 winners indicates that the target of 300 is achievable and that the project's objectives, whilst part of a strategic and legislative agenda, also (and above all) meet a social demand (from women volunteers and the wider sports movement).

Initial qualitative feedback also points towards some encouraging elements, which need to be confirmed, whether in terms of improved self-confidence or the women's effective involvement in the sporting movement: **one of the participants has already been elected to her federation's Board of Directors.**

150

participants

in the first promotion

9

**e-learning
training modules**

with virtual classrooms

1

**co-development
workshop**

per participant;

2

conferences

Work carried out to promote the sporting visibility of women in the Paris Games and in sporting events in general in the public arena

The subject of women's sporting visibility has been approached from two major angles, one focusing on visibility in general in the public space, the other more on the place and role of women in events. On this basis, the work focused just as much on the organisation of the Paris 2024 Games themselves as on the organisation of future events. In fact, the ambition that has been outlined and what the actions are seeking to achieve, whether in the field of public space or in the ways in which a mega event is organised and programmed, is the desire to leave a lasting and sustainable impression.

— 70 local authorities awarded the "Terre de Jeux 2024" label (re)name their sports facilities after female athletes and personalities



A Paris 2024
Action



Gender-balanced representation in public spaces is one of the prerequisites for equality between women and men. However, before the Games were **organised, only 1% of sports facilities were named after women.** To help change this situation, Paris 2024's Terre de Jeux 2024 label, through its "Sport and Parity" programme, invited local authorities throughout France to name their sports facilities after a female figure who had a real connection with their area, whether from the world of sport or not. The aim was for local authorities to rename their current sports centres that have gender-neutral names, and to name their future facilities according to this principle. By committing to this scheme, local authorities were able to give their sports facilities a face and a history, be at the heart of a national project for equality and the promotion of women's sport and keep alive the links that tie them to the female figures who make them proud.

70
local authorities
awarded the Terre
de Jeux 2024
label, under the im-
petus of Paris 2024,
have (re)named their
sports centres after
prominent women.

The Paris City Council
name the esplanade
at Porte de la
Chapelle "**Esplanade
Alice Milliat**"

5.3.3 Objective #3: Integrating people who are furthest from the labour market: a major concern, with numerous advances made

Paris 2024 and its partners are committed to **organising an event that will be of lasting and shared benefit to jobseekers, particularly those who are furthest removed from the 'conventions' of the job market.** This ambition is embodied in the many programmes implemented to "make the Games a springboard for employment and professional integration".

The actions put in place have made it possible to develop work on complementary approaches that respond to different types of needs and / or situations concerning the sections of the public who are furthest from employment. Four approaches in particular seem to stand out, with:

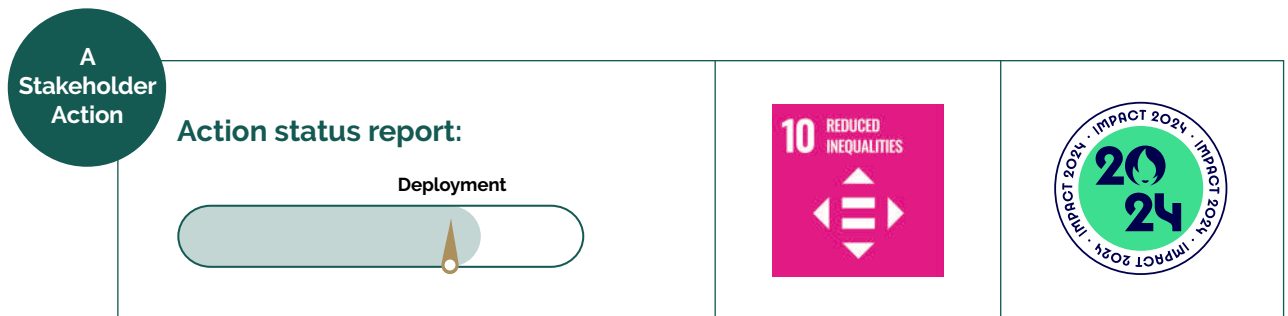
- 1) **the concern that the Games' opportunities in terms of employment should take account of the groups most in difficulty** or "who need it most",
- 2) **the use of sport as a tool for building pathways to integration**¹⁵²
- 3) in particular **in the job mediation phase, i.e., in bringing employers and candidates together**, and finally
- 4) with **the subject of entrepreneurship in terms of the social impact of sport**, so that this can also be envisaged for people in difficult situations.

SPORT AS A TOOL FOR EMPLOYMENT MEDIATION

The implementation of the section on workplace inclusion has made it possible to work on the use of sport as a tool for job mediation, i.e., in bringing together employers-recruiters and professionals-candidates, particularly those with profiles furthest from employment. In this way, sport can be used as a medium to address anti-discrimination issues in particular, by supporting new ways of bringing people together, avoiding self-censorship and revealing the talents of candidates by avoiding the pitfalls that their profiles can usually encounter.

¹⁵² Numerous research studies have demonstrated the impact of sport on employment trajectories. These include the work of Nicholas A. Scott and Justin Richards, published in the *European Sport Management Quarterly* in 2016, 'The Role of Sport in the Transition to Work for Disadvantaged Young People'; Jeroen Scheerder et al, published in the *European Sport Management Quarterly* in 2008, 'Sport and Employment: Factors of Employability in Flanders'; and Sue Abbott et al, 'The impact of sport on the development of employability skills: A case study of the sport leaders UK award', published in *Sport, Education and Society* in 2012. In France, the work of William Gasparini (Gasparini, William, and Sandrine Knobé. 'Le salut par le sport? Effets et paradoxes d'une politique locale d'insertion', *Déviance et Société*, vol. 29, no. 4, 2005, pp. 445-461) or François Le Yondre (Le Yondre, François. 'Des corps incertains. Redynamisation des chômeurs par le sport', *Le Sociographe*, no. 38, 2012, pp. 83-92, Le Yondre, François. 'Le sport dans l'intervention sociale : l'individu responsable mais sous contrôle', *Informations sociales*, vol. 187, no. 1, 2015, pp. 72-78, Le Yondre, F. "L'insertion par le sport : croyances à déconstruire et savoirs à formaliser", *Les Cahiers du Développement Social Urbain*, 2016 must also be mentioned.

— The Impact 2024 “From the Stadium to Employment” initiative: using sport to recruit differently



Inspired by a local initiative of the Hauts-de-France Regional Athletics League and launched in 2020 on the initiative of the French Athletics Federation (FFA), Pôle Emploi and Paris 2024, the national operation "Impact 2024 - Du Stade vers l'Emploi"⁴⁵³ (From the Stadium to Employment) was launched in the Hauts-de-France region in 2019. This scheme enables **new forms of recruitment to be tested without the need for a CV, by highlighting the skills associated with or promoted through sporting activities that are transferable to the professional world:** teamwork, perseverance, responsiveness, communication skills and the ability to make proposals. **Sport can thus be used as a tool for identifying these cross-disciplinary skills.** The idea behind the Impact 2024 - From the Stadium to Employment events is to bring recruiters and jobseekers together for sporting activities in the morning, followed by a convivial shared lunch together, and ending with a job dating event in the afternoon. Jobseekers are not required to have any previous work experience or academic qualifications to take part.

The day unfolds with sporting activities in the morning in the form of mini workshops, arranged in teams and completely anonymous. The teams are made up of jobseekers and one or more recruitment managers from the participating companies. These workshops take place under the supervision of sports coaches and Pôle Emploi (the government employment agency) advisers. The aim of these sporting activities is to bring out the personal skills of the candidates, as well as their professional, human and interpersonal qualities (team spirit, ability to listen, rigour, etc.). The convivial moment at lunchtime is always shared without knowing who is who. Anonymity is only lifted at the start of the job dating in the early afternoon.

On the strength of the results obtained during the initial trials, the scheme is financially supported by Impact 2024 and five sports federations are now involved in organising Job dating sports alongside the Pôle Emploi: the Athletics, Badminton, Table Tennis, Basketball and Rugby federations.

Sports job dating, like the Impact 2024 - From the Stadium to Employment action, is included in proposal 1 "Support and deploy 'outside the walls' operations run by local missions, Pôle Emploi agencies and training and employment actors" in the report of the France Travail prefiguration mission, with a target of 50,000 jobseekers in 500 actions between now and 2024 involving sports clubs, ministries, Paris 2024, local authorities and integration and employment actors.

The Impact 2024 - From the Stadium to Employment operation features prominently in the interministerial roadmap for the development of employment and integration through and in sport, under priority 3 "Strengthening the social role of those involved in sport".

⁴⁵³ <https://www.pole-emploi.org/regions/pays-de-la-loire/actualites/fevrier2023/du-stade-vers-lemploi-les-valeurs-du-sport-au-service-de-lemploi.html?type=article>

“The concept and organisation of this ‘event’ are simply brilliant. It allows for more sincere and relaxed contact and exchanges than any other one-to-one meeting would allow.”

— A young jobseeker

“It’s an innovative scheme which, behind the sporting practice, helps to reveal qualities that are necessary in the workplace, such as listening skills, respect for instructions, a sense of teamwork and team spirit.”

— A supermarket manager

“These sports job dating events enable us to better identify the socio-professional and interpersonal skills of candidates.”

— Isabelle, Human Resources at EDF

100

events completed by 2022 and **300** more scheduled for 2023

5 sports federations involved: Athletics, Badminton, Table Tennis, Basketball and Rugby

8,200

jobseekers

welcomed and put in touch with nearly **1,500** companies

In 2022

39% of jobseekers had found a new job one month after taking part in the job dating, and **67%** six months later¹⁵⁴

Working to ensure that the opportunities offered by the Games benefit those furthest from employment

In order to ensure that the economic and employment opportunities offered by the Games also benefit those who are furthest from the labour market, Paris 2024 has implemented a series of actions to respond proactively to the needs of these groups, even though it appears that these opportunities would largely elude them without adapted or even dedicated solutions. In fact, actions have been taken 1) more specifically on job offers, by seeking to make them more accessible to people who are far from the job market, 2) by seeking to match the skills on offer (particularly through training) to the needs of the job market, and 3) by activating social clauses with the introduction of a dedicated charter.

Finally, there are actions to bring together people in difficulty (lack of financial resources, health issues or other social or medico-social difficulties) with job offers related to the Games, such as the Jobs 2024 platform.

¹⁵⁴ <https://www.pole-emploi.fr/region/grand-est/actualites/actualites/du-stade-vers-lemploi--recruter.html>

— The "Games Employment Cities" to use sport to promote professional integration and seize the employment opportunities offered by the Games.



The Cités de l'Emploi initiative (Employment Cities), set up in early 2020, proposes closer collaboration between employment operators, led by the regional administrative authorities (Prefect). Supporting the "Employment and Economic Development" pillar of the city contracts, this group of institutional and association actors aims to guarantee residents of priority neighbourhoods the same opportunities for integration, the same access to information and the same support as the rest of the population. As an agile framework for cooperation, the Cités de l'Emploi ensure that residents of disadvantaged neighbourhoods (QPVs) are identified, re-mobilised and supported towards employment, through the joint mobilisation of the Public Employment Service (SPE), businesses and structures specific to urban policy. In this way, they are both a means of leveraging mainstream services for the benefit of local residents, and an instrument for experimenting with identifying invisible groups and removing peripheral barriers to access to employment.

The 'Cités de l'emploi des Jeux' (the Games Employment Cities) initiative is a response to the need to experiment with the use of sport to help people find work and to seize the opportunities created by the organisation of the Games. The action consists of implementing a call for projects aimed at areas that have been awarded the Cité de l'Emploi label (84 areas) and the Terre de Jeux label. This call for projects has two components:

01 — Capitalise on the Games effect by using sport as a tool to identify, remobilise and/or remove barriers to employment;

02 — To enable local residents to benefit from the employment opportunities linked to the Games by offering enhanced support for the creation of businesses in the Games-related sectors. This call for projects is aimed at the Cités de l'Emploi awarded the Terre de Jeux label. The target audience for this Call for Projects (AAP) is residents of priority urban neighbourhoods. The projects selected are based on the Cités de l'Emploi consortia of actors who are already active in the area and have worked collectively on a territorial diagnosis of employment. The project's social innovation is based on spreading La Cité de l'Emploi des Jeux action nationwide and on mobilising ANCT's leadership capabilities to share the best practices resulting from these projects with all the actors working in the priority neighbourhoods.

The social impact of the project is based on the use of the Games in 3 ways:

- **For the Games:** by working on the economic sectors in conjunction with the Games, thus enabling them to place business creation in a concrete context whilst giving the regions new means to act,
- **Through the Games:** by capitalising on popular enthusiasm to mobilise the public and employment integration professionals, creating solid cooperation between local structures,
- **For the legacy of the Games:** on the one hand, by establishing new practices for integration professionals and new partnerships with professionals from the sports movement and, on the other hand, by helping people to find employment after the Games.

Half of these projects are run directly by the Employment Cities (13 projects) and by partners (14 projects), including 8 sports associations and 5 local actors

→ **84%** of the projects have started, with the winners having until December 2023 to complete the actions

→ **80%** of the projects put in place actions to reinforce life skills through sport

→ **70%** of workshop projects focus on beneficiaries' career plans (CV writing, etc.)

→ **60%** of the projects organised involve discovering careers related to the Games and sport, thus reinforcing the social, inclusive and supportive legacy of the Olympic and Paralympic Games

Half of the projects offer support for the acquisition of transversal skills (self-confidence, leadership, interpersonal skills, etc.) and mentoring and coaching around their professional project (workshop to help write a CV, etc.)

→ There will be **29** Olympic disciplines on the Paris 2024 programme and 7 Paralympic disciplines. Other sports on offer include women's softball, baseball, karate, yoga and esports

→ **23** projects target 16-25 year olds, 3 target senior citizens, 4 target people with disabilities and 5 projects exclusively target women

→ In total, almost 3,500 people are expected to have benefited from the scheme by December 2023.

→ To date, 750 people have benefited from this original scheme

Work being carried out to use sport as a tool in the integration process for people in difficulty

Sport can be mobilised as a lever to promote employment for people in difficulty. It can be used to lead and support integration programmes in a variety of ways:

→ By focusing on issues of remobilisation, when this group is often faced with barriers to employment (self-esteem, lack of self-confidence, lack of or weak network, etc.).

→ By working on the sourcing aspects, in this case not so much to 'discover talent' as to identify and connect with so-called 'invisible' groups. Sport can then be used to reach people for whom other schemes are unable or no longer able to involve in integration programmes.

— The Inser'Sport initiative, to help schemes that support people looking for work



What if sport could be a real springboard for employment, particularly for people who are furthest from the labour market? The Departmental Council of Seine-Saint-Denis and Paris 2024 have answered this question in the affirmative, by launching the Inser'Sport call for projects. This Impact 2024 winning initiative aims to:

- Develop and strengthen the experimentation of sport to be used to mobilise people who are furthest from the labour market or who are looking for work;
- Using sport and the Games to encourage the sourcing of people for integration and employment support initiatives;
- Reinforce the appropriation of the momentum generated by the Olympic and Paralympic Games by local employment and labour market integration actors and encourage their incorporation into the ecosystem of the Olympic and Paralympic project.

With a total fund of €300,000 Inser'Sport is co-funded equally by the Departmental Council of Seine-Saint-Denis (€150,000) and the Paris 2024 Endowment Fund (€150,000).

Out of 50 applications, **20 organisations were selected as winners and have been setting up their initiatives in partnership with actors in the field of integration and sport since the beginning of 2023**, including actions such as Job IRL (Job In Real Life), the Ligue des Jeunes Talents (The League of Young Talent) and the Coopérative Pointcarré.

Combined with more traditional job-seeking assistance, the sporting activities included in these projects should help to maintain the health of the beneficiaries, encourage their mobility, boost their motivation, their involvement in the support programme, their team spirit and their self-confidence, and give them time to unwind and socialise. The results of these experiments will be observed in the coming months, and will be the subject of specific investigations.

In addition, other programmes and projects are being implemented:

→ The "2024: Toutes championnes, Tous champions!" (All Champions!) programme¹⁵⁵ has been developed by the Plaine Commune local authority and the City of Paris since 2019 to provide long-term support for people who are furthest from employment.

→ Various socio-professional integration initiatives, particularly in Seine-Saint-Denis with the APART association¹⁵⁶, for example, to enable young people living in Seine-Saint-Denis to get in touch with companies in the department, and with the Pass'Sport pour l'Emploi (Pass'Sport for Work) association¹⁵⁷ to enable young people who have dropped out of the education system to get back on track through sport in order to find their way in the world of work and land a job.

With an amount of

€300,000

Inser'Sport is co-financed equally by the Department Council of the Seine-Saint-Denis (€150,000) and the Paris 2024 Endowment Fund (€150,000)

Out of **50** applications, **20 organisations were selected as winners** and have been setting up their initiatives in partnership with actors in the field of integration and sport since the beginning of 2023

¹⁵⁵ For more information : <https://www.epec.paris/2024-toutes-championnes-tous-champions>

¹⁵⁶ <https://assoapart.com/>

¹⁵⁷ For more information: <https://sport-pour-l-emploi.com/>

SOCIAL IMPACT ENTREPRENEURSHIP IN SPORT FOR THOSE FURTHEST FROM THE MAINSTREAM

— The Impact 2024 scheme - Start-Up Challenge: Free training in entrepreneurship

A Paris 2024 Action



Paris 2024 and the association “Les Déterminés” (The Determined) have launched a free training programme to support social impact entrepreneurship projects based on the values of sport and inclusion in the Île-de-France region. This 5-month support programme, based on 2 days a week, is aimed at project leaders from QPVs (Priority neighbourhoods for urban policy).

2
promotions
launched, 64% of
whom are women

31
participants over
the two years

75%
business start-up
rate

100%
of beneficiaries
would recom-
mend the training.

— "Place d'Avenir": a coaching-recruitment operation in the form of a roadshow aimed at young people on work-linked training schemes in working-class neighbourhoods or with disabilities

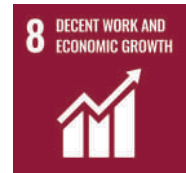
Place d'Avenir is a roadshow event tour organised by Sanofi in partnership with Mozaïk RH (a recruitment and inclusion strategy consultancy) dedicated to the recruitment of young work-study students. The aim is to promote equal opportunities for young people from disadvantaged neighbourhoods and young people with disabilities. **The aim of the project is to reveal all potential talents and to combat self-censorship among young people:** 71% of them 'self-censor' due to a lack of confidence. This feeling is exacerbated in the priority urban policy neighbourhoods, where 75% of young people say they censor themselves, due to a feeling of lack of experience (78%) and unsuitable skills (38%).¹⁵⁸

The 3rd edition from 4 May to 6 June 2023 (in 9 cities: Aubervilliers, Saint-Denis, Bordeaux, Gentilly, Lyon, Montpellier, Rouen, Tours and Vitry-Sur-Seine) was the opportunity to place the operation under the banner of sport. Thanks to the partnership with Paris 2024, the young people were accompanied by athletes and sports coaches. **The day was spent in 4 coaching areas, inspired by the preparation of athletes:**

- The physical space: guidance and advice on CVs
- The technical area: finding out more about the business and talking to Sanofi employees
- The tactical area: discovering Sanofi's mission and commitments
- Mental space: method and advice for athletes and sports coaches

At the end of the coaching session, a job dating session is organised for interviews with recruiters. Sharing their experience with athletes in stress management, confidence-building and self-transcendence should enable the young people benefiting from the day to gain greater self-confidence and reveal their full potential during their recruitment interview.

A Stakeholder Action



355

Sanofi employees involved: job ambassadors, recruiters...

Meetings with over

2,000

young people who visited Place d'Avenir in 2023

+ 1,200

job datings sessions carried out

+ 1,600

work-study students trained each year in France by Sanofi

¹⁵⁸ Survey on young people's self-censorship when it comes to employment - CSA Research 2021, in partnership with Mozaïk RH. For more information: https://www.sanofi.fr/dam/jcr:181481f5-6b02-4b01-bd40-781ec781b674/31052021_SANOFI_Infographie_BD.pdf

— The “Impact 2024 – Athlete Entrepreneurs Paris 2024 x AFD” incubator, to set up entrepreneurial projects for athletes in France and Africa and, more broadly, to use sport to help achieve the Sustainable Development Goals



The Incubator for Athlete Entrepreneurs Action was launched in February 2021 on the occasion of Global Sports Week. Proposed by Paris 2024 and the French Development Agency (AFD), the initiative consists of a support programme for social and environmental entrepreneurship dedicated to top-level athletes. By supporting athletes to “turn them into agents of change in France and Africa”, the aim is twofold:

- Facilitating the retraining of athletes, ensuring them a solid and lasting professional future;
- Putting their skills, values and commitment to work to develop sustainable projects with a strong social and/or environmental impact.

This action therefore creates a legacy that relates not only to workplace inclusion, with everything that concerns the entrepreneurial dimension and the careers of athletes, and the development of their skills and experience, but it also has the potential to have an impact on other fields and other aspects, depending on the nature of the projects that are incubated.

For eight months, these athletes receive tailor-made support that is both personalised, collective and focused on: the definition of their business model, mentoring sessions, meetings with inspiring personalities, group workshops, support for the deployment of tools, and the assessment of the social and environmental impact of their action.



200
applications
received

52 athletes from 14 countries
supported in carrying out a social and
environmental impact project since
2021

32
projects
in Africa

49%
of projects led by
female athletes

81%
of the projects developed by the athletes in the first
promotion involve sport as a tool for facilitating impact (88%
social impact, 12% environmental impact, with basketball and
athletics leading the pack)

ONE EXAMPLE IS THE PROJECT LED BY SARAH HANFFOU

Sarah Hanffou, a Franco-Cameroonian Olympian in table tennis, was supported by Paris 2024 and AFD in 2021 as part of this programme. The latter helped her to structure her association "Ping sans Frontières" and more specifically the "Ping and Education in Ghana" project, which aims to encourage children to attend school through table tennis and the local manufacture of table tennis tables.

The project is developing academic courses in English and French, with training sessions and the organisation of inter-school competitions, as well as the production of locally-made table tennis tables to equip the schools.

It has reached 440 beneficiaries, mostly children with low literacy and numeracy skills, including 264 girls, with the aim of improving their mental and physical health and cognitive abilities, increasing school enrolment and boosting the income of the artisans who manufacture the table tennis tables.

— The "Bouger et inclure plus par le sport" (BIPS) action, to develop social inclusion initiatives



The BIPS programme (Bouger et inclure plus par le sport - Move and include more through sport) is proposed by Kabubu, winner of Impact 2024, and is more broadly part of a trajectory that is linked to the Paris 2024's Legacy & Sustainability strategy, as the association is itself a product of the "Talents 2024" programme, of which it was a winner in 2018.

BIPS is a programme that focuses on access to sport for people in exile, as part of a wider effort to promote their social and professional inclusion. The principle is based on sport and, more specifically, on free leisure activities open to all, in a wide range of disciplines. Ultimately, the opportunities to practise are activated by local partners (who provide information and guidance) working with these target groups (refugees, migrants, asylum seekers, etc.), with local residents also signing up and taking part.

Through the BIPS programme, Kabubu, the project leader, in partnership with Singa, Ovale Citoyen, IRIS, (the Institut de Relations Internationales et Stratégiques) and Unis-cité (since 2022) to develop these social inclusion initiatives on a national scale.

The programme has already been rolled out in 8 towns and cities, with a shared principle of offering "an unconditional welcome and an inclusive methodology so that all participants who wish to do so can take part in sport in a safe environment". In this way, the diversity of disciplines, and in particular the opportunities and possibilities offered by sports facilities, means that the programme can be finely tuned to suit certain target groups, particularly women. In this way, BIPS appears to provide a framework for initial contact with a target group that is particularly remote from social and professional integration support solutions (for those groups for whom this is possible), with tools for remobilisation and socialisation that help to anchor and initiate a subsequent pathway.

With the support of Impact 2024, the BIPS project was consolidated (with the support of other programmes already underway, such as the Ambasad'Or programme - an action to mobilise and develop skills) and then to be rolled out on a national scale.



5.4 Indicator dashboards

TABLE N°14:
— Paris 2024 indicator dashboard data

Indicator	Strategy outputs and outcomes
<p>Indicator 13 — Changing attitudes: changes in the perception of stereotypes (short term) and behaviour (long term) by project beneficiaries (on discrimination and disability).</p>	<p>→ 65% of people living in France think that the 2024 Paralympic Games in France will have a positive effect on the way they look at people with disabilities¹⁵⁹</p> <p>→ 73% of people living in France think that the 2024 Paralympic Games in France will have a positive effect on the development of physical activities for people with disabilities</p>
<p>Indicator 14 — Number of beneficiaries of the projects supported, and number of projects approved by Impact 2024, including those taking place in priority areas or with priority groups.</p>	<p>→ 4.47 million beneficiaries of Impact 2024 projects</p> <p>→ 1,095 projects awarded the label of which 57% involve priority urban neighbourhoods (Quartiers prioritaires de la Politique de la Ville - QPV) and 20% the department of Seine-Saint-Denis (no.1 department in terms of the number of projects supported and funding granted)</p>
<p>Indicator 15 — Paris 2024 awarded the "Terrain d'égalité" label</p>	<p>→ Paris 2024 actively contributed to the creation of the label and the drafting of its specifications. The Organising Committee applied for the "Terrain d'égalité" label.</p>
<p>Indicator 16 — Mixed/parity rate in Impact 2024 winning projects</p>	<p>→ 42% of Impact 2024 winning projects have female beneficiaries</p>
<p>Indicator 17 — Number of parasports sections created and number of people with disabilities¹⁶⁰ enrolled</p>	<p>→ 40 parasports sections created as part of the network of parasports clubs in Paris since 2020</p> <p>→ 30 clubs formed during the 3 promotions launched during the trial phase in the City of Paris</p> <p>→ A commitment by the Ministry of Sport and the Olympic and Paralympic Games to create 3,000 (Clubs Inclusifs) Inclusive Clubs (with a parasport section) by 2024.</p>

¹⁵⁹ Source: Baromètre du rapport des Français aux Jeux Paralympiques de Paris 2024, Harris Interactive Survey conducted in France from 24 to 31 March 2023 among a representative sample of 3,029 French people aged 15 and over (including 622 people with disabilities).

¹⁶⁰ Ibid.

TABLE N°15:

— Information on impact indicators for cultural, sporting and business events taken from OECD guides

Indicator	Activity	Outputs / Outcomes	Source
<p>Percentage of people in target groups indicating an increase in the frequency of participation in activities (sporting, cultural, economic, etc.). For sport: increase in participation in physical and sporting activities</p>	<p>Network of Para-friendly Clubs (Project initiated by Paris 2024 and winner of the Impact 2024 award for people with disabilities, now run by the French Paralympic Sports Committee (CPSF), with the support of the Ministry of Sport and the Olympic and Paralympic Games under the name "Inclusive Clubs").</p>	<p>40 para-friendly sections created to welcome people with disabilities in Parisian sports clubs since 2020</p> <p>30 clubs trained during the first 3 promotions have set up a para-friendly section</p>	<p>Evaluation of promotion 1 of the "Network of Para-friendly Clubs" programme implemented in 2020 in the City of Paris by Quadrant Conseil</p>
	<p>Impact 2024 – Integratherlon (Project supported by Paris Terre d'Envol, which aims to change people's attitudes towards disability and create links through awareness of others.)</p>	<p>306 people with disabilities, out of a total of 6,717 pupils at municipal schools and leisure centres</p>	<p>Interim assessment of the action</p>
	<p>Impact 2024 – Bouge et Partage (Move and Share) (City of Paris project offering sporting and cultural activities in the 19th arrondissement of Paris for adults with disabilities and their carers, as well as for seniors who are losing their independence)</p>	<p>Around 500 direct beneficiaries, including 200 senior citizens and 300 adults with disabilities or their carers.</p>	<p>Interim assessment of the action</p>

(table n°15 continued)

Indicator	Activity	Outputs / Outcomes	Source
<p>Percentage of people in target groups indicating an increase in the frequency of participation in activities (sporting, cultural, economic, etc.). For sport: increase in participation in physical and sporting activities</p>	<p>"ESMS and Clubs" programme aimed at linking social and medico-social establishments (ESMS) with sports clubs (Impact 2024 winning project for people with disabilities)</p>	<p>→ 1,600 people with disabilities benefited from an activity → 88.5% of the project's actions have been maintained (which means either that the project has been renewed or that people with disabilities have taken out an individual licence with a club).</p>	<p>Interim assessment of the action</p>
<p>Percentage of target group members reporting a change in health and well-being</p>	<p>Parakids Golf (Impact 2024 winning project for children with disabilities)</p>	<p>→ 73% of the parents of children benefiting from the Parakids Golf initiative said that their child had developed physical abilities since playing golf. → 92% of the parents of children benefiting from the Parakids Golf initiative say that their child has become more independent at home since playing golf. → 89% of the parents of children benefiting from the Parakids Golf initiative say that their child is more focused at home now that he or she is playing golf.</p>	<p>External evaluation of the Parakids initiative run by the French Golf Federation (source: Pluricité)</p>

(table n°15 continued)

Indicator	Activity	Outputs / Outcomes	Source
Percentage of target group members reporting a change in health and well-being	<p>Impact 2024 projects (Projects supported by the Paris 2024 Endowment Fund)</p>	<p>→ 87.2% of beneficiaries of actions financed by the Endowment Fund say that their physical condition has improved (45.8% significantly, 41.3% slightly) thanks to their participation in the projects.</p> <p>→ 89.7% of beneficiaries of actions financed by the Endowment Fund say that their well-being has improved (56.5% significantly, 33.2% slightly) as a result of their participation in the projects.</p>	Survey of beneficiaries of projects supported by the Paris 2024 Endowment Fund
	<p>Paris Sportives (Project supported by the City of Paris, co-financed by the Paris 2024 Endowment Fund and winner of the Impact 2024 award, with the aim of developing women's participation in sport and promoting the emancipation of women through sport)</p>	<p>→ 2,855 women benefiting from the Paris Sportives scheme in 12 districts (arrondissements) 10 of which have set up regular sessions and 40 supervised regular sessions per week</p>	Source: External evaluation of Paris Sportives by the Observatory for Research on Mega-Events (ORME) / Université Gustave Eiffel
	<p>Impact 2024 - Start-Up Challenge (Impact 2024 action which aims to support social impact entrepreneurship projects to take advantage of opportunities linked to the Games)</p>	<p>→ 2 cohorts of entrepreneurs launched, 64% of them women</p>	Interim assessment of the action

(table n°15 continued)

Indicator	Activity	Outputs / Outcomes	Source
Percentage of target group members reporting a change in health and well-being	Impact 2024 - Move and include more through sport (Project run by Kabubu to develop access to sport for exiled people, and more generally to promote their social and workplace inclusion)	→ 2,081 beneficiaries , including 1,277 exiles and 645 women	Interim assessment of the action
Change in the proportion of the public reporting a positive perception of under-represented groups	Paris 2024 Olympic and Paralympic Games	→ 76% of respondents believe that Paris 2024 will have a beneficial impact on women's sport, particularly in terms of developing the sport by making it more accessible, raising public awareness of gender equality in sport, raising the profile of women's sport and/or increasing women's access to positions of governance in sport.	Source: Kantar survey for FDJ and Paris 2024
	Paris 2024 Olympic and Paralympic Games	→ 59% of respondents believe that the organisation of the 2024 Olympic and Paralympic Games will have a positive effect on strengthening social ties and national cohesion in France.	Barometer of the relationship between the French population and the Paris 2024 Olympic and Paralympic Games Wave 5 - July 2023 Source: Toluna / Harris Interactive survey for Paris 2024
Change in the proportion of community residents reporting a sense of local pride	Paris 2024 Olympic and Paralympic Games	→ 58% of respondents believe that the organisation of the 2024 Olympic and Paralympic Games will have a positive effect on the feeling of national pride and pride in being French.	Barometer of the relationship between the French population and the Paris 2024 Olympic and Paralympic Games Wave 5 - July 2023 Source: Toluna / Harris Interactive Survey for Paris 2024

TABLE N°16:

— Impact 2024 key figures for inclusion, equality and solidarity

Amount in euros	€23,938,435
Number of projects	511
Estimated number of direct beneficiaries	1,643,474 direct beneficiaries
Estimated number of direct beneficiaries based on Impact 2024 project reports	971,343
Number of people with disabilities benefiting (forecast based on interim reports provided by project promoters)	116,093
Number of women benefiting (forecast based on interim reports provided by project promoters)	409,632

TABLE N°17:

— Focus on outputs and outcomes specific to the Seine-Saint-Denis department

Activity	Outputs	Outcomes	Source
Integrathlon	Supported by the Public Territorial Establishment "Paris Terres d'Envol", and involving 8 towns in Seine-Saint-Denis (Villepinte, Sevran, Aulnay-sous-Bois, Le Blanc-Mesnil, Dugny, Drancy, Le Bourget, Tremblay-en-France).	<p>→ 219 classes took part in the various awareness-raising activities, for a total of 6,717 pupils from municipal schools and leisure centres on Wednesdays, including 163 people with disabilities.</p> <p>*Expansion underway</p>	Public Territorial Establishment Paris Terres d'Envol
Adapted multisport schools	<p>Supported by the Seine-Saint-Denis Departmental Council, in consortium with the Comité Départemental du Sport adapté 93, affiliated to the Fédération Française du Sport adapté.</p> <p>4 towns (Saint-Denis, Sevran, Clichy-sous-Bois and Livry Gargan involved)</p> <p>82 child beneficiaries</p>	<p>→ 82 children benefiting</p> <p>→ Building loyalty amongst families, parents and children</p> <p>→ A new response for families unable to find a solution</p> <p>→ Beneficiaries who grow and develop</p>	Seine-Saint-Denis Departmental Council
Actions financed by the Paris 2024 Endowment Fund	Number of project winners in Seine-Saint-Denis and budget committed to these winners	<p>→ 33 000 beneficiaries of inclusion initiatives live in Seine-Saint-Denis (at 31/10/2023)</p>	<p>Survey of beneficiaries of actions financed by the Paris 2024 Endowment Fund</p> <p>Paris 2024 Endowment Fund data</p>
Action Inser'Sport	20 winning organisations		

5.5

Intermediate lessons

The overall aim of the Legacy and Sustainability strategy's actions to promote inclusion is to encourage the real and active role and participation of everyone, in particular people with disabilities, women and those furthest from employment, both in the Games themselves and more widely in sporting life, and to help improve conditions for women in sport. They also aim to use sport and the practice of physical and sporting activities as a lever to change the way disability is viewed and represented in the long term.

Taken separately, the objectives of the inclusion initiatives appear to be consistent with the initial aims. But above all, taken together, they form a whole that seems to respond so much better to the objectives, as they fall into a variety of fields that complement each other.

In terms of relevance, it should first be noted that the actions implemented as part of Paris 2024's Legacy & Sustainability strategy are based on specific findings and needs, which have served as a basis for identifying their objectives and procedures, responding to issues and findings that are strongly shared by the community of stakeholders, both sporting and / or non-sporting. The cross-cutting and ongoing effort to 1/ target the 'most vulnerable' 2/ establish local roots and partnerships 3/ seek long-term leverage 4/ innovate and find solutions in the grey areas of public policy, which is particularly valuable and will ensure a lasting legacy. The actions in the Legacy & Sustainability strategy cover a wide range of themes and approaches, with sport (and the Paris 2024 Olympic Games) acting as a lever, a method, an educational tool or an opportunity.

The twofold objective of 1/ stimulating, innovating and experimenting with new approaches in areas where there has been little or insufficient investment in response to demonstrated needs, and 2/ supporting actors in formalising tools and strategies to ensure that actions and practices are sustainable, transferable and widespread, is evidence of the relevance of the strategy.

The relevance of the actions can be seen in the three main areas of inclusion, whether they relate to people with disabilities, people who are the furthest from employment or women. Analysis of the actions deployed and the interviews conducted as part of the evaluation work show that there is a convergence of views amongst the stakeholders: institutional actors, participants and beneficiaries.

- With regard to the inclusion of people with disabilities, the actions relate both to the event itself (accessibility of facilities and adaptation of associated services such as ticketing, for example), and to the range of sports on offer, its quality and its determining factors, and each time appear to have addressed a need established as part of the implementation of the action, or even the strategy, as part of existing work elsewhere.
- In terms of gender equality, the actions have responded to different needs, different expectations and prioritised issues, offering a relatively wide range of responses, from increasing the number of women in positions of responsibility and in practice, to raising the profile of women.
- In terms of the socio-professional inclusion of people furthest from employment, we find a set of actions that seem to correspond well to the issues identified (at both national and regional level) and to real needs, in a context of rapid change.

It is interesting to note that these three approaches are driven by a common desire to provide actions with a relatively solid base of relevance, in particular by integrating research work to feed into the initial reflection (e.g. the study on the obstacles and levers to the practice of sport by people with disabilities by the Observatoire pour la Recherche sur les Méga-Événements - ORME; 2019) or assess the impact of the scheme with a view to continuous improvement (e.g. evaluation of the first promotion of the "Network of Para-Friendly Clubs" scheme - Quadrant Conseil; 2023).

In terms of coherence, the work undertaken appears to be solid overall:

- However, it remains difficult to assess the distribution of the weight given to certain approaches in relation to others (number of actions according to input) and what might *justify* these differences. In this case, this prevention has to do with the governance of the strategy, which does not involve strict, pyramid-based steering from Paris 2024 onwards, but rather relies on virtuous drive and participation effects (which means that there are various arbitration systems at play, and a *macro-distribution* rationale based on composite choices).
- In terms of strategy, the actions appear to offer a real match between their project and the purpose of the strategy to which they belong;
- The actions in their links with other plans and strategies, in France and internationally, seem to echo the elements presented from the point of view of relevance. Paris 2024 thus shares the findings on which its plan is based with the policies and measures of other stakeholders that the actions of the Legacy & Sustainability strategy intersect with to a relatively large extent (in relation to national education or employment policies, for example, at national level).

Whilst some programmes are beginning to achieve satisfactory initial results (in terms of participation, immediate integration into the job market, direct accessibility or the fight against discrimination through changes in perception or behaviour), in-depth evaluations will be needed to truly assess their long-term effects on direct and indirect beneficiaries, as well as on the strategies of stakeholders.

This, therefore, raises a number of questions, including:

→ At the level of certain actions: are the para-friendly sections created to welcome people with disabilities within Parisian sports clubs sustainable? Are shared sporting experiences increasing? Is the range of sports on offer for young people with physical or learning disabilities improving in terms of quality and quantity? Are ideas and actions such as the last mile, the inclusive welcome protocol or the "Quartiers d'Accessibilité Augmentée" (increased accessibility neighbourhoods) being put into practice over time? Is there a change in the way people without disabilities, in particular, look at disability and the sporting activities of people with disabilities? Is the use of sport to boost the social and professional integration of people who are furthest from employment, particularly young people or residents of disadvantaged neighbourhoods (QPVs), being strengthened? Are the initiatives that work to increase the number of women taking part in sport, i.e., in real terms to make sport more accessible to women, and those that address the issue of increasing the number of women in positions of responsibility within sports organisations, a major issue that has long been neglected, being continued? Or expanded upon? Are initiatives that use sport to support social inclusion improving their ability to be integrated into a continuum of cross-disciplinary initiatives that include actors from the social and health spheres? Are they managing to build a sustainable set of methodological and pedagogical skills?





→ At the level of the strategy, other questions arise: How can we ensure that the stakeholders continue with the changes proposed, initiated or accelerated by Paris? How can everyone's 'common rights' be allowed to evolve and take root in a daily life that is less financially supported, less assisted and less supervised? How can we ensure that the tools, training and support are used and adapted over time, and then extended? How can we strengthen the place of inclusive sport at all levels of public policy and in the strategies of public and semi-public actors, at all territorial levels, to ensure that this dimension of sport becomes central, shared and prioritised? Among the patchwork of initiatives, calls for projects and experiments, what should be prioritised, what should be made widespread, at a time when resources are becoming rarer and a thin scattering of programmes would be detrimental to their usefulness? To what extent will consortia of actors continue to work together, with financial support to be created and business models to be reviewed? How can we maintain or even strengthen the ambition shown during the period of the Paris 2024 Games?

06

**Sport
for the
environment**

6.1

The challenges and stakes of Paris 2024

Sport is becoming aware of its impact and needs tools to become a lever for ecological transformation. Faced with climate and environmental reality, it is urgent to adapt and mobilise, because it is the future of sport that is at stake.

Some sports stakeholders have become aware of their impact and their role, and are initiating their transformation through initiatives such as the Charters of 15 Eco-responsible Commitments for Event Organisers and Facility Managers of the French Ministry of Sport and WWF France¹⁶¹ and Sports for Climate Action of the UNFCCC¹⁶² at the international level.

By bringing the actors together, the dynamic has been launched, in line with the Paris agreements which set a common goal, but it still needs concrete tools and a change in mentalities to come to fruition.

With more than 2.5 million sporting events organised each year in France, 55 international competitions organised over the last 20 years and an economic weighting as significant as that of the hotel and catering industry (2.6% of French GDP - BPCE study¹⁶³), sport has a key role to play in the fight against climate change and the mobilisation to protect the environment.

Amateur or professional sport, both the everyday practice of sport and the role model function of athletes are formidable levers to encourage changes in behaviour and attitudes. Sport has an incredible power to mobilise and bring people together.

Because of the impact of the Games and the exceptional aura of this event, Paris 2024 wants to be a 'laboratory' Games to test new solutions and thus contribute to transforming the model of major sports events. In addition, at a time when the role of sport in promoting education, inclusion and solidarity is widely recognised, the Paris 2024 Games are an opportunity to use sport as an advocacy tool for sustainable development and ecological transformation.

¹⁶¹ <https://www.sports.gouv.fr/les-chartes-des-15-engagements-ecoresponsables-1156>

¹⁶² <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action#:~:text=The%20Sports%20for%20Climate%20Action%20Initiative%20will%20provide%20sports%20organizations.collaborating%20on%20areas%20of%20mutual>

¹⁶³ https://www.agefi.fr/news/economie-marches/la-filiere-sport-combien-de-divisions?utm_source=lecafedusportbiz.fr&utm_medium=lecafedusportbiz.fr&utm_campaign=lecafedusportbiz.fr&utm_term=lecafedusportbiz.fr

6.2 The objectives and actions of Paris 2024

As the Games can bring together a large number of stakeholders in a positive way, Paris 2024 aims to contribute to accelerating the ecological transformation of sport and society. Since 2018, Paris 2024 has worked to:

- Accelerate the transformation of sports events
- Promote a sustainable sport practice
- Leverage sport for a circular economy
- Promote healthy eating to benefit both people and the planet
- Use sport to fight against climate change and for the preservation of biodiversity

Paris 2024 has carried out several actions to reach those goals.

→ *Design and development of new "ways of doing things" and tools, shared with sports stakeholders and communities:* a sustainable sourcing strategy, a guide for responsible events, a guide for sustainable signage and communication (these two guides are only available in French), a sustainable food vision, etc. The Paris 2024 teams share the Organising Committee's environmental commitments and these methods whenever they can in national and international bodies and conferences.

→ *Mobilisation of the Games' ecosystem and the world of sport in the fight against climate change and for the preservation of biodiversity:*

- **Creation of a "Coach Climat Evénements"¹⁶⁴**, a carbon footprint measurement tool made available to all sports event organisers in collaboration with the French Ministry of Sport and the Olympic and Paralympic Games and the French National Olympic Committee.

- **Paris 2024 is a signatory of the "Sports For Climate Action" initiative¹⁶⁵** of the United Nations Framework Convention on Climate Change, which brings together more than 300 signatories among the most committed clubs, federations and event organisers.

- **Paris 2024 is participating in the United Nations' "Race to Zero" campaign¹⁶⁶**, a global initiative for those committing to carbon neutrality: participants must guarantee that they will not emit more greenhouse gases (GHG) than they offset.

- **Paris 2024 is a signatory of the "Sports for Nature" initiative¹⁶⁷** launched in December 2022 by the International Union for Conservation of Nature (IUCN), the IOC and the United Nations Environment Programme (UNEP). "Sports for Nature" aims to deliver transformative action for nature across all sports by 2030 and beyond. The signatories commit in particular to protecting nature, species and habitats and to educating members of the wider sports community to act in favour of nature.

¹⁶⁴ <https://www.coachclimateevenements.org/>

¹⁶⁵ <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action#:~:text=The%20Sports%20for%20Climate%20Action%20Initiative%20will%20provide%20sports%20organizations.collaborating%20on%20areas%20of%20mutual>

¹⁶⁶ <https://climatechampions.unfccc.int/system/race-to-zero/>

¹⁶⁷ <https://www.iucn.org/our-work/topic/tourism-and-sport/sports-nature>

→ Support for a dynamic in favour of responsible events:

- Paris 2024, together with the Ministry of Sports and the Olympic and Paralympic Games, is supporting the National Network of Solutions for the Ecological Transition (PEXE) in its project aimed at bringing together the worlds of sport and eco-businesses. The objective is to strengthen links between sports stakeholders and with eco-businesses by providing an easier access to sustainable solutions.

- Paris 2024 supports **WWF France**¹⁶⁸ in its programme for responsible sporting events, around 3 areas of work:
 - Support the ecological transition of French sporting events
 - Raise awareness and support spectators to adopt more environmentally friendly behaviours
 - Develop active mobility during sporting events

The environmental legacy of Paris 2024 can be summarised in three levels:

01 — Methodological and technological innovations brought about by the a more responsible delivery of the Games (e.g. responsible purchasing strategy, innovation and deployment of eco-generators, development and deployment of carbon tools, etc.).

02 — Induced changes in the Games ecosystem (corporate partners, service providers, public actors, etc.) in connection with the delivery of the Games.

03 — Induced changes to the Games ecosystem and beyond, not directly linked to the delivery of the Games.

<p>Zero hunger (SDG 2)</p> 	<p>Clean water and sanitation (SDG 6)</p> 	<p>Affordable and clean energy (SDG 7)</p> 	<p>Industry, Innovation & infrastructure (SDG 9)</p> 	<p>Sustainable cities and communities (SDG 11)</p> 
<p>Responsible consumption and production (SDG 12)</p> 	<p>Measures to combat climate change (SDG 13)</p> 	<p>Aquatic terrestrial life (SDGs 14)</p> 	<p>Terrestrial life (SDGs 15)</p> 	<p>Partnerships to achieve the objectives (SDG 17)</p> 

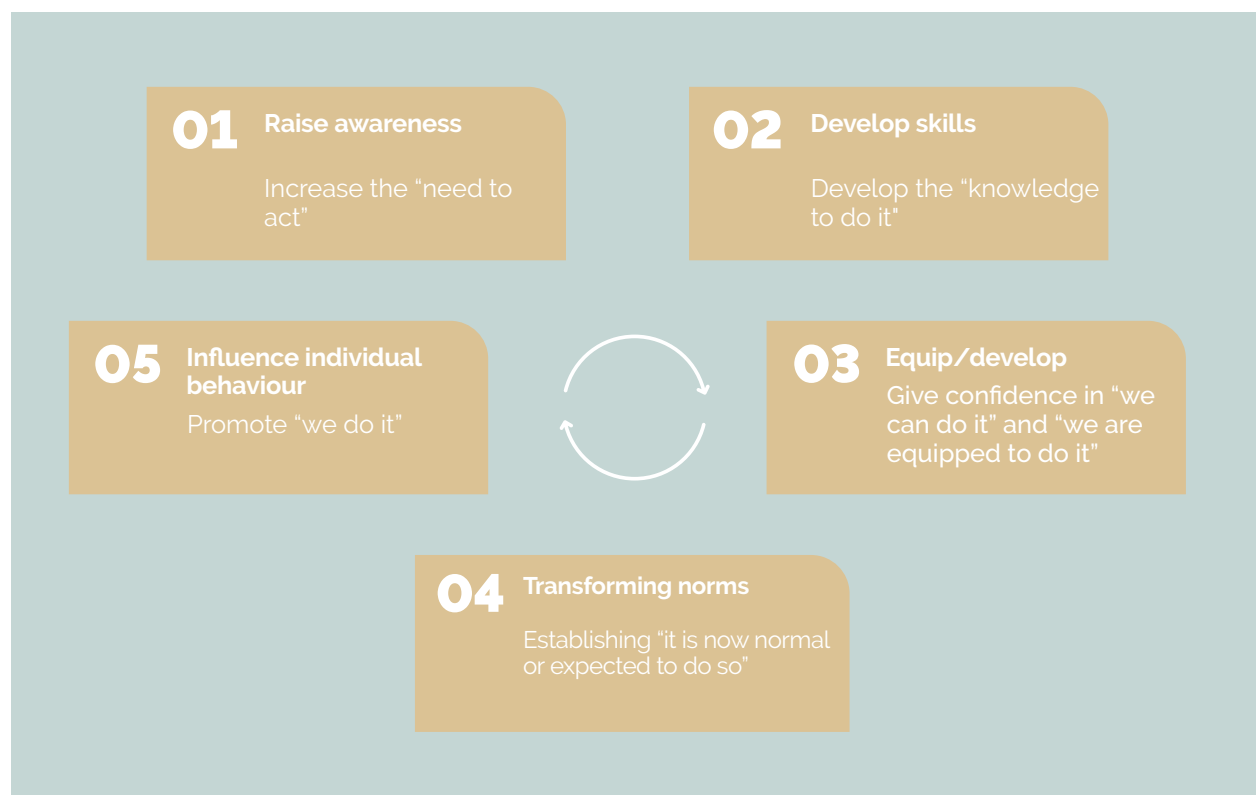
¹⁶⁸ <https://www.wwf.fr/vous-informer/effet-panda/sport-des-ambitions-toujours-plus-vertes>

6.3

First conclusions on the intangible legacy of the Paris 2024 environmental strategy

The methodology used for this section is presented in detail in section 1.7 of this report.

To sum up, the analysis carried out specifically sought to identify and qualify the ways in which Paris 2024, through its actions, is helping to accelerate the ecological transformation of its ecosystem, and to classify them into five 'types of contribution':



These 5 types of contribution make it possible to carry out an initial study of the environmental legacy of Paris 2024 in relation to the objectives and actions set out above.

TABLE N°18:
— Analysis of the environmental legacy of Paris 2024

	Accelerate the transformation of sports events	Promote a sustainable sport practice	Leverage sport for a circular economy	Promote healthy eating for both humans and the planet	Use sport to fight against climate change and for the preservation of biodiversity
Raise awareness	✓	✓	✓	✓	✓
Develop skills	✓		✓	✓	✓
Equip and develop	✓		✓	✓	✓
Transform norms	✓		✓	✓	✓
Influence individual behaviour		✓	✓	✓	✓

The study also set out to suggest ways in which this legacy could be optimised. This study does not constitute a complete assessment of the legacy.

Furthermore, this study was carried out in the summer of 2023, one year before the event. As a result, its conclusions reflect trends or dynamics felt by the actors a year before the event, which it would be relevant to confirm or invalidate in post-Games studies.

Summary of the main findings

The environmental commitments and actions of the Paris 2024 Organising Committee do contribute a certain amount to the ecological transformation, particularly that of sports.

Paris 2024's strong and repeated environmental commitments, backed up by the Organising Committee's executive management, are generating a great deal of attention and high expectations in this area, prompting actors and decision-makers to take up the issue. In addition, the level of environmental requirements in Paris 2024's responsible purchasing strategy seems to be having a structuring and transformational effect on the events sector, with each player taking up and applying all or part of these requirements in their own activities. In addition, Paris 2024 has provided extensive training for its internal staff and has produced high-quality tools and publications on environmental issues relating to the delivery of the Games.

Generally speaking, with a year to go before the Games, Paris 2024 is acting as an accelerator for the 'eco-responsible' projects of the actors in its ecosystem, in particular by mobilising teams and resources and by encouraging structures to work together on a common project. In other words, the fact that the Paris 2024 project is forcing actors to work closely together and with a delivery deadline means that projects are implemented and solutions developed more quickly.

Based on the outcomes of the surveys, 4 respondent profiles were identified: actors already involved in a sustainable process seeking to collaborate with Paris 2024 to amplify, strengthen and enhance their actions; actors aware of the subject seeking to improve and transform themselves to meet the requirements of Paris 2024; actors not working directly with Paris 2024 but being attentive to or inspired by the actions of Paris 2024; internal employees of the Organising Committee fully involved in the organisation.

In order to optimise this intangible legacy, the respondents emphasised the need to improve the dissemination of the tools and publications produced by Paris 2024; to share data and methodologies more transparently; and to develop useful solutions for the entire sector and not just for the Games dimension.

Beyond these main findings, the detailed conclusions of the study are developed below, around the five types of contribution made by Paris 2024 to the ecological transformation of sport and society.

6.3.1 Raise awareness: increasing the "need to act"

Raising awareness of environmental issues amongst all citizens, and more specifically amongst those involved in sport, is one of the first essential steps in the ecological transformation of society. Paris 2024 is partly contributing to this awareness by putting the environment at the heart of the event and its media coverage, and by training its staff extensively.

→ **Environmental concerns were already prioritised** within the Games ecosystem and amongst the collaborators of the Organising Committee.

The majority of stakeholders interviewed declare that even before collaborating with Paris 2024, they were aware of the critical nature of environmental issues and the need to integrate those issues in their organisation. Nevertheless, Paris 2024 environmental commitments were decisive for them in their choice to collaborate with the Games, particularly to develop and promote respective strategies on this subject.

Amongst Paris 2024 employees, 91% said they were already "very aware" or "aware" of environmental issues before joining the Organising Committee.

This result can be analysed in two ways. On the one hand, awareness of environmental issues amongst the population as a whole is growing and becoming more widespread, which makes it difficult to establish the specific contribution of Paris 2024's actions. On the other hand, as the Paris 2024 project is built around strong environmental ambitions, a significant proportion of stakeholders declare they started collaborating with Paris 2024 partly because of this commitment. It is therefore natural that these stakeholders are already receptive and committed to the subject.

→ **Paris 2024 fosters a public debate on sports stakeholders and major sporting events sustainability.**

Indeed, the people interviewed acknowledged that the statements made and the environmental strategy developed by Paris 2024 are creating a particular focus on environmental issues, creating a need for all stakeholders to take up the subject. This positive pressure seems to stem both from the content of the commitments (level of requirement) and from the importance given to them (halving greenhouse gas emissions compared to the previous Games, for exa-

mple, is a pillar of the Paris 2024 project, regularly reaffirmed by Tony Estanguet). This is illustrated, for example, by the dynamic around the second version of the Charter of 15 Eco-responsible Commitments, supported by the Ministry of Sports and the WWF, which has benefited from Paris 2024's desire to support a higher level of ambition and results-based objectives.

→ **Paris 2024 is raising awareness and mobilising its employees on environmental issues**

Paris 2024 has made significant efforts, through training and mobilisation, to raise its employees' awareness of environmental issues and the Organising Committee's commitments in this area. In this context, 91% of internal employees have taken part in at least one activity (workshops, conferences, training courses) on the subject and 71% in at

least two activities since their arrival at Paris 2024. 83% of them say that these activities have given them a better understanding of environmental and climate issues, and have "made them want to take action for the environment and the climate" in their jobs.

FIGURE N°4:

— Rate of participation of Paris 2024's employees to activities raising awareness of environmental issues

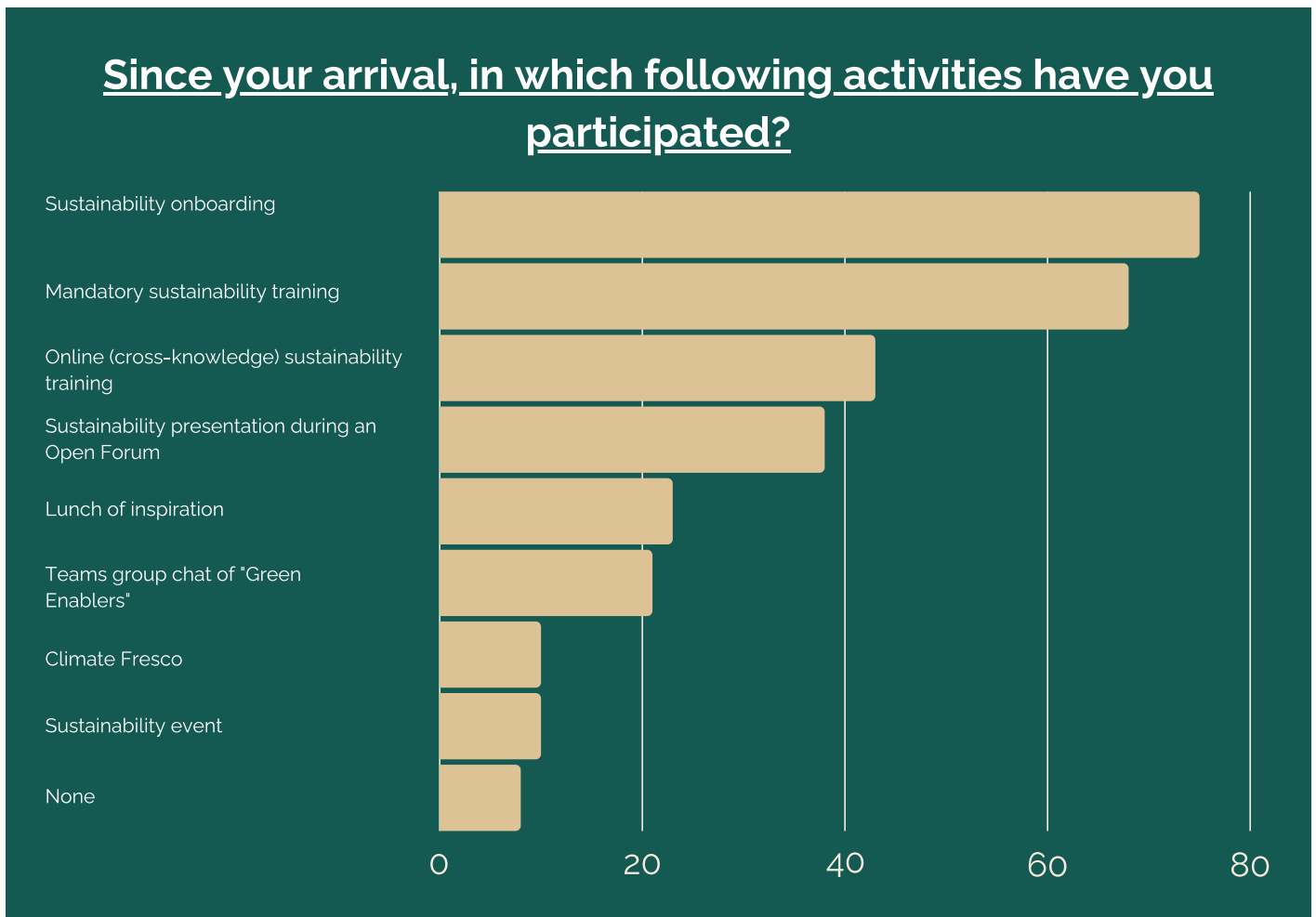
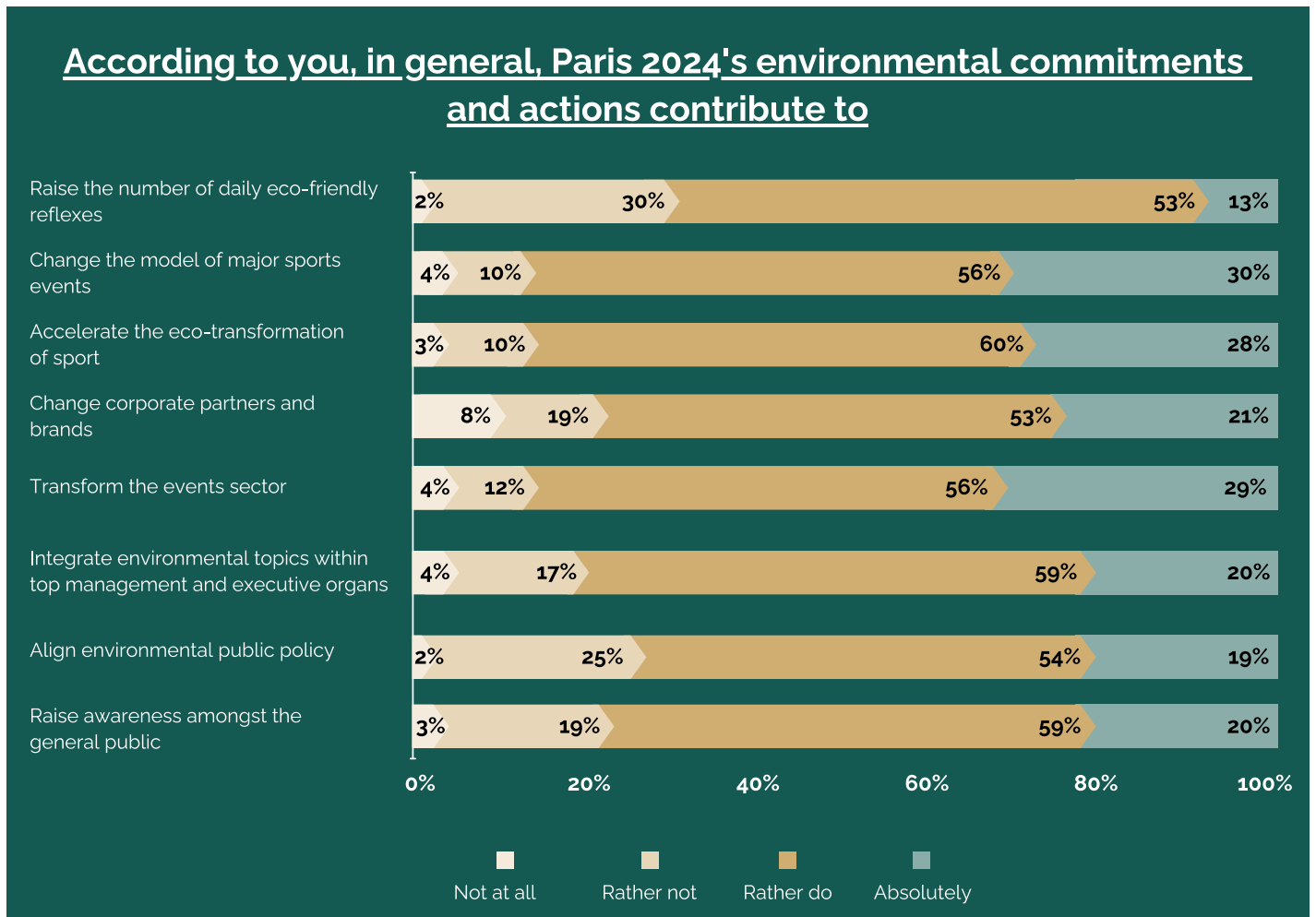


FIGURE N°5:

— Induced effects of Paris 2024's environmental commitments and actions as perceived by Organising Committee employees



6.3.2 Develop skills: Develop “the knowledge to do it”

The development of skills by internal employees and, more broadly, by the actors in the Games ecosystem is necessary for the effective implementation of Paris 2024's environmental commitments and helps to ensure a long-term intangible legacy. As a result of Paris 2024's requirements, direct service providers and some of the Organising Committee's employees seem to have seized the opportunity of the Games to acquire new skills and apply them in their professions. However, it is too early to measure the reality and sustainability of this skills development throughout the ecosystem.

→ **Paris 2024's environmental requirements in its purchases seem to have encouraged the acquisition of skills amongst suppliers**, in particular by recruiting new employees dedicated to CSR.

According to the suppliers interviewed, the environmental criteria incorporated by Paris 2024 into its purchasing processes appear to have had a significant effect on the need to acquire the skills required to meet them. Some of the people interviewed said that knowledge and skills on environmental issues were becoming increasingly important, and even central, in some of their recruit-

ments. However, several actors indicate that they already had the maturity and skills on the subject within their organisation before their collaboration with Paris 2024. On the other hand, the development of these skills could have been triggered by other factors external to Paris 2024.

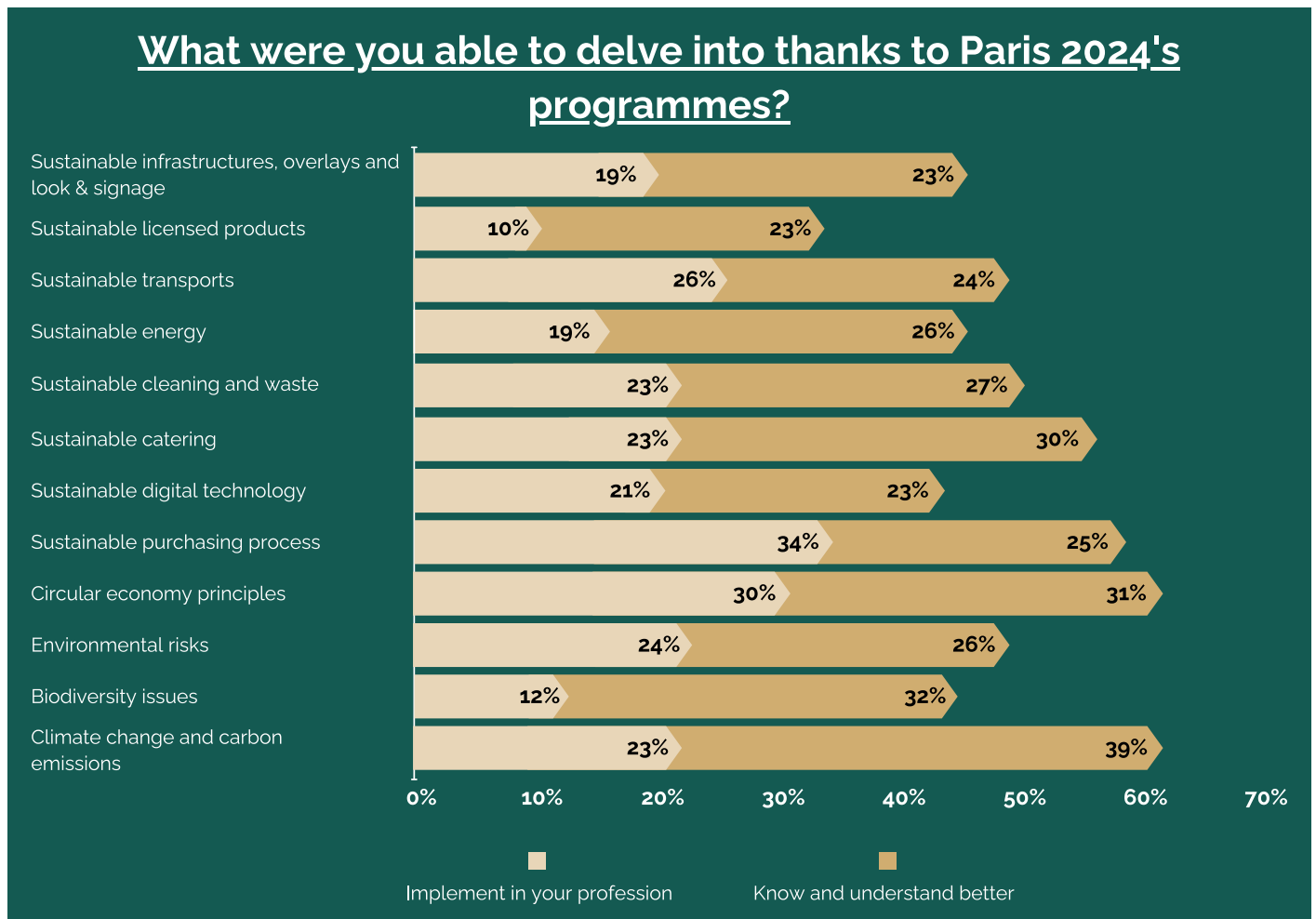
→ **More than half of the Organising Committee's employees say that that the Paris 2024 programmes allow them to “better understand” and “implement” environmental issues in their professions.**

Within the Organising Committee, employees indicated that the Paris 2024 programmes had enabled them to “know and understand better”, particularly climate change and carbon emissions (39%), biodiversity issues (32%) and the responsible catering approach (30%). They also indicated that these programmes had helped them to “implement responsible purchasing (34%) and

circular economy (30%) in [their] professions”. When the two effects are added together, for example, 62% of employees believe that they “know and understand better” climate issues or “implement them in their profession” and 61% when it comes to circular economy.

FIGURE N°6:

— Impact of Paris 2024 programmes on the knowledge of the Organising Committee employees



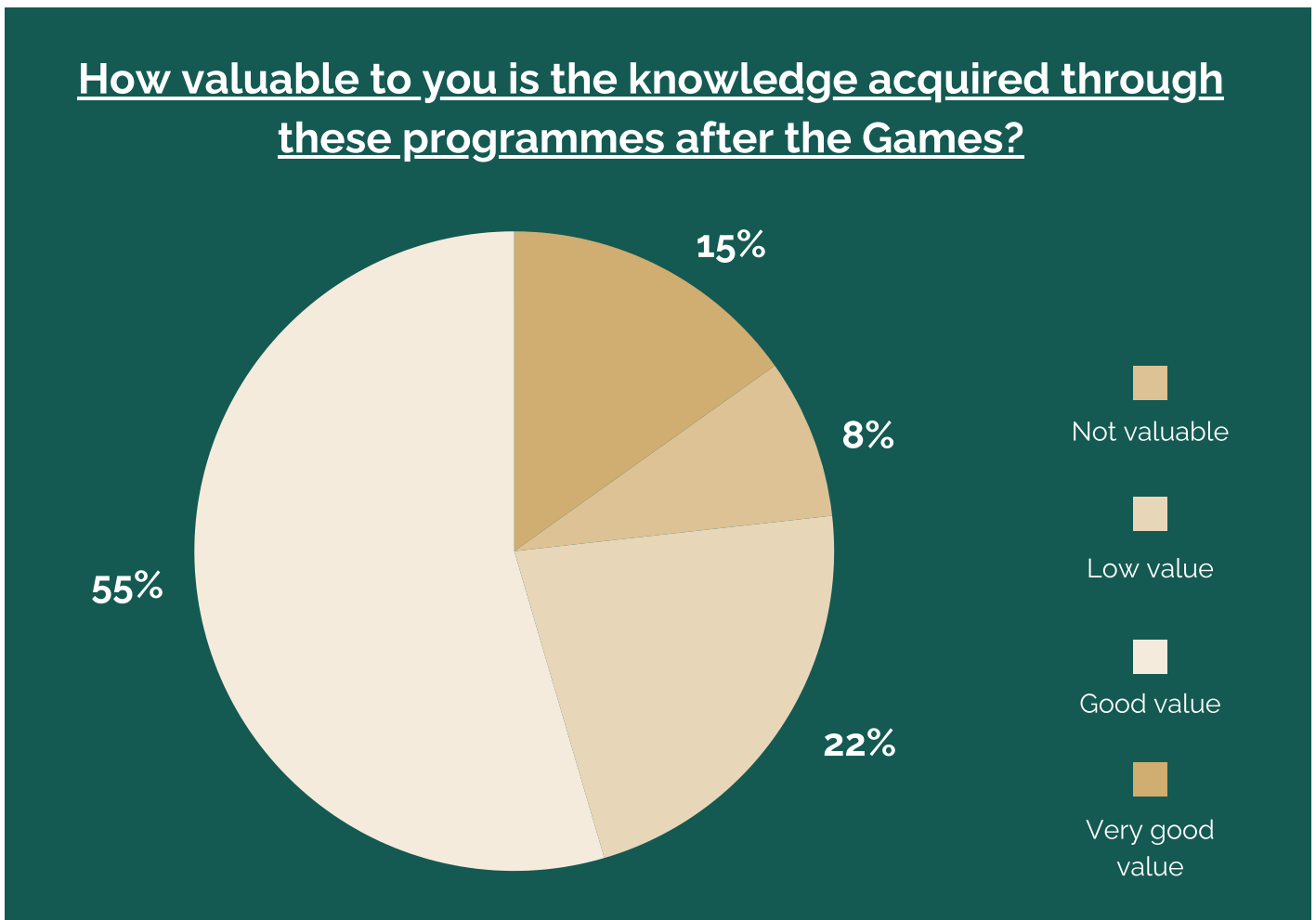
→ **These new skills are seen as valuable by internal employees who express a desire to go further.**

The majority of employees believe that they will value 'well' (54%) or even 'very well' (15%) this knowledge in their post-Games activities. On the other hand, some of the employees expressed the wish to continue, deepen and generalise the reflections, awar-

ness-raising and training on environmental issues. Tools such as the '*Fresque du climat*' proposed by Paris 2024 to its employees, were widely cited in this respect.

FIGURE N°7:

— Valuation of environmental knowledge by Paris 2024 employees after the Games



6.3.3 Equip and develop: Building confidence in “we have the tools to do it”

The sharing and dissemination of knowledge and reliable expertise are essential to enable each stakeholder to feel able to implement environmental solutions and thus participate in the ecological transformation of society. To this end, Paris 2024 has developed tools and resources, considered to be of high quality but little known by many of the players in the ecosystem

→ Publications and resources deemed to be of high quality

The Organising Committee has developed various types of resources to facilitate the dissemination and implementation of its environmental commitments, such as the "Paris 2024 Food Vision"¹⁶⁹, the "Paris 2024 Guide to More Sustainable Visual Communications"¹⁷⁰, the "Paris 2024 Guide to Responsible Events"¹⁷¹ and the "Sustainable Design Guide for Temporary Infrastructure". When stakeholders are aware of these documents, they are

judged to be of high quality, detailed and useful. Indeed, the stakeholders using these resources express that the Paris 2024 teams have developed reliable knowledge and expertise that did not exist and on which it is possible to rely, whether for the Games or for other events.



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¹⁶⁹ <https://www.paris2024.org/fr/vision-restauration/>

¹⁷⁰ (Only in French) <https://medias.paris2024.org/uploads/2023/05/PARIS-2024-SUS-221004-GUIDE-Ecoconception-look-supports-BD1.pdf>

¹⁷¹ (Only in French) <https://medias.paris2024.org/uploads/2021/10/PARIS-2024-211001-GUIDE-EVENEMENTS-RESPONSABLES-fr.pdf>

→ **Particularly significant programmes are taken up by some actors to develop their own strategies and plan their actions.**

Amongst the most significant programmes for the ecosystem is the integration of environmental requirements by Paris 2024 into its purchasing processes. It had a decisive effect on the actions planned by suppliers who pass them on to their subcontractors. These same requirements are used as models and integrated into the purchasing strategies or policies of some of the sports stakeholders, whether they are stakeholders in the Games or not.

For example, the most impactful programmes most cited by stakeholders include:

- The circular economy strategy, which has led to new thinking on the management of materials and waste within suppliers, in particular because of the requirements concerning the re-use system and the consideration of the second life of equipment.
- The Paris 2024 Food Vision is obviously a highly scrutinised programme that is followed as closely as possible by the catering industry. It is also praised for its level of ambition, enabling certain corporate partners to support or lend credibility to their own commitments in this area.

- The Paris 2024 Guide for Responsible Events is used and deployed by certain actors as part of their own event activities.

- The new possibilities for connecting event venues to the electricity grid via "event terminals" are seen as demonstrating the feasibility of a different, low-carbon energy model for future events;

- The sustainable guide for temporary infrastructures has enabled the Organising Committee's internal teams to inform their specifications and translate environmental requirements into operational terms.

It should be noted that, although the emblematic objective of halving the carbon footprint is very clear for most actors, there is some confusion around the subjects of neutrality and off-setting. It should also be noted that the subject of biodiversity, despite being supported by Paris 2024 as part of its environmental strategy, does not seem to be well known to external respondents.

→ **Most of the tools and guides developed by the Organising Committee remain little known and would benefit from being more well known.**

The people interviewed as part of the survey carried out by the group of evaluators were all aware of Paris 2024's major environmental commitments. In fact, almost all of those interviewed were able to name at least one strategy or major commitment (reduction targets, sustainable food vision, etc.) made by the Organising Committee.

However, they knew very little about the tools and guides developed by Paris 2024. In fact, only half of the people questioned were able to name at least one tool or guide published by Paris 2024, and only a third of them were able to name at least two. In particular,

a number of actors stated that they did not know about certain tools that were relevant to their activity, did not know where to find them, or did not know how to use them. This is partly due to the fact that some tools, such as the Climate Coach, are relatively recent. Nonetheless, it would seem essential to make these publications and tools immediately and widely available and accessible in order to optimise the legacy of Paris 2024 in this area.

Coach Climat Événements – in November 2023 (5 months after the launch)

563

events have initiated a measurement process using the tool

173

carbon footprints have been estimated for events in **46 different sports**

-24%

reduction on average of the carbon footprint of an event due to the proposed action plans

→ **The “Coach Climat Événements”, a tool deemed interesting for sports event organisers**

Although the *Coach Climat Événements* was launched only recently (June 2023), it is generating a lot of expectations and is seen as a tool that can help organisers of small and medium-sized events to make a commitment on the subject. However, the respondents to the group of evaluators' survey acknowledged that they had not yet had the time to explore the tool's functions in depth or to make it their own.

6.3.4 Transforming standards: Instituting the "it is now the norm or an expected practice".

In order to transform the sector, it is necessary to generalise and normalise the consideration of environmental issues in practices and professions. Paris 2024 seems to make a strong contribution to positively transforming the standards and practices of certain sectors towards greater consideration of environmental impacts.

→ Paris 2024 positions the issues surrounding the environment as unavoidable and raises the level of objectives for stakeholders.

The vast majority of stakeholders believe that Paris 2024, through its ambitious, stated commitments, is positioning the subject of environmental requirements as an essential and strategic topic in the delivery of the Games. This helps to make the subject an expected and mandatory step for the various actors involved in the project. The fact that Tony Estanguet regularly and publicly reaffirms the Organising Committee's commitments and ambitions in this area seems to be a strong sign for those involved in sport. In addition, the level of expertise provided by the Organising Committee's in-house team

in charge of environmental issues sends out the message that dealing with environmental issues requires specific skills and resources, particularly human resources, according to some respondents. Lastly, this dynamic, which standardises the existence of obligations weighing on all those involved in events and sport, encourages greater acceptability of the processes for measuring, verifying and reporting on environmental issues.

→ The level of environmental requirements imposed by Paris 2024 becomes the new benchmark for environmental performance.

Several stakeholders indicate that they want to take advantage of Paris 2024's environmental requirements to raise the level of eco-responsibility in their activities (notably suppliers and sponsors) or the level of requirements for the specifications of events that they organise, delegate or sponsor. This is reflected in the adaptation of internal practices (for example, in the management of the second life of material assets). In this way, the momentum generated by Paris 2024 is seen as an opportunity for those involved in delivering the Games to experiment with, capitalise on and disseminate best practice.

For example, with regard to the impact on major events, Paris 2024's involvement in the revision of the Ministry of Sport's Charter of 15 Eco-responsible Commitments has strengthened its ambitious and binding nature. In addition, 83% of Paris 2024's internal employees believe that the Organising Committee's environmental commitments and actions are helping to change the model for major sports events.

→ **Paris 2024's commitments draw the attention of the top management of sports and events actors to the topic.**

As Paris 2024's activities are particularly closely followed and scrutinised by decision-makers, its environmental commitments and actions are noticed and benchmarked by the ecosystem. Respondents, who are often responsible for CSR within their organisations, have observed increased attention and interest on the part of their management or colleagues in CSR issues, as a result of Paris 2024's actions in this area. In addition, nearly 80% of the Organising Committee's in-house staff stated that Paris 2024's environmental commitments and actions were helping to integrate the subject at the executive level of bodies and companies.

→ **Stakeholders structure their environmental approach based on Paris 2024's expectations.**

A large majority of the stakeholders interviewed reported greater structuring and systematisation of the management of environmental impacts in their organisation to meet the requirements of Paris 2024 on the subject. For example, several actors have strengthened their responsible purchasing approach by systematising supplier evaluations; others have put in place more robust processes for measuring their impact; still others have stepped up the deployment of actions amongst their operational teams. In many cases, the organisations have recruited or appointed a person to oversee environmental and social issues within their teams to monitor the obligations imposed by Paris 2024 in terms of environmental performance and reporting.

→ **The environmental criteria integrated into contracts affect the entire value chain.**

The integration of environmental requirements into contracts has a direct effect on their consideration at several levels in the value chains, in particular because other principals (rights holders, the State, partners, service providers, event organisers, national and international sports bodies) are in turn integrating these new standards into their own specifications. Indeed, a significant proportion of respondents (suppliers and partners) believe that the inclusion of environmental criteria and the obligation to achieve results in contracts with Paris 2024 are forcing the accelerated deployment of new processes amongst operational teams (traditionally more difficult to mobilise on CSR issues) and are encouraging the choice of new suppliers.

This effect is amplified by a certain inflexibility on the part of the Organising Committee regarding compliance with contracts, in particular through the use of financial penalties, which accelerate the mandatory implementation these new practices and environmental reporting.

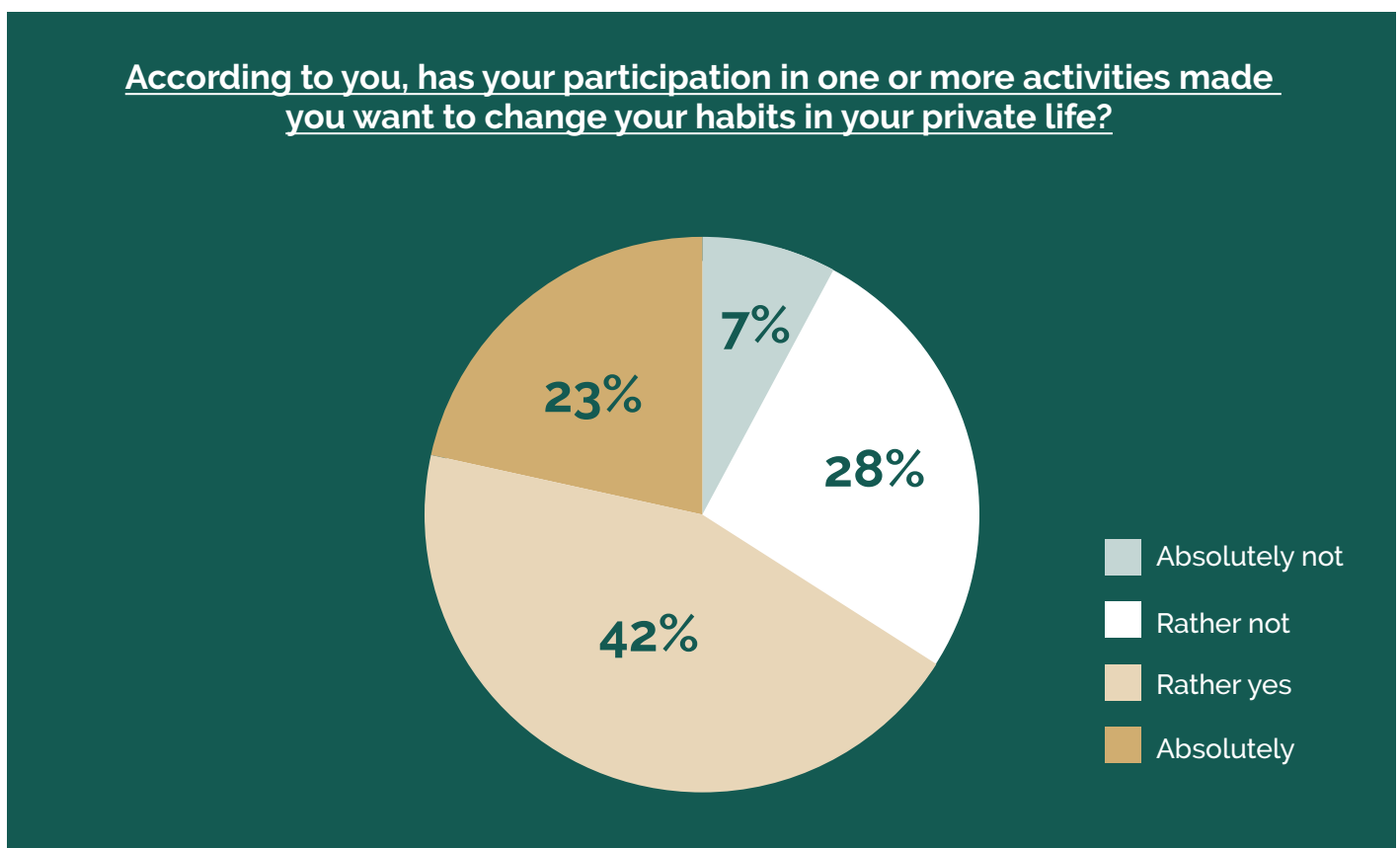
6.3.5 Changing individual behaviour: Encouraging the "let's do it" approach

The effect on the public is impossible to measure at this stage, because public audiences have not yet been exposed on a large scale to the environmental programmes of Paris 2024.

→ Regarding the Organising Committee's employees, 65% believe that their participation in the activities proposed by the Environmental Excellence team has made them want to change their habits and 68% believe that Paris 2024's environmental commitments are helping people to adopt eco-responsible gestures on a daily basis.

FIGURE N°8:

— Impact of Paris 2024's programmes on the change of behaviour in terms of sustainability of the Organising Committee employees



→ Some public stakeholders hope that the actions carried out during the Games, particularly in terms of transport (use of public transport and cycling plan) and food (for example, the increase of plant-based food in sports events), will contribute to changing behaviours.

6.4

Intermediate lessons: expectations for maximising intangible legacy

During the surveys, the stakeholders interviewed raised a number of points for improvement that they felt would optimise the legacy of Paris 2024 in terms of environmental issues. The lessons learned and areas for improvement identified by the analysis can be taken into account by Paris 2024 and incorporated into the environmental strategy between now and the event.

→ Pursue commitments and reduce contradictions.

As in any project, in order to reconcile environmental issues with an activity, a certain number of compromises are made. If some actors deem Paris 2024's environmental requirements as very high or even very difficult to achieve, others express the wish that Paris 2024 and the international sports authorities go even further and start a discussion on the core model of the Games. Indeed, with regard to environmental issues, the compatibility of the model of major international events with planetary limits is sometimes questioned, whether due to the environmental impacts of the event itself (massive use of air transport to get to the event, consumption of

resources, production of waste), or because of the type of products and services promoted on this occasion (use of single-use plastic in particular). Increasing the level of details shared on the actions carried out, the objectives sought, the results obtained and the methodologies for measuring the environmental impact, and more generally, creating spaces for open discussions on new event models, could reduce perceived contradictions.

→ Share resources and data.

A large majority of respondents believe that faster and more systematic sharing of methodologies and lessons would ensure better circulation of the expertise of the Organising Committee as well as greater alignment of the strategies of external stakeholders, and therefore an invaluable intangible legacy. Furthermore, it appears essential to better circulate already existing documents.

→ Continuing to support employees.

Some employees report the difficulty of explaining or justifying the choices of Paris 2024 externally. Support for internal employees in appropriating key talking points on the subject could enable them to better explain and take responsibility for the environmental dimension of Paris 2024. Furthermore, some employees express the wish that training and awareness-raising times be increased and continued, for example by setting up "Fresque du climat" (The Climate Fresk) workshops, including for management teams.

Conclusion

With one year to go before the opening of the Olympic and Paralympic Games, the study has established that Paris 2024's environmental strategy is contributing to some extent to society's ecological transition. In particular, the ambition of this strategy and its various programmes are helping to raise awareness of environmental issues amongst sports stakeholders and decision-makers; are helping to increase the skills of certain internal and external employees; are enabling the development of high-quality tools and resources; are generalising the environmental commitments of sports stakeholders and, to a lesser extent, are helping to change individual behaviour.

On the other hand, the networking of a certain number of actors of different types (event industry suppliers, local authorities, institutional actors, major companies, NGOs) has given rise to collaborations or at least exchanges that create a dynamic in the event industry around environmental issues.

At the time of publication of this report, it is still too early to measure the permanence of these effects, which have been identified one year before the opening of the Olympic and Paralympic Games. The studies carried out during the legacy phase of the event will have to confirm this dynamic or not.



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6.5

Actions supported by stakeholders¹⁷²

TABLE N°19:

— Contribution of the "Ecological Transformation" actions to the Paris 2024 legacy

Action	Stakeholder in charge of the action	Level of contribution by the Paris 2024 Games Organising Committee
Charter of 15 eco-responsible commitments	Ministry for Sport and the Olympic and Paralympic Games	An action supported by the Paris 2024 Games Organising Committee
Eliminating single-use plastic in sport	City of Paris	An action supported by the Paris 2024 Games Organising Committee
An eco-responsible approach to sport	CNOSF	An action supported by the Paris 2024 Games Organising Committee
Adopt a tree	Plaine Commune	An action supported by the Paris 2024 Games Organising Committee

¹⁷² These actions were not included in the study conducted by Ipama and Sport 1.5 on Paris 2024's contribution to ecological transformation.

— The French government is pushing for the transformation of major events via the Charter of 15 eco-responsible commitments

In December 2021, as part of a continuous improvement approach, the Ministry of Sport, in collaboration with WWF France, overhauled the charter for event organisers introduced in 2017 with:

- the rewriting of the 15 initial commitments into 12 commitments and the addition of 3 new commitments relating to sponsorship, digital technology and social inclusion
- the implementation of quantified targets for each of the 15 commitments from N+1 to N+4;
- the introduction of a mandatory self-assessment of the levels of achievement of the objectives. To assist organisers with this self-assessment, a methodological guide consisting of one sheet for each commitment was published in May 2022. Initial feedback and discussions within the organisers' club in April 2023 led, at the end of the first half of 2023, to the distribution of additional tools, which will be the subject of ongoing improvements.

A Stakeholder Action

On the 30th of September, 2023, the charter had the following signatories:

94

organisers

(including 34 federations)

23

public establishments

(including the 22 under the supervision of the Ministry of Sport)

In May 2022, the circular for the examination of GESI grant applications was amended, making it **compulsory to sign the organisers' charter in order to benefit from State funding** (and the grant application file was adapted accordingly).

— The City of Paris is speeding up the phase-out of single-use plastics¹⁷³

A
Stakeholder
Action

6 training workshops organised for 50 sports clubs in the 8th, 11th, 14th, 15th and 18th arrondissements by Match for Green and Circulab

3,000 children reached through the Paris Climate Agency's "Sport Zero Plastic" project

As part of the City of Paris' "Olympic Transformations" programme, one of the ambitions is to put an end to single-use plastic in the capital by 2024. Sport is one of the areas where action is being taken to achieve this objective. Various projects have been set up for amateur clubs and sports enthusiasts to encourage the use of reusable water bottles and cups, the installation of water fountains, the reuse of sports equipment, etc.

In addition, by September 2024, organisers of road races in Paris will be obliged to use alternatives to single-use plastic at refreshment points (water ramps, reusable cups). This new measure will save around 800,000 bottles a year, or 12 tonnes of plastic waste.

— "Adopt a tree" at Plaine Commune

A
Stakeholder
Action

The "Adopt a Tree" project, launched during Olympic and Paralympic Week 2022, aims to promote the ecological ambitions of the Paris 2024 Games. 9,000 trees will be planted in the Athletes' Village. The project will enable 20 local school classes a year to adopt one of these trees and take part in an educational programme focusing on the tree's life cycle. Various outings are offered: a visit to the Athletes' Village Project House, a visit to tree nurseries in the Paris region, a visit to a departmental park, to set up a real educational project around tree sponsorship.

800
pupils involved

9 towns
involved

70
visits to the
SOLIDEO project
house

70
visits to tree
nurseries and
70 outings
(orienteering)
to the Georges
Valbon park

¹⁷³ <https://www.paris.fr/pages/paris-accelere-pour-mettre-fin-au-plastique-a-usage-unique-23845>

— The CNOSF supports the sporting world in its eco-responsible approach

Over the last 6 years, the CNOSF has worked with corporate partners, federations and its network of decentralised structures to develop a number of tools that can be shared on the CSR platform and the website dedicated to the "Sustainable Development, Sport is Committed®" Label. Video, self-diagnosis, awareness-raising tools, interactive methodology module, toolbox, examples of actions, etc. These tools, which are free and accessible online, are designed to help actors in the sporting movement structure their approach to continuous eco-responsible improvement and promote their commitment.

Committed to the ecological transition of sport, the CNOSF is working alongside Paris 2024 and the Ministry of Sport and the Olympic and Paralympic Games to make the Games a lever for acceleration within the French sports movement by sharing experience, pooling tools and promoting best practice. This commitment is also European, as since February 2023, the CNOSF has been taking part in the OCEAN (Olympic Committees of Europe Approaching Carbon Neutrality) project alongside 17 other National Olympic Committees, which aims to measure the carbon footprints of each NOC and reduce their emissions over the coming years.

A
Stakeholder
Action

1,000
regular users
of the RSO platform

51 national and
international sporting events
awarded the "Sustainable
Development, Sport is
Committed®" label by the CNOSF
in 2022 (over 500 since 2009)

Some fifty federations involved
in sustainable development
initiatives

A new tool to raise young
people's **awareness of** eco-actions
in sport: Mission Eco'sportive¹⁷⁴

¹⁷⁴ (Only in French) <https://missionecosportive.com/>

07

The
Paris
2024

Endowment
Fund

In order to support and implement its social and environmental ambitions at an operational level, Paris 2024 decided to create a dedicated tool: the Paris 2024 Endowment Fund.

This is the first-ever sponsorship tool developed by an Olympic and Paralympic Games Organising Committee during the run-up to the Games, rather than after it has been organised.

7.1

General presentation

Created from 2019, the mission of the Paris 2024 Endowment Fund is to support projects of general interest that use sport to make a social and environmental impact throughout France (metropolitan France, overseas departments and regions, overseas territories). The projects supported by the Endowment Fund have been awarded the Impact 2024 label.

3 objectives, 4 areas of operation

The Paris 2024 Endowment Fund has three main objectives:

- 01** — To encourage, identify and fund high-potential social innovation projects through sport.
- 02** — Supporting project leaders (sports movement, local authorities, associations) in designing, implementing and evaluating the impact of these projects.
- 03** — Promote and publicise these projects to encourage replication and demonstrate the social impact of sport.

Four priority areas have been identified:

- Sport as a vehicle for health and well-being.
- Sport for education and citizenship.
- Sport for inclusion, equality and solidarity.
- Sport for the environment and the climate.

Lastly, the Paris 2024 Endowment Fund is designed to support actions targeting people who are marginalised from sport and/or in vulnerable situations, particularly in disadvantaged areas.

3 levels of support

The Paris 2024 Endowment Fund offers three levels of support to Impact 2024 winners.

01 — Financial support

The winning projects can receive direct financial support from the Paris 2024 Endowment Fund, as well as from the public and private partners associated with the action. By setting up the Paris 2024 Endowment Fund well in advance of the Games, providing it with a dedicated budget and mobilising its stakeholders and, more broadly, the institutional ecosystem of French sport, the Organising Committee has succeeded in generating a significant leverage effect that constitutes a real success (see below). Three levels of support have been determined according to the scale at which the projects are deployed:

- A local project can receive support of between €10,000 and €30,000.
- A regional project can receive support of between €30,001 and €50,000.
- A national project can receive support from €50,001.

02 — The Impact 2024 label

Projects supported by the Endowment Fund may use the Impact 2024 label and its logo to promote and communicate their project.

The following projects are eligible for the label:

- Impact 2024 "winning" projects receiving financial support from the Paris 2024 Endowment Fund;
- Impact 2024 "selected" projects, which do not receive financial support but can use the logo as a guarantee of the quality of the action implemented.

The use of the Impact 2024 label is a strong recognition of the social utility of the projects selected. This enables organisations to raise the profile of their projects, give them credibility and, ultimately, boost their funding potential with other partners.



"Over and above the financial support granted to our project, the fact that we were able to use and display the "Impact 2024" logo was an important factor in reassuring our partners and enabling us to identify other sources of funding."

— Antoine Miche, Founder and Managing Director of Football Ecologie France¹⁷⁵

¹⁷⁵ Interview conducted 06/06/2023

03 — Sponsorship or skills volunteering

Finally, the third level of activation consists of providing the winning projects selected for Impact 2024 with support to enable them to develop their skills through the sponsorship/skills volunteering scheme.

A co-financing approach

One of the successes of the Paris 2024 Endowment Fund lies in the synergies it has helped to create by providing a strong impetus for co-financing by the various private and public partners. The funds allocated to the Impact 2024 call for projects come from the Paris 2024 Endowment Fund and several co-financers, including the National Sports Agency (ANS), the French National Olympic and Sports Committee (CNOSF), the French Paralympic and Sports Committee (CPSF), the City of Paris, the Seine-Saint-Denis Departmental Council, the Greater Paris Metropolitan Region, the City of Marseille and the Française des Jeux (FDJ). Impact 2024 has thus multiplied funding possibilities by raising additional funds from the Games' stakeholders, significantly increasing the financial support granted to the winning projects and multiplying their social or environmental impact.

Eligible actors

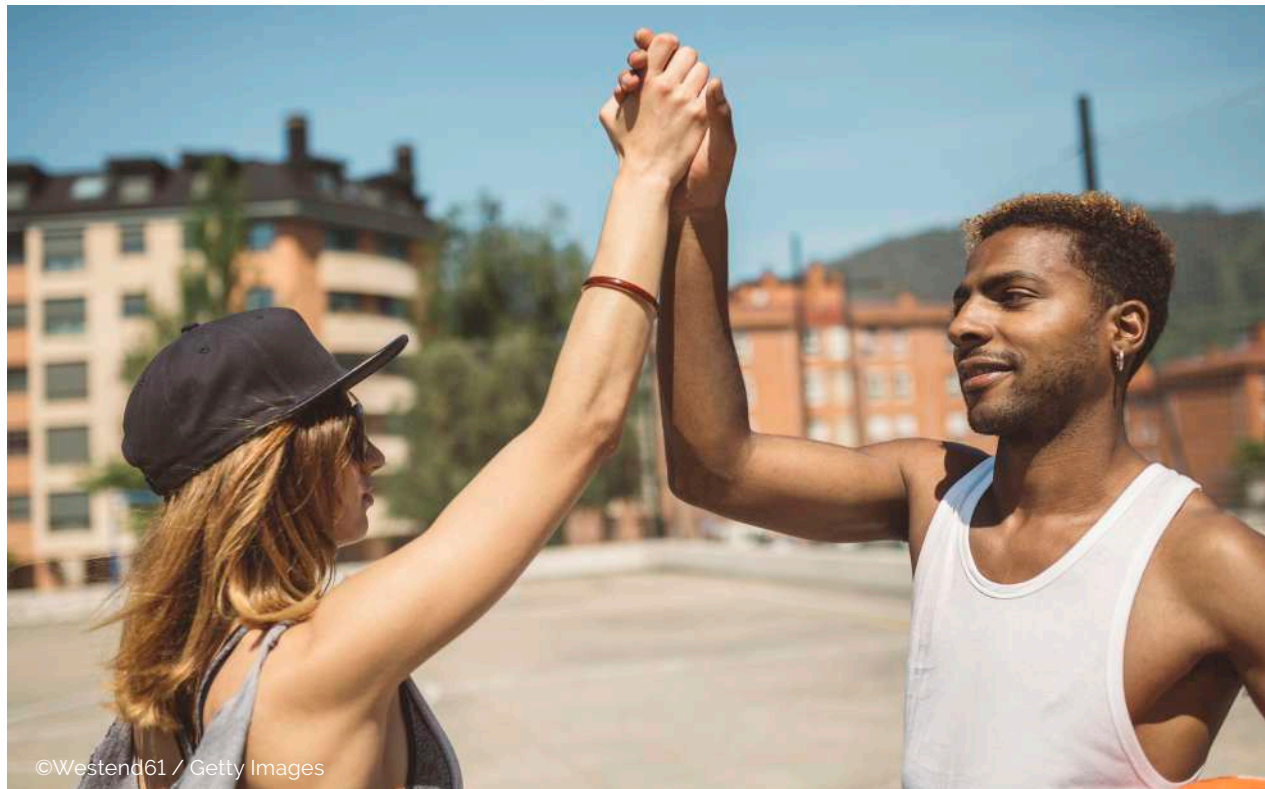
Impact 2024 offers three calls for projects a year aimed at three different categories of actors.

- A call for projects aimed at the CNOSF, the CPSF and the Olympic and Paralympic federations included in the Paris 2024 Games programme.
- A call for projects aimed at eligible public actors: The City of Paris, the French State, the Seine-Saint-Denis Departmental Council, the Plaine Commune Territorial Public Establishment, the Paris Terres d'Envol Territorial Public Establishment, the Grand Paris Grand Est Public Establishment, the Île-de-France Regional Council, the Greater Paris Metropolitan Region, the City of Marseille, the host cities of Seine Saint-Denis (the cities of Le Bourget, Dugny, La Courneuve, Ile Saint-Denis, Saint-Ouen and Saint-Denis) and the National Sports Agency (ANS).
- A call for projects aimed at civil society actors, i.e., of 'general interest', sports clubs and associations and local authorities.

Criteria for selecting the winners

Applications to the various Impact 2024 calls for projects are analysed by a selection committee made up of 26 members - athletes, experts, institutional actors - representing the wide range of expertise in civil society and the Paris 2024 ecosystem. The committee selects projects on the basis of harmonised criteria, including:

- The targeted impact on people who are far removed from practising sport and on vulnerable areas.
- Long-term prospects.
- Taking account of the ecological transition.
- Equality between women and men.
- Accessibility and inclusion of people with disabilities.



Dedicated support for winners

In addition to the support granted, Impact 2024 projects can, if they so wish, benefit from assistance tailored to their needs. This initiative, supported by Paris 2024, has three objectives:

- Maximise the potential impact and sustainability of the projects supported beyond the Games.
- Develop the skills of the people we support and strengthen our ability to deploy projects.
- Make collective progress and build the legacy of the Paris Olympic and Paralympic Games.

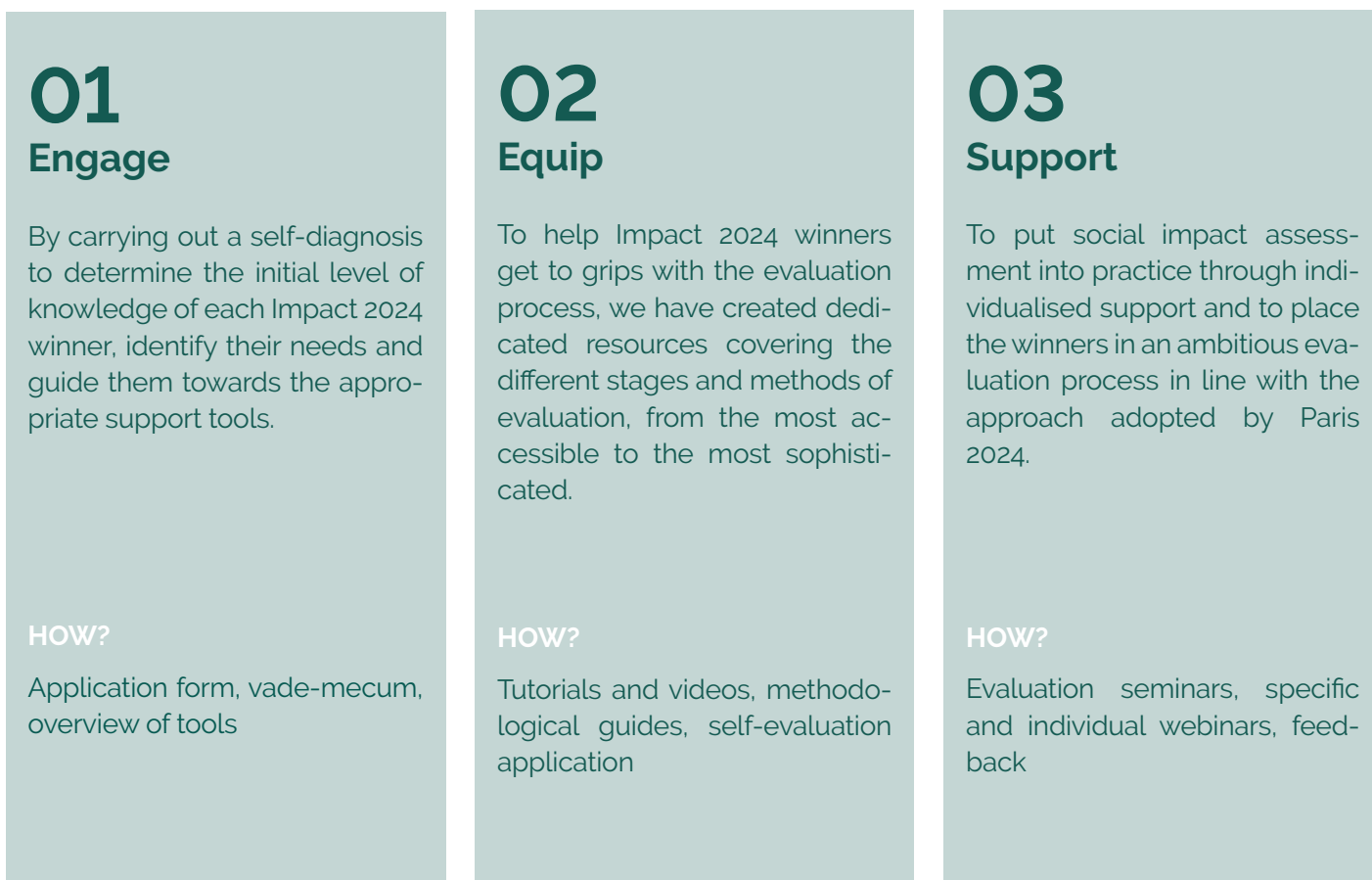
5 key areas of expertise are provided as part of the support package offered to project winners:

- Social impact assessment.
- Alliances and partnership development.
- Design and management of innovation and social utility.
- Digital transformation.
- Change of scale and organisational transformation.

In terms of social impact assessment, three levels of support have been identified (see diagram 9).

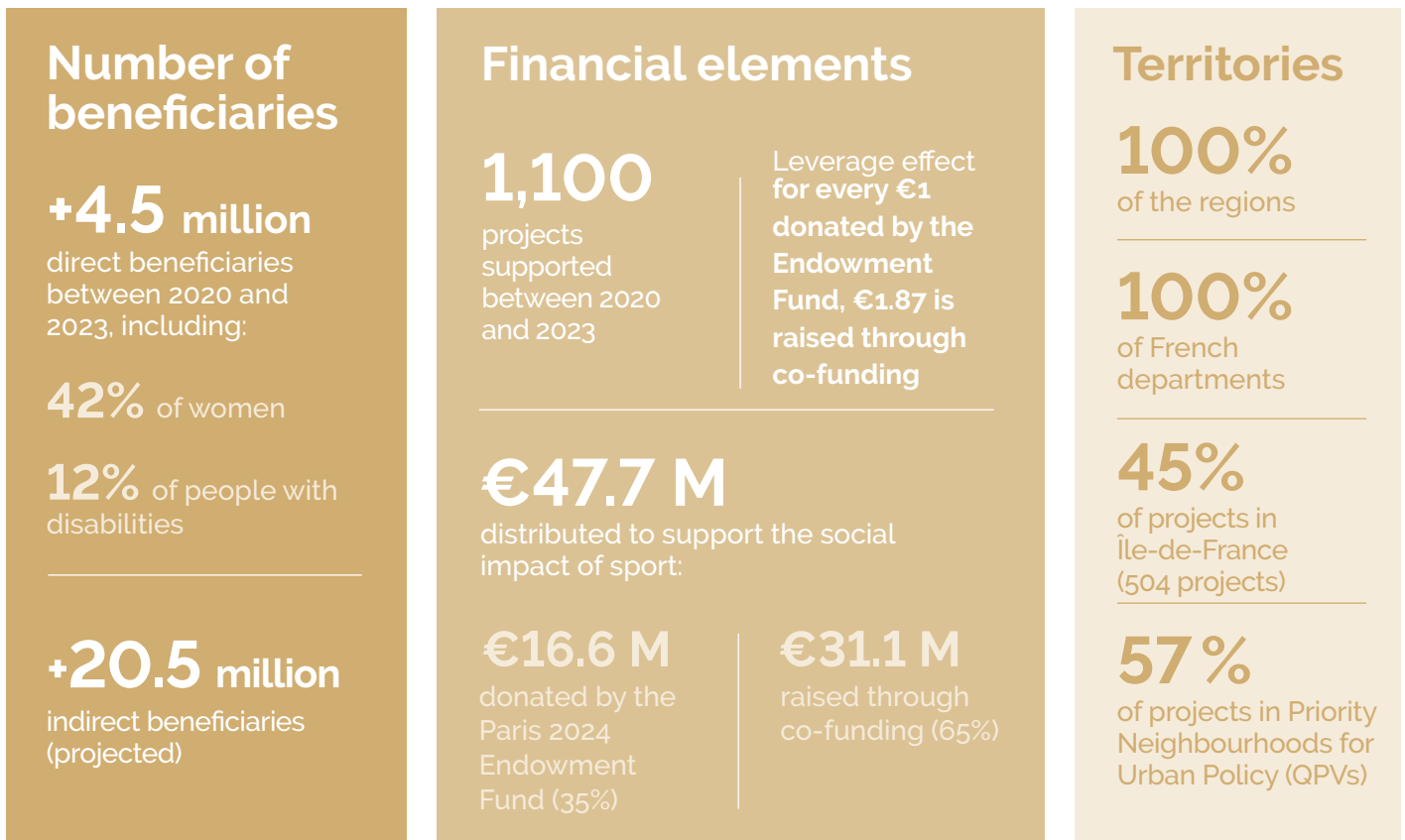
DIAGRAM N°9:

— Presentation of the levels of support for Impact 2024 projects



7.2 Impact 2024 key figures

The data below includes all projects supported by the Paris 2024 Endowment Fund between 2020 and 2023¹⁷⁶.



Seine-Saint-Denis, a priority area

Seine-Saint-Denis is one of the priority areas for initiatives financed by the Paris 2024 Endowment Fund

227

projects

rolled out in Seine-Saint-Denis between 2020 and 2023 have been selected, representing **over 20% of the projects supported**

+€10.67M

invested in actions deployed in Seine-Saint-Denis, i.e. **almost 19% of overall funding**, making it the **number 1 beneficiary department**, ahead of Paris (€9.8m) and the Rhône department (€4.8m)

+400,000

direct beneficiaries

live in Seine-Saint-Denis

¹⁷⁶ Data as at 31/10/2023.

Breakdown by theme

FIGURE N°10:

— Breakdown of the number of projects supported by the Paris 2024 Endowment Fund by priority

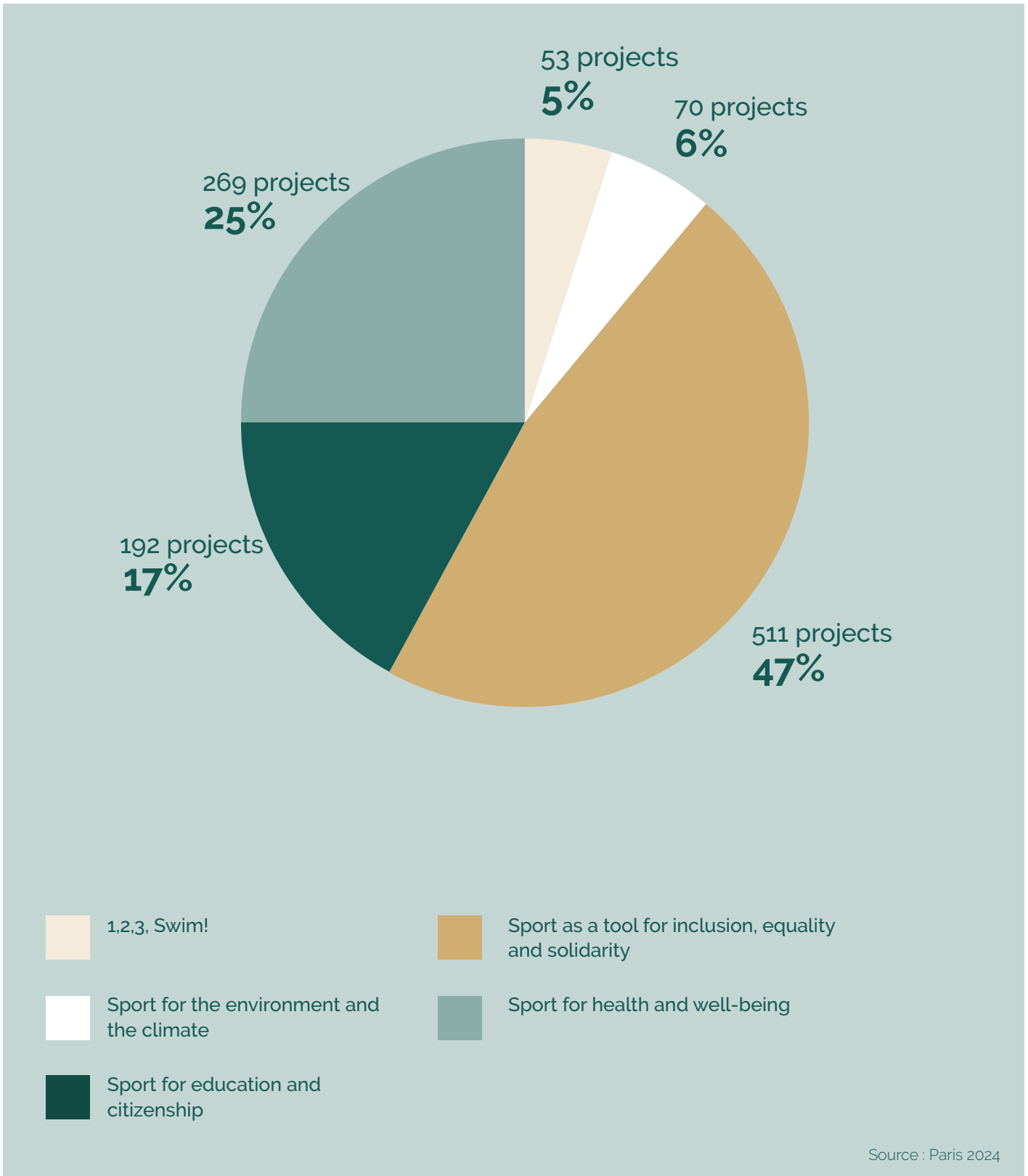
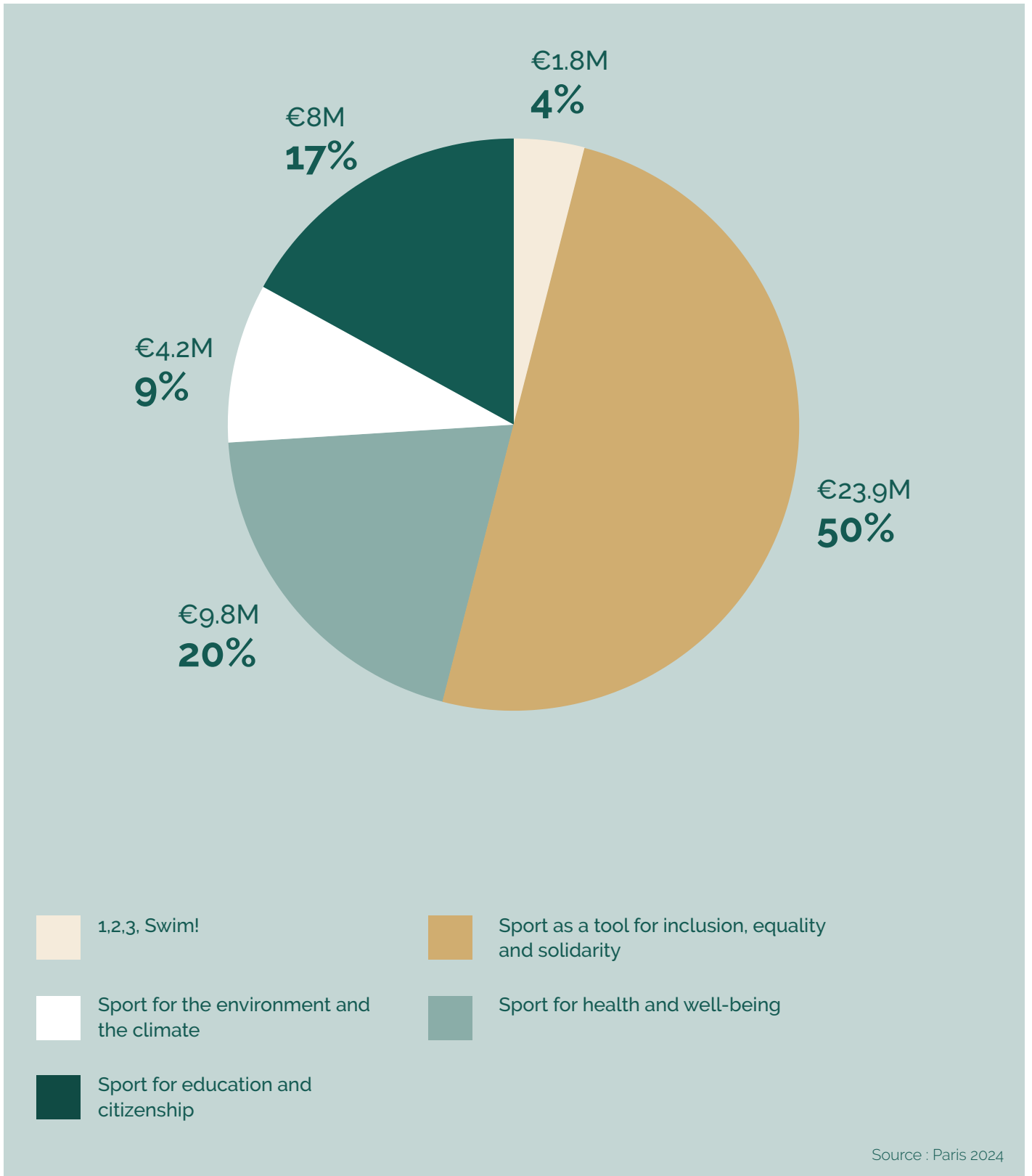
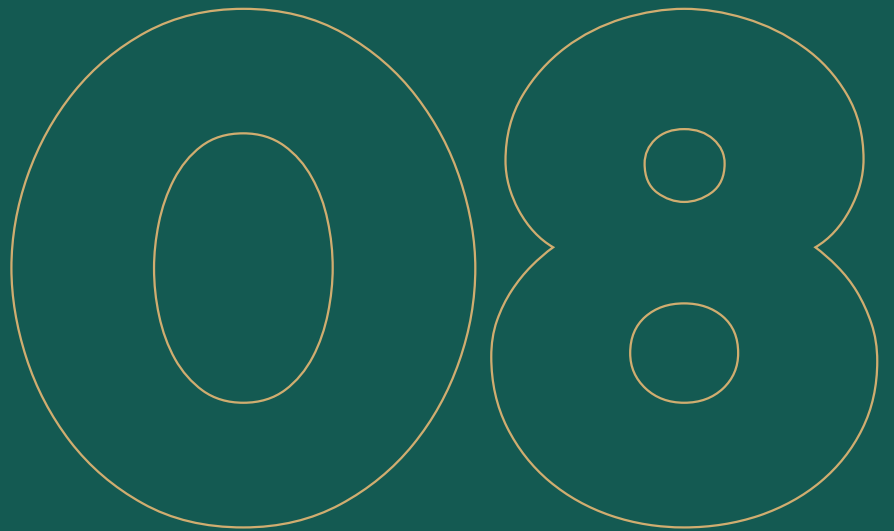


FIGURE N°11:

— Amounts (in €M) allocated to projects supported by the Paris 2024 Endowment Fund by priority





Overall assessment

of the work undertaken and initial
outcomes

In conclusion, the Interim Evaluation Report makes a number of observations about the progress of the Legacy & Sustainability strategy, its effectiveness, and the coherence and relevance of the strategy itself and the actions that form part of it.

The report develops a certain number of elements of analysis by theme (sport for education, sport for health, sport for inclusion and engagement, sport for the environment) that we will not develop here in order to concentrate on more transversal and general elements. These reflections will provide ideas on

the expected outcomes and impacts that will be useful to Paris 2024 and its stakeholders in steering the Legacy & Sustainability strategy in the final months before the Games. As the programmes are ongoing and the evaluation *in itinere*, these outcomes and impacts will be assessed and published in future evaluation reports (2025 and 2029) and will also be assessed in relation to the various studies carried out on the Games, in particular those coordinated by the French State and its Inter-ministerial Delegation for the Olympic and Paralympic Games.

8.1

Reasons for positive assessment

The project review we carried out as part of this report, and the outputs and initial outcomes identified, have enabled us to highlight a number of encouraging elements.

A strategy based on solid facts and clearly established priorities

First, it should be emphasised that the Legacy & Sustainability strategy that has been put into practice is consistent throughout. It is based on solid, shared knowledge and sets out clear priorities and coherent operational actions. These are integrated into a systemic logic, so that the concrete actions that are being implemented can be placed within an overall strategy and, conversely, this overall strategy can be illustrated by specific outputs.

The impetus and collaborative approach provided by Paris 2024 have resulted in a high level of commitment to the Games by all stakeholders

Although the Legacy & Sustainability strategy is based on a foundation and strategic framework supported by Paris 2024, it was initially defined in line with the objectives of the Games' stakeholders. This collaborative approach made it possible not to impose a 'restrictive' framework but, on the contrary, to offer greater freedom to the Games' stakeholders so that they could develop their own activities and programmes, adapted to their specific territorial and social realities. This collaborative working method also enables stakeholders to take ownership of, and become involved in the initiatives promoted by Paris 2024. In this particular Games 'ecosystem', Paris 2024 plays the role of catalyst, with stakeholders acting as both 'linchpins' and 'builders'. The aura surrounding the Olympic and Paralympic Games fosters collective ownership of societal issues, which is likely to generate a collective leverage effect to achieve, strengthen and amplify the ambitions originally defined as part of the Legacy & Sustainability strategy.

Overall consistency between the pillars of the Legacy & Sustainability strategy and between the programmes and actions of the Games' stakeholders

The evaluation work carried out also highlights the extent to which most of the actions and programmes present objectives and resources that are consistent with each other. The stakeholders are mobilising actions and programmes that are firmly situated at the intersection of several pillars (education, health, inclusion, environment), and are pursuing objectives that contribute to achieving the goals of Paris 2024 and its stakeholders. For example, in terms of education and inclusion, the organisation of events by Paris 2024 (Olympic and Paralympic Week) is supported by the mobilisation of other stakeholders (CNOSF, Departmental Council of Seine-Saint-Denis, City of Paris, etc.) through the organisation of specific events, which mobilise many schools, recommending that they use the resources available online distributed by Paris 2024. In addition to this linkage, which reflects the overall coherence of the action plan, it is important to note the internal coherence of each strand.



A strategy that has had a catalytic effect in forging partnerships between sports and non-sports actors

Whilst the sports movement, the voluntary sector and the educational community still operate in a highly sectorised manner, following a silo logic, the Legacy & Sustainability strategy has encouraged closer links between these domains. Beyond the collective co-construction and appropriation of the strategy itself, the actions highlighted in this report concern both the sporting world (considered in its great diversity of organisations) and actors who are not strictly speaking part of it: economic, social and educational actors. The latter have been heavily involved in sports initiatives and have also been able to take over certain activities and develop new ones. This cross-disciplinary dimension can also be found in a territorial application, with methodologies that combine sport with other approaches taken by local authorities throughout France.

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Individual actions that adapt to territorial opportunities and challenges, to form a coherent whole

The flexibility of the Legacy & Sustainability strategy, which authorises stakeholders to join or launch initiatives by obtaining a label, accessing resources and partners, and mobilising additional funding, encourages the emergence of a plurality and mesh of activities that adapt to the realities and problems of the territories. The ways in which they are deployed activate sufficiently diverse formulae to support the hypothesis that, taken as a whole, they are capable of 'forming a system', i.e., a coherent whole, capable of generating synergies and leverage effects, or even sustainability and longevity (with the idea of continuity strengthened by the partnerships and mutual reinforcement created and encouraged). In this respect, the Legacy & Sustainability strategy includes both:

→ Some actions which are rather one-off (with a quick-win or flagship approach, and a relatively high short-term impact), whilst others are more part of a structuring drive (with a smaller number of beneficiaries, a longer-term impact, and a more restricted perception by both the general public and the system of actors, in what can be likened to a 'sower' or invisible, under-the-radar approach).

→ Actions that are based on the logic of social experimentation, with phases that include time for testing, making mistakes and learning, often on a small geographical scale, whilst often focusing on the territory favoured by the Games (Seine-Saint-Denis, City of Paris in particular) and which are then rolled out, based on an analysis of their strengths/weaknesses and models that may work, on a wider territorial or even national scale; or, conversely, other initiatives that initially have a national dimension, relying on actors with this scope and expertise before being rolled out on a more localised basis.

→ Extremely 'sport-oriented' actions, which aim to make sport accessible to priority groups, by creating content, new offers, and working on the factors involved in the offer (skills, partnerships, etc.), and actions that focus more on the social and educational benefits of sport, by considering sport as a tool in the classic operational repertoire of inclusion, education or health (sport here being a support for purposes other than sport).

→ These actions are based on the promise of contributing to hyper-long-term change, which is an essential approach to tackling the complex challenges facing our society. In this way, Paris 2024 has undertaken fundamental actions, at both micro and macro levels, to bring about changes in mentality at all levels. Of course, at this stage, the effects are not yet all perceptible and tangible, but it is clear that, despite the challenges, difficulties, pressures and issues of effective collaboration between the various stakeholders, the progress linked to the projects implemented is already objectively measurable.



It should be emphasised here that not all activities or programmes are intended to be scaled up to reach more people in more areas. Some activities have social value because they have been co-constructed by stakeholders within the same area to address specific issues, and because they offer services in close proximity.

Tailor-made targeting of the most vulnerable groups

The concern of Paris 2024 and its stakeholders to focus their attention, action, effort and resources on the most vulnerable populations is particularly relevant. This targeting effort, correlated with that of territorial anchoring, innovation, the search for short-term outcomes and long-term societal transformation (such as changing the way people look at disability), attests to a strategy that is well thought out, structured, shared with stakeholders and orchestrated with a view to efficiency. The Seine-Saint-Denis department, given its specific characteristics and the fact that a large part of the Paris 2024 Games will be held there, has been prioritised in a number of programmes as well as in the financing granted by the Paris 2024 Endowment Fund.

8.2

Points to bear in mind

Beyond the grounds for satisfaction identified at the end of this interim report, it is also worth highlighting a number of areas for vigilance and questioning that need to be taken into account in order to lay the foundations for a lasting legacy and for genuine structural changes to emerge.

The difficulty of scaling up

Whilst not all activities are destined to be scaled up, some have the potential to spread for two reasons: either because they respond to needs that are not or only partially covered by public policies or private actors or because they help to change standards and practices towards greater inclusion. It has to be said, however, that the transition from a targeted or highly localised initiative, from a test phase based on voluntary action, to deployment on a wider territorial scale, up to and including national level, can pose a number of difficulties, be they financial, material, human or political. It should not be forgotten that the stakeholders must be given the time they need to fully grasp and take ownership of the programmes. Building a consensus or raising new funding is a long-term process, requiring adjustments and adaptations to the specific configurations of each venue and/or each audience. However, the question of change of scale is central, as it is probably from this that significant impacts will or will not be observed on a macro-economic level. We therefore need to be able to draw lessons from both the successes and the difficulties encountered, in order to identify the key factors that will enable us to succeed at this stage (the change of scale can be understood at a territorial level as well as in terms of the ambition of certain individual projects).

At this stage, a definitive assessment of the outcomes and impacts has yet to be carried out

Most of the indicators highlighted in this report are output indicators and provide little or no information on the effects (in terms of outcomes and impacts) of the activities on their beneficiaries. This is firstly because a large number of the programmes in the Legacy & Sustainability strategy are still being rolled out, and there would be little point in communicating results that are in their infancy or incomplete. Secondly, the legacy of an event such as the Games can only be assessed over the long term, and the structural changes brought about in the fields of education, health, inclusion and the environment can only be observed several years after the launch of the activities and programmes. At this stage, we have therefore focused on the coherence of the initiatives, and the efforts of Paris 2024 and the stakeholders to work together within the flexible framework of the strategy - a governance that is itself an important legacy issue. The specific studies carried out as part of the evaluation process put in place by Paris 2024 (the 30 minutes of daily physical activity scheme, para-friendly 'Inclusive Clubs' and active design in public spaces), the support provided to certain Impact 2024 winners and other studies, in particular those carried out by the French State and the Interministerial Delegation for the Olympic and Paralympic Games, but also those that will emerge from the academic and research world (university laboratories) will provide useful input for the overall analysis of the social impact of the Games.

The challenge of sustaining programmes and actions beyond the Games

The Paris 2024 Olympic and Paralympic Games have so far acted as a catalyst and impetus for a large number of programmes and actions. We now need to ensure that the momentum created by Paris 2024 does not fade after the Games. The issues addressed by the Legacy & Sustainability strategy and its objectives require reflection and, even more so, collective and coordinated action by all the stakeholders over the long term, far beyond the timeframe of the Games. It will therefore be the responsibility of the various stakeholders (the State, local and regional authorities, the Olympic and Paralympic movement, partners) to keep the momentum going and to continue the effort after the Games, so that the legacy can truly materialise, thereby avoiding a 'flash in the pan' approach and short-term impacts that would neither be extended nor contribute to supporting and accelerating structural changes. Behind this question of the sustainability of programmes and actions lies the question of the future catalyst(s)/carrier(s) of all these initiatives and projects. Two approaches can be identified:

→ A **'transfer'** to a single legitimate organisation/actor. In this case, given the societal issues addressed by the Legacy & Sustainability strategy and the ambitions it sets out, this organisation or actor should have national stature and substantial means of action/persuasion/training. The State, the National Sports Agency (ANS) and the sports movement - the French National Olympic and Sports Committee (CNOSF), the French Paralympic and Sports Committee (CPSF) - appear to be 'natural solutions', although we do not really know what their intentions are as far as this programmatic legacy is concerned.

→ A **'sharing'** of programmes between the Games' stakeholders. This could have advantages - such as the proximity or agility required to set up and manage certain projects - but it could also have disadvantages, such as the risk of diluting the actions, which could affect their overall coherence and their ability to 'form a system', or their implementation at microeconomic or mesoeconomic levels, which would not generate significant impacts on a large scale.

Paris 2024 and its stakeholders have fully understood this crucial issue of programme transfer and are currently carrying out an analysis, the conclusions of which should be communicated at the end of 2023 (see section 9.3).

8.3

Anticipating Legacy

In this interim report, we have highlighted that Paris 2024's Legacy & Sustainability strategy focuses on the social benefits that the Games can bring in terms of three major objectives: education through sport; health through sport; and inclusion through sport. We have previously presented and analysed the many actions and programmes undertaken by Paris 2024 and its stakeholders, and identified the first output indicators and, in some cases, outcomes. However, not all of these programmes and actions have yet been subject to ad hoc evaluation. This is why, in addition to the general lessons we have drawn, and by way of illustration, we have selected eight representative actions for which the evaluations that will be carried out will make it possible to anticipate what could be at the heart of tomorrow's Games legacy.

8.3.1 Presentation of actions

— Education through sport

Three representative actions can be selected:

- The Generation 2024 label, the main objective of which is to strengthen the relationship between the sports movement and the National Education system. The outcomes presented in Section 3, particularly in terms of the number of schools awarded the label, suggest that this initiative has already been a success.
- Olympic and Paralympic Week has also succeeded in creating synergies between the sporting movement, local authorities and schools.
- The City of Paris is committed to education through sport. The evaluation of this action has already been carried out and shows that the return on investment will be considerable, based on three major social benefits: improving pupils' relationships with school; improving relations between young people; and introducing young people to other areas of interest and other territories.

— Health through sport

Two actions have been selected as promising in terms of legacy:

- The 30 minutes of daily physical activity in French schools initiative was presented as "the flagship measure of the Games legacy". The extension of this action to all schools in France is in itself a great success, even if we need to continue working together to remove the obstacles to its effective implementation.
- The 1,2,3, Nagez ! (1,2,3, Swim!) initiative also represents a considerable challenge for the legacy of the Games. Developing swimming lessons in Seine-Saint-Denis, but also in all the disadvantaged areas, is an illustration of what can be done for disadvantaged areas in terms of diverse infrastructures and access to certain basic services.

— Inclusion through sport

The Evaluation Group focused their attention on two actions:

- The Impact 2024 - Start-up Challenge initiative, aimed at project leaders from priority neighbourhoods, is a training and support programme for the creation of social impact businesses based on the values of sport and inclusion. The success of this type of operation could be an important part of the legacy of Paris 2024 in terms of the entrepreneurial dynamic in the priority neighbourhoods of the city's urban policy (the challenge being to work on the "transition to action") and job creation.
- The Impact 2024 - athlete entrepreneurs Paris 2024 x AFD incubator can serve as a lever for sustainable development thanks to the reputation of top-level athletes. Sarah Hanfflou's project therefore deserves to be promoted.¹⁷⁷

8.3.2 Lessons for the legacy of the Paris 2024 Games

In light of the previous outcomes based on a few representative actions, it would seem that the 'Legacy of the Games' could be widespread and structured around three major pillars: the synergy between sport and schools; the improvement of public health; and the reintegration of people in difficulty.

— The "sport-school" synergy

It has to be said that France suffers from a lack of sporting culture, which is reflected in particular in the place occupied by Physical Education and Sport (PES) from primary school onwards. PE, and more broadly sport, is not recognised as a legitimate activity to be taught, unlike writing, spelling, mathematics and so on. As a result, it often remains the 'poor relation' of the subjects taught at primary school. It is often devalued in favour of the more intellectual subjects that children need to master if they are to succeed in life. This perception on the part of parents is sometimes even accentuated by the desire of some pupils to be exempted from PE lessons. It is therefore a considerable challenge to improve the perception of sport and, more broadly, physical activity and sport amongst the youngest children, to contribute at the same time to learning about their bodies, socialisation and respect for others (gender, social origin, race, etc.).

France is a world apart from other countries where students no longer attend afternoon classes and can devote themselves to other activities, including sport. In France, university sport is not supported by adapted timetables either, far from it. It will certainly be difficult to change this situation quickly and structurally, but the Games should be able to make a significant contribution if they are integrated into the relevant public policies.

¹⁷⁷ Sarah Hanfflou, a table tennis player from Cameroon, has launched TAKO, a social business that reduces the ecological footprint of the manufacture and distribution of table tennis tables in Africa. The tables, which can be customised and are 100% made in Africa, are sold to individuals, national federations and hotels. Following the programme, which enabled her to structure her project, better control her costs and discover new markets, she became the winner of the "Impact 2024 international" call for projects supported and financed by Paris 2024 and AFD.

We need to bring about a real revolution in national education to promote PE as part of the education of all pupils and, more broadly, to make physical activity and sport an integral part of the daily lives of the French population from an early age. The synergy between sport and school will not be automatic, and it will be necessary to commit substantial resources, particularly in terms of sports coaching. From this point of view, the Games can serve as a trigger to legitimise sport in schools. The extension of the 30 minutes of physical activity programme to all schools in France has already been a great success. All that remains now is to build bridges between the national education system and the sporting movement to gradually develop a genuine sporting culture.

Such a change in the perception of sport in schools will only be possible if all the actions initiated by Paris 2024 are part of transversal national public policies. This should not be impossible in a country like France, where sport is considered a public good. Unlike Anglo-Saxon countries, where sport is a private good and therefore regulated by the market, France should be able to introduce public policies. We could imagine incentive systems for sports clubs to encourage them to take on young people in difficulty, for example, which is something the market will not do if it is only interested in solvent audiences. We could also work on strengthening the interaction between educational and sporting actors to ensure a real continuum of physical and sporting activities from school to after-school, including of course extra-curricular activities. All actors, whether from the national education system or the sports movement, would find their place in such a continuum, with a complementarity that seems obvious. However, such an ambition presupposes that the existing obstacles to the development of collaboration between schools and sport, be they cultural, financial, human, material or logistical, can be overcome.

— Improving public health

For many years, the discourse on the legacy of the Games was based on the belief that there would be a 'demonstration effect' or a sort of trickle-down effect from elite sport to mainstream sport. It was accepted that major sporting events led to an increase in mass participation in sport in the host country. Several recent systemic studies¹⁷⁸ have shown that this direct causality between sporting events and mass participation in sport has not been verified, and that there is, at the very least, nothing automatic about it.

This is why it is important to implement proactive public policies and not passively wait for an automatic legacy from the Games in terms of participation. Making a collective, voluntary and assertive commitment to this objective of benefiting from a real knock-on effect of the Games on the practice of physical activities and sport is a major challenge insofar as an increase in practice will in turn guarantee beneficial effects on public health. This has been demonstrated by the two representative actions selected:

¹⁷⁸ Lion A, Vuillemin A, Léon F, Delagardelle C, van Hoye A. Effect of Elite Sport on Physical Activity Practice in the General Population: A Systematic Review. *J Phys Act Health*. 2022 Dec 13;20(1):77-93. doi: 10.1123/jpah.2022-0123. PMID: 36513078.

→ Instituting 30 minutes of daily sport at national level is a fundamental legacy of the Games to which we aspire. The same is true of all the initiatives that create synergy between the sporting movement and the national education system. The continuation of all these actions and programmes after the Games suggests a promising legacy in terms of public health.

→ Developing swimming lessons in Seine-Saint-Denis and other areas where there is a lack of swimming knowledge will leave a legacy that goes far beyond health issues. It is not legitimate to leave entire areas without the possibility of learning to swim, which is a very negative social marker. The success of such an operation could have a ripple effect on other sporting activities, increasing the impact on public health in the region.

— Improving employability in disadvantaged neighbourhoods

France has not seen the last of its 'troubled' suburbs (banlieues), which regularly 'explode' as a result of various incidents relating to the maintenance of law and order. This never-ending crisis in the banlieues has multiple, complex and intertwined causes. Whilst the Games should not be expected to provide a miracle solution, the actions taken by Paris 2024 to improve employability in the inner cities already show that this contribution can be significant. Employment is at the heart of any reintegration policy.

Inhabitants of working-class neighbourhoods face long-term difficulties in accessing the labour market. Whilst the recent fall in unemployment in France and the healthy state of the labour market have benefited these neighbourhoods and their residents, it has to be said that the unemployment rate remains high. In 2020, it stood at 23.4%, almost three times higher than in the surrounding areas (8.9%). Amongst young working-age people under 30, the rate is even approaching 33%, compared with 15% in other areas.

France's employment and solidarity policies, backed up by complementary urban policy measures, are working to reduce these gaps. But getting people living in working-class neighbourhoods into work is a complex and multi-factorial issue involving socio-economic, cultural and structural factors that can hamper employment opportunities and career progression:

- The rate of graduates in these neighbourhoods is lower than elsewhere. It is also more difficult to find a job even with the same level of education as your peer group. 22.2% of non-graduates in deprived areas are unemployed, compared with 15.3% outside of these areas.
- There are more people of foreign origin in these neighbourhoods, and they are sometimes victims of discrimination or even barred from exercising or practising sport.
- These populations are often trapped within their neighbourhoods with limited physical or social mobility.
- These populations may suffer from a feeling of exclusion, leading them to withdraw further.

Under such conditions, the Cour des Comptes (French National Audit Office) acknowledged in its July 2022 report that there was a twofold challenge to be met: to reach out to residents who are furthest from the labour market; and to offer them a suitable career path. This is the choice that Paris 2024 has made in its operations to support entrepreneurship amongst young people in the inner cities. Of course, this does not mean that we cannot support measures to help these neighbourhoods catch up in terms of various infrastructures and support staff. All in all, the legacy of the Games could lie in an awareness of the need to strike a balance between helping the region and helping the most disadvantaged individuals. Sport, as we know, can be a good vehicle for bringing such a project to the heart of the Games legacy.



In conclusion, we should not expect miracles from the hosting of the Games. Nonetheless, using the Games as a tool which is capable of changing attitudes is the aim of Paris 2024 and will be their true legacy. Indeed, the underlying nature of the problems encountered is only partly economic, it is above all cultural. The aim is to change the way we look at sport in schools, sport for health and sport to improve the employability of the most disadvantaged. And with an event as exceptional as the Olympic and Paralympic Games, such a change of perspective is entirely possible.

8.4

Recommendations

This first evaluation report sets out five transversal recommendations which build on the issues raised in the 'points to bear in mind', and which can be added to and/or clarified. These cross-cutting recommendations are broadly in line with the main framework, which aims to maintain the focus on outcomes and the transfer of tools.

8.4.1 Increase accountability (traceability of outcomes, impact measurement)

The first recommendation relates to the approach taken in terms of evaluation, going beyond the strict subject of this report and its follow-up, but considering it in the light of the entire workflow it entails, particularly in relation to the stakeholders involved in the Legacy & Sustainability strategy.

In our view, the accountability effort undertaken is likely, both in principle and in terms of the actions actually implemented, to put the actors in a position to recognise what has been achieved, to analyse the levers of success and to identify and overcome the bottlenecks. This process of continuous ownership involves the ecosystem of actors not only in learning the methodology, but also in communicating what has been learnt and the potential changes that have been made, therefore providing a sound basis for sustaining the achievements and extending them.

In addition, the traceability of outcomes and the impact measurements provide the evidence that guarantees 'structural changes', without which the idea of a communication effect could be opposed. They also make it possible to identify areas for improvement in the management of Paris 2024's Legacy & Sustainability strategy, as well as for future organisers of major sporting events.

8.4.2 Continuing to roll out flagship projects and encourage stakeholders to get involved

Secondly, the effort devoted to emblematic actions should be considered paramount. These appear to be the ones with the greatest structuring power and resonance, and it can be assumed that they are a fundamental lever for structural change. In fact, they are flagships, whose successes and examples are potential driving forces for the entire ecosystem. More than any others, these emblematic actions are likely to create models, or even a potential new paradigm. To make the link with the first recommendation, these emblematic projects face a heightened accountability challenge to which particular attention, rigour and vigilance should be paid.

8.4.3 Supporting Impact 2024 winners in their efforts to establish and expand their projects

Thirdly, working in tandem with the emblematic projects, the aim is to support the Impact 2024 winners beyond the Games. The challenge is to benefit from a network of initiatives across all sectors, all actors and all levels that will anchor the legacy in the day-to-day life of organisations, in the realities of the regions and in the 'difficulties' of the range of issues involved. The challenge with this support lies in sustaining a wide geographical catchment area approach. Support for these actors and these projects should include a concern for longevity and expansion, by reviewing their progress. To a certain extent, everything points to the fact that the real perspective of Paris 2024 is to make the Games part of a longer-term perspective. Therefore, the introduction of a forward-planning process that aims to make people think about today's actions in terms of their future outcomes should not only encourage those involved to continue the momentum that has been set in motion post-2024, but should also help them to find the right conditions for their implementation and success. Subsequently, it will assist them to become self-sufficient, so that they have the knowledge of what to do after the Games and without Paris 2024. However, this transfer process is not always as simple as it might first seem. It involves passing on the knowledge, skills, resources and best practices of a successful Impact 2024 pilot project or experiment to other areas, actors or communities. In addition, the specific features of each context will need to be taken into account, insofar as what works in one environment may require significant adaptations to be applied elsewhere. Expanding successful, emblematic experiments is a powerful way of catalysing progress and creating a large-scale positive impact.

At the same time as working towards sustainability and expansion, we would like to stress the importance of continuing to build on existing initiatives, particularly those relating to:

- Establishing a culture of cooperation between different domains.
- Embedded and scientific approaches to measuring impact, making it possible to objectify the effects of projects and thus contribute to assessing their value.
- Experimenting with grey areas in public policy.
- Taking the most vulnerable groups and areas into account right from the design stage.
- Involving local authorities in the handover.

8.4.4 Ensuring that the initiatives and momentum generated are passed on

The fourth recommendation takes a closer look at the specific responsibilities of actors who may or may not be 'doers', i.e., who are not actors in the sector, but who are nonetheless 'strategists'. These include organisations from a variety of fields, both public and private, market and non-market. What they have in common is a capacity to influence, lead and mobilise funds, in other words a power that makes each of them, at their own level, capable of responding favourably to the challenge of sustainability beyond the Games. With these type of actors, and to a certain extent mirroring what prevails for the support of the network of initiatives mentioned above, persuasive work needs to be developed, in particular, around capitalising on and promoting the outcomes obtained.

In this respect, the challenge may not be so much to highlight successes for what they are, but to use them as a means of expressing a new and lasting expectation on the part of the public, audiences, customers, users, residents and so on. The message that could be formulated is that we now need to 'permanently take this into account': actions and dynamics have been initiated, responses to structuring needs have been provided, which calls for the ambition to be pursued and the work initiated to be supported. What is emerging here is more or less to encourage collective ownership of the definition of 'Generation 2024', so that the accountability of the commitments is endorsed beyond the Games.

8.4.5 Delivering the legacy to the most vulnerable groups and regions

The first four recommendations are mainly methodological in nature and relate broadly to the logic of action, without addressing what is at the heart of the strategy, i.e., the public itself and, in this case, a public that can be described as the most vulnerable. Maintaining this ability to focus greater attention on the most vulnerable groups and regions, and those furthest from certain basic services (education, health, employment, housing, sport, etc.), must continue to be a priority, whether this means deploying levers to enhance, support, make accessible or emancipate these groups. Finally, this must continue to be highlighted in the outcomes and impact measurements, so that these audiences are clearly positioned at the heart of the strategy, and that the legacy focuses first and foremost on the ability to address them, through the leverage of sport, which, as we have seen in this report, has a unique ability to act as a catalyst for public policies aimed at inclusion, education, health and ecological transformation.



the
Legacy
of
Paris 2024

**for future
international sports
Mega-events
organised in France
and for future editions
of the Games**

Convinced of sport's ability to benefit society as a whole, Paris 2024 **has developed a sustainability and legacy strategy which raises the question of the methodology for organising and evaluating this strategy.**

Placed at the heart of our concerns, this methodological legacy seems to follow several guiding principles, which we have formalised as follows:

01 — Strengthening and securing the capacities of the actors involved by putting in place processes to improve their knowledge, skills, tools and resources to enable them to achieve their objectives more effectively and sustainably. Here, the work of Impact 2024 winners in providing support and tools (for measuring impact, scaling up, digital transformation, etc.) must be highlighted.

02 — Accountability an essential component of transparency and responsible governance, which refers to the responsibility and obligation to account for actions, decisions and outcomes. It plays a crucial role in public confidence, good governance and the promotion of ethics and the social responsibility of the Games. The work initiated around the **ORAH** platform (Outil de Recensement des Actions Héritage de Paris 2024) is particularly exemplary in this respect, making it possible to showcase the actions carried out by the stakeholders of the Games.

03 — Support for a culture of innovation: by investing in research and development, supporting entrepreneurship, encouraging collaboration and fostering a culture of innovation, Paris 2024 seeks to create an environment conducive to innovation. Whether technological, process or product, organisational or social, innovation is essential for economic growth, competitiveness, solving societal problems and improving the quality of life in the longer term, well beyond the Games. It encourages creativity, adaptability and the search for new opportunities.

04 — Raising the profile and promoting the actors involved in the legacy and impact of the Games, particularly those from the Social and Solidarity Economy (SSE) sector, which will make it possible to take action in at least 5 areas:

- Visibility and recognition.
- Access to appropriate sources of finance
- The creation of partnerships and collaborations with other actors (such as traditional businesses, public institutions, civil society organisations, etc.).
- Disseminating best practice.
- Their ability to influence the development of the country's public policies.

In addition to the national scope of the methodological legacy, it also concerns future editions of the Games and, more broadly, future international sporting events. It provides a basis on which future organisers can build their own strategy by adopting the various measures. Paris 2024 and its partners are working to put a new model for the Games in place: the Laboratory Games, (which imagine the world of tomorrow, test, invent, create, and forge useful solutions for society), by defining new standards, so that future editions of the Games and other international and French events can do better.

9.1

A Methodological Legacy

Whilst a number of programmes have been launched in preparation for the Games that can both be passed on to French stakeholders and serve as a source of inspiration for organisers of future editions of the Games (see below), we feel it is equally important to highlight the methodology adopted by Paris 2024 in developing, implementing and evaluating the Legacy & Sustainability strategy. Without prejudging the outcomes and impacts observed, we feel that this strategy is particularly appropriate when it comes to planning and building the legacy of a major international sporting event.

A 5-stage approach

As illustrated in the previous sections, Paris 2024's Legacy & Sustainability strategy has been designed to respond to macroeconomic challenges:

→ **Education**, with the ambition of mobilising sport for its educational virtues and for the opportunities it offers in terms of encouraging civic engagement.

→ **Health**, with the aim of strengthening the role of sport in French society and reaping the benefits of regular physical activity and sport from an early age.

→ **Inclusion**, with the aim of using sport as a tool to encourage social inclusion and as a lever for improving the living conditions of specific groups, with a particular focus on people with disabilities.

With these ambitions as a starting point and the desire to have a real impact, whilst humbly accepting that the programmes put in place as part of the Games could only provide a partial response that complemented existing initiatives, Paris 2024 built its strategy in five stages.

Stage 1:

Diagnosis



In the upstream phase, Paris 2024 carried out a number of assessments in order to guide its actions. This assessment phase, which is all too often neglected even though it is of vital importance, provided tangible elements on which to build the Legacy & Sustainability strategy. These diagnoses, which were carried out by various types of actors (i.e. research laboratories attached to French universities, specialist consultancies), served as the basis for drawing up the strategy's programmes and actions.

Stage 2:

Design



On the basis of the inventory and the recommendations for actions formulated in the diagnostic phase, Paris 2024 has put in place a programme design strategy to feed into the Legacy & Sustainability strategy. This phase, which was carried out 'in-house', made it possible to determine thematic and/or territorial priorities and to identify the levers for action to be implemented during the life cycle of the Games.

Stage 3:

Experimentation



Once the programmes and actions had been designed, Paris 2024 and its stakeholders moved on to a 'small-scale' experimentation phase. This experimentation phase made it possible to assess the strengths and weaknesses of the various schemes, as well as the opportunities and threats with a view to developing them on a larger scale. In particular, this phase enabled us to identify the conditions for success in implementing the programmes and actions.

Stage 4:

Deployment



Once the trial was completed, Paris 2024 was then able to move on to a second implementation phase consisting of a wider deployment, taking into account what had worked and the difficulties observed during the trial phase. This 'mini' roll out enabled the audience for the actions to be gradually extended, with a view to reaching the ultimate stage of widespread general use.

Stage 5:

Widespread roll out



Finally, the objective of Paris 2024 and its stakeholders is to achieve widespread implementation of the various programmes and actions, particularly the most structuring ones. The legacy of the Games will require universal large-scale deployment so that significant tangible and intangible effects can eventually be observed.

TABLE N°20:

— Stages in the implementation of actions under the Legacy & Sustainability strategy

Pillar	Diagnosis	Design	Experimentation	Deployment	Widespread roll out
Health: 30 minutes of daily physical activity at school	Study on the benefits of physical activity and sport for children (Sport & Citoyenneté, 2019)	Creation of the "Bouger Plus" action plan, including the 30-minute Daily Physical Activity (30`APQ) scheme	Testing the system in the Académie de Créteil Study to evaluate the system in the Académie de Créteil completed in October 2023	Launch of a call for expressions of interest in 2020.	Government decision to roll out to all French schools for the 2022/2023 school year
Inclusion : The "Network of Para-Friendly Clubs" project	Study on the barriers and levers to sport for people with disabilities (ORME, 2019)	Para-friendly clubs (now Inclusive Clubs)	City of Paris and Department of Seine-Saint-Denis. Assessment study completed in November 2023	Currently being scaled up: City of Marseille (13), City of Pessac (33).	The Ministry of Sport and the Olympic and Paralympic Games intend to support and raise awareness amongst 3,000 new clubs by the 2024/2025 season.
Health: Paris 2024's "Move More" strategy		"Bouger Plus" strategy and development of Active Design, including 3 operational guides → Bouger Plus à l'école (Move more at school) (Novascopia, 2020) → Bouger Plus en ville (Move more in the city) (Urbanova, 2021) → Bouger Plus au travail (Move more at work) (Urbanova, 2022) Drafting of 20 action sheets for mayors by the Collectif pour une France en forme (For a fit France) and ONAPS (2020)	"Move more in the city": 6 pilot areas Evaluation study of the system in Saint-Dizier (52) completed in October 2023 "Move More at Work": #GoFor30 challenge for Games sponsors	Roll-out of the #GoFor30 challenge to all French companies, with a system based on the 'Paris 2024 brand'.	Coming soon

⁷⁹ Observatoire de Recherche sur les Méga-Événements sportifs, Université Paris-Est : <https://www.u-orme.fr/fr/>



Paris 2024's Legacy & Sustainability strategy thus seems to have been the subject of a planned and structured approach with the intention of relying on studies designed to:

- Convince people of the benefits of taking action, following the example of the ONAPS study on the impact of physical activity and sport on health.
- Know where to act, like the ORME study on the barriers and levers to sport for people with disabilities.
- Support the transition to action, like the various practical guides to Active Design.
- Evaluate the impact of programmes and initiatives, as in the study carried out by Quadrant Conseil to evaluate the "Network of Para-Friendly Clubs" (now Inclusive Clubs).

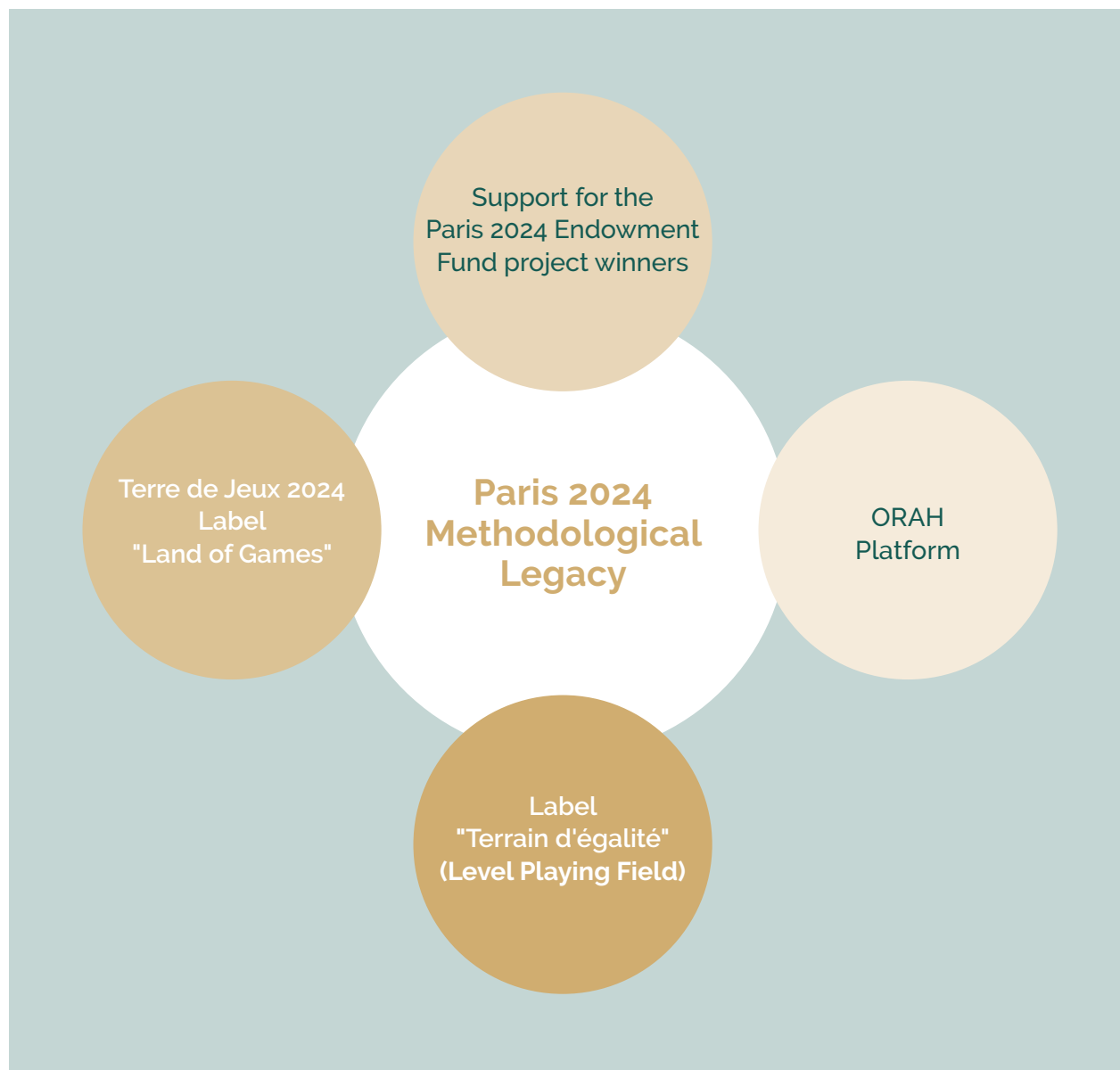
We believe that the sequential and well-supported approach adopted by Paris 2024 is good practice that should be replicated for other major international sporting events organised in France, as well as for future editions of the Olympic and Paralympic Games, whilst obviously adapting it to the context, resources and ambitions of each event.

9.2 A legacy of programmes and labels

To date, we believe that the four levers used by Paris 2024 are particularly effective in mobilising the sports movement, local authorities, public authorities, companies and/or citizens to implement and deploy the Legacy & Sustainability strategy. These four levers are shown in the diagram below.

DIAGRAM N°12:

— Legacy of Paris 2024 programmes and labels



In the following section we explain how each of these levers contributes to one or more of the guiding principles set out below, and in so doing, demonstrate the progress of the promised methodological legacy.

9.2.1 Support for Impact 2024 winners

A support programme designed to maximise the potential impact and promote the sustainability of projects

In addition to the financial support granted to Impact 2024 winning projects, the Paris 2024 Endowment Fund offers a support programme designed to maximise the potential impact and encourage the sustainability of projects through a system based around:

- 01** — Training by a group of experts on the strategic themes identified in a diagnostic phase of the needs of project promoters.
- 02** — One-to-one coaching from experts on the challenges of scaling up, measuring impact, digital transformation, project design and alliances and partnerships.
- 03** — Peer-to-peer workshops to share best practice and brainstorm solutions to common problems.
- 04** — A resource centre and peer-to-peer exchange software.

The aim of this scheme is to give practical expression to our ambition by increasing the skills of those involved and capitalising on data and documentation that will remain available and accessible even after the Games.

Over
250
projects have been supported, either collectively or individually

2,370
hours
of group training were offered to Impact 2024 winning projects; the average satisfaction rate was **4.1/5**

45 projects
- including **29**
from the sporting movement - were directly supported by our experts

FOCUS ON IMPACT ASSESSMENT SUPPORT

Paris 2024 also wanted to introduce a comprehensive approach to evaluating its Legacy & Sustainability strategy. This covers not only the actions directly carried out or deployed by Paris 2024, but also those developed by all the stakeholders involved in the Legacy & Sustainability strategy, such as the Generation 2024 schools and the winners of the Paris 2024 Endowment Fund with an Impact 2024 project. Nearly 400 project leaders have received collective training or support (individually or collectively) in impact assessment.

The activation of a support system on the one hand, and of an evaluation process on shared perimeters on the other, seems likely to produce a virtuous circle, and more particularly to mobilise people.

The Paris 2024 Endowment Fund is therefore an opportunity to capitalise on the work of all its stakeholders. Indeed, the number and diversity of the initiatives covered by the 'Impact 2024 - Call for Projects' represent a breeding ground for practices and methods likely to provide lessons for the actors involved. It can also contribute, on its own scale, to a better understanding of the conditions and levers that make it possible to use sport as a response to societal challenges. Ultimately, this approach is likely to fuel a demand for greater consideration of the potential impact of sport.

Nearly

400

Impact 2024 winning projects have received collective training or support (individually or collectively) in impact assessment

10.2%

of Impact 2024 winning projects called in an external evaluator

42%

of Impact 2024 winning projects have carried out an evaluation of the outcomes of their project

92%

average satisfaction rate for each of the 5 'impact assessment' modules

9.2.2 The ORAH platform (orah.paris2024.org)

Operational from 2021 and co-financed by the CNOSF and the City of Paris, the Legacy Actions Inventory Tool (ORAH - Outil de Recensement des Actions Héritage de Paris 2024) is centralising and monitoring the progress of legacy actions undertaken by Paris 2024 and its stakeholders, including the Impact 2024 winning projects.



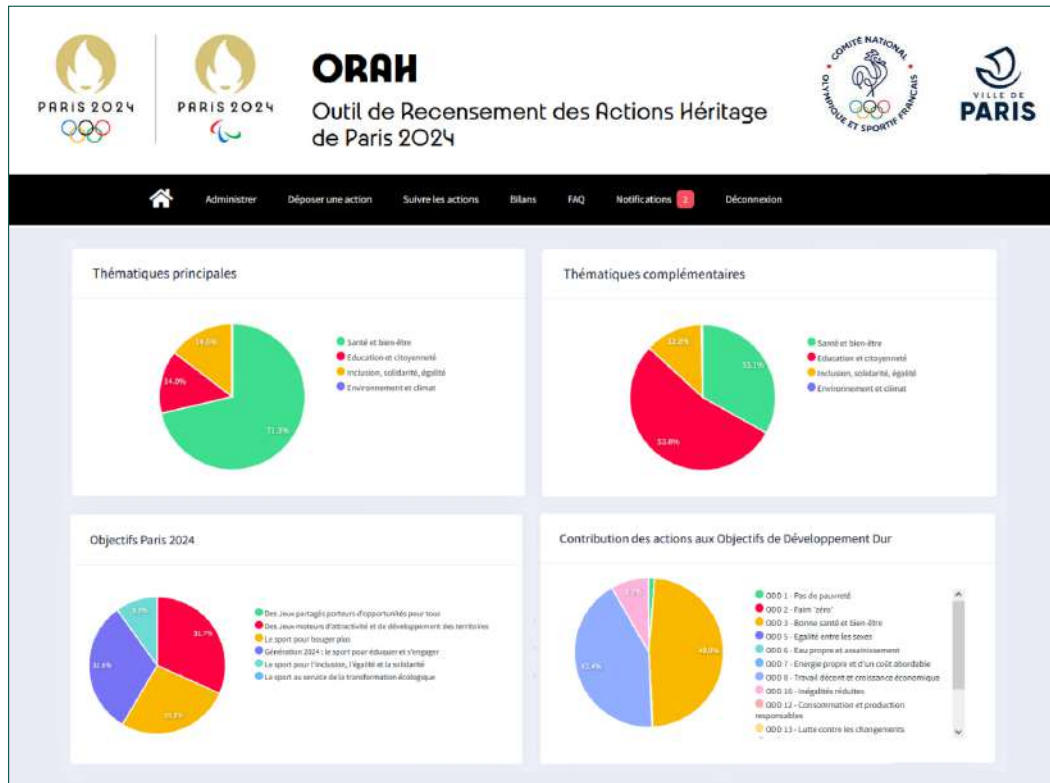
ORAH is used to collect, monitor and visualise the data that contributes to the legacy of Paris 2024. More specifically, the tool is designed to meet the following objectives:

- **Enable** project sponsors to promote their contribution to the legacy of Paris 2024 and the United Nations' Sustainable Development Goals.
- **Verify** that the territorial and thematic distribution of projects under the Legacy & Sustainability strategy - in particular Impact 2024 projects supported by the Paris 2024 Endowment Fund - is balanced.
- **Feed** the protocol for the social impact measurement of Paris 2024. Thanks to the data collected, this protocol will help assess the results of Paris 2024's Legacy & Sustainability strategy.

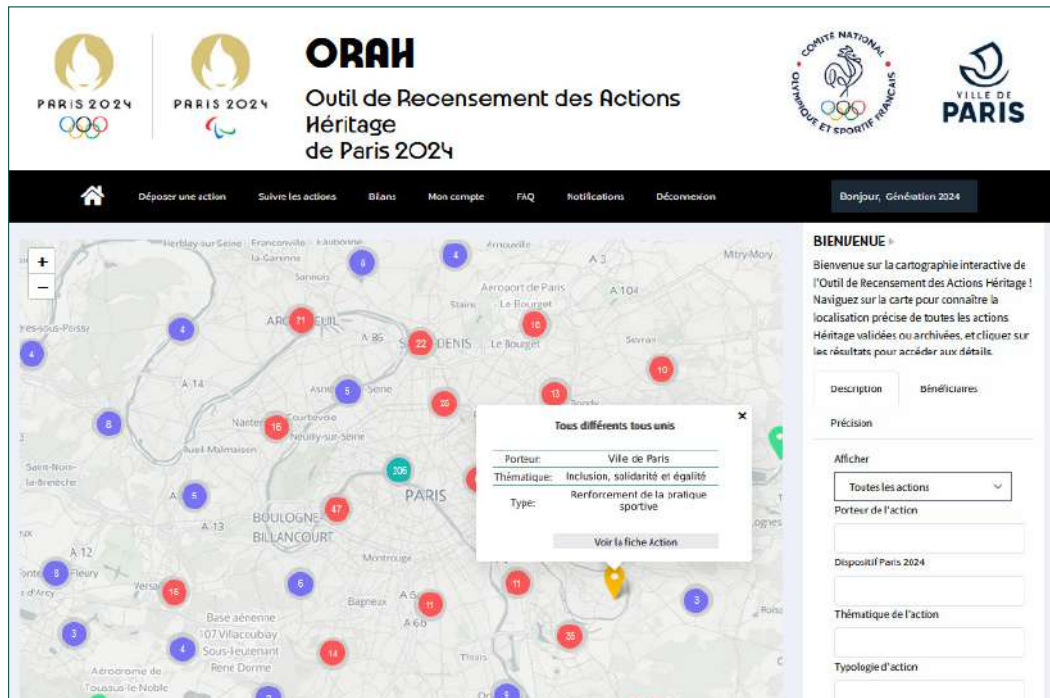
ORAH is a specifically designed tool to help assess the social impact of Paris 2024, but its functions also enable project sponsors to:

- Monitor the implementation of their actions using a graphical dashboard.
- Generate summary sheets to showcase the actions identified.
- Access a map of all the actions listed on ORAH.

FIGURE N°11:
 – Screenshots of the Legacy Actions Inventory Tool (ORAH)



The dashboard for monitoring and taking full advantage of key information on projects listed on ORAH



Interactive map showing the projects listed on ORAH

It appears therefore to have been able to support the methodological legacies mentioned above. It is also an ideal tool to assist in the implementation of the Legacy & Sustainability Strategy.

This comprehensive platform can be used as a methodological legacy so that those involved in the Games in France can continue to collect data that will highlight and enhance the value of the actions undertaken, and feed into the discussions on data collection for future Games.

5,811

projects listed in ORAH

concerning

1,960,000

beneficiaries

2,774

projects listed on

ORAH under the health

theme, **1,222** under the

inclusion theme and

300 under the disability

theme.

+ 200

projects identified in

Seine-Saint-Denis

(data as at 31/10/2023)

9.2.3 The Terrain d'égalité label

In November 2019, the Prime Minister announced the State Legacy Plan coordinated by the Interministerial Delegation for the Paris 2024 Olympic and Paralympic Games (DIJOP). As part of this ambitious plan, the Ministry for Equality between Women and Men, Diversity and Equal Opportunities and the Ministry for Sport, in conjunction with the Interministerial Delegation for Major Sports Events (DIGES), are implementing measure no. 77 on the creation of a label for the promotion of equality between women and men and the prevention of and fight against discrimination and sexist and sexual violence, intended for major international sports events: the Terrain d'égalité label (Level Playing Field). This label was effectively created in 2022.

This label, a flagship measure of the State's legacy plan, is a reflection of Paris 2024's Equality and Diversity strategy, a concrete commitment and a tool for steering the actions implemented within the Committee. This approach of participating in the creation of a normative framework on these subjects and applying for the resulting label is unprecedented for an Organising Committee of the Olympic and Paralympic Games. It is both an imperative necessity and a genuine responsibility.¹⁸⁰

¹⁸⁰ Ever since Paris bid to host the Olympic and Paralympic Games, the values of diversity, equity and inclusion have been central. The promotion of equality between men and women, and the prevention of and fight against discrimination and gender-based and sexual violence, have been continually reinforced through the development of the organisation, and were further strengthened by the commitment to the equal opportunity label Terrain d'égalité. Internally, the signing of the collective agreement on professional equality between men and women has formalised these commitments for Paris 2024 employees.

There are many objectives and reasons for applying for this label:

- To use it as a tool to steer, mobilise and progress internally as part of an exemplary approach to gender equality, promoting diversity and combating all forms of discrimination.
- Raise the profile of these causes nationally and internationally, particularly within the sporting movement, whilst contributing to the methodological, normative and quantitative legacy of this label.
- To use as an advocacy tool to increase women's participation in sport, improve the representation of women and minorities in the sporting professions, encourage the empowerment of young girls through sport and promote diversity in a safer environment.

The Terrain d'égalité label recognises major national and international sporting events, whether one-off or recurring, that are committed to equality and to combating all forms of discrimination and sexist and sexual violence. The actions implemented under the label commit the organisers to:

- Be agents of change, by making sporting events a place of trust, safety and conviviality for everyone.
- Initiate a virtuous dynamic in the preparation and organisation of sporting events in France, notably through an objective of parity and diversity within the teams of employees and volunteers.
- Set an example by putting in place prevention and reporting systems.
- Promote these commitments and objectives at national and international level.

To obtain the label, which Paris 2024 helped to create, helped to draft the specifications for and applied for, the event must comply with a set of specifications comprising some twenty criteria such as: the training of staff and volunteer teams on equality and non-discrimination, the accessibility of the sports event to all members of the public regardless of their gender identity, sexual orientation or ethnic or racial origin, the promotion of egalitarian and non-discriminatory communication free of all stereotypes, and the provision of a listening and reporting centre for staff and spectators. Applications are assessed by Afnor Certification, the label operator, and then submitted to a pluralist awards committee.

This label, which is aimed at organisers of major international sports events (GESI), and which aims to promote equality between women and men on the one hand and, on the other, to prevent and combat discrimination and sexist and sexual violence in the field of sports events, should make it possible to make tangible progress towards equality between men and women when hosting and organising major sporting events in France and abroad, and to certify that sporting events comply with around twenty criteria and actions, both internally and in relation to all the stakeholders in the international sporting event. Thanks to a solid, 360-degree approach, accompanied by training and awareness-raising programmes, it should make a useful contribution to raising the profile of these causes both nationally and internationally.

9.2.4 The Terre de Jeux 2024 label

Launched in 2019, the Terre de Jeux 2024 label helps to involve and bring together French local authorities and actors in the sports movement in the Games adventure. It enables them to benefit from the positive momentum of the Games in the run-up to the event, to strengthen the role of sport and bring the Games to life for their inhabitants, and also to co-construct the legacy of the Games in the regions.

With Terre de Jeux 2024, the driving forces of the territories are mobilised alongside Paris 2024 to multiply the social and environmental impact of the Games. The Organising Committee is drawing inspiration from the local authorities and federations that have been awarded the label, promoting their actions and working with them to set up initiatives that:

- Use sport as a tool to develop education and improve health
- Work to make sport a tool for inclusion.
- Make sport a lever for sustainable and responsible action.
- Make physical activity more accessible to all

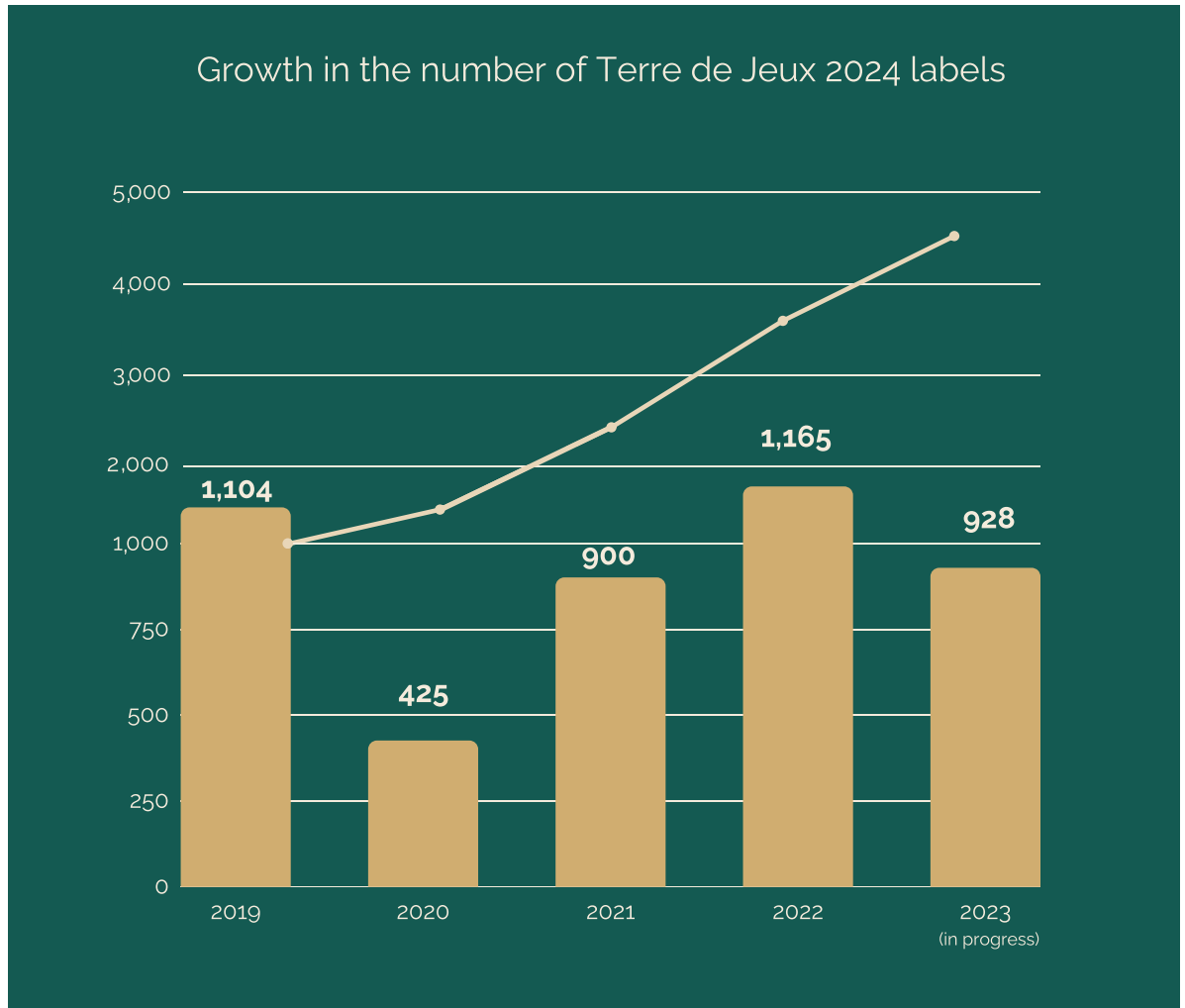


4 years after its launch in 2019, the Terre de Jeux 2024 label has **4,583 recipients**: 4,109 communes and intercommunalities, 98 departments, 16 regions, 4 overseas territories, 87 sports federations (Olympic and Paralympic or outside the Games programme), 12 Polynesian federations, 111 CROS/CDOS/CTOS, 130 French embassies abroad, 11 cooperation actors (associations of elected representatives, ANS, CNOSF, CPSF, Action Cœur de Ville and ADN Tourisme), 5 civil society actors.

(data as at 01/11/2023)

DIAGRAM N°9:

— Growth in the number of Terre de Jeux 2024 labels awarded (per year and total number of label holders)



The extent of the legacy of the Terre de Jeux 2024 Games label remains to be seen. Whilst the label does meet a real need on the part of those involved (to bring together the various actors in sport at local level, to encourage the creation of joint projects and to showcase their best practices), whilst its federative dimension (the label is intended for all levels of local government and the sports movement) seems to be equal to the challenge of getting actors who rarely work together to do so, and whilst its deployment has been successful, its direct contribution to "making sport an even greater part of everyday life, everywhere in France" will need to be evaluated.

9.3

Post-Paris 2024 Games strategy: programme transference

As we have illustrated on several occasions in this report, beyond the effects produced by the various and diverse programmes supported by Paris 2024, one of the legacy issues concerns their transference to French stakeholders and their post-Games future. This has been fully understood by Paris 2024 and its stakeholders, who collectively want to ensure that the programmes put in place, the communities federated and the synergies created live on once the Games are over. Three categories of 'assets' to be passed on have been identified:

- Communities and brands: Impact 2024, Génération 2024, Terre de Jeux 2024, Académie 2024¹⁸¹, etc.
- Content and tools: qualified data, digital tools, editorial content, educational resources, tools like ORAH, etc.
- Highlights: Olympic and Paralympic Week, the Terre de Jeux 2024 Forum, the Impact 2024 Evening, etc.

A consultation process is currently underway to determine the legacy plan for the programmes. This should be completed and communicated by the end of 2023, with a vote by the Paris 2024 Board of Directors. A number of guiding principles have been laid down in order to understand the subject and conduct the consultation process:

- 01** — The desire to make the sports movement the natural 'legatee' of the Paris 2024 programmes by transferring the assets of the Organising Committee to the CNOSF (brands, data, etc.).
- 02** — Maintaining a collective ambition by creating an Organising Committee made up of representatives of the executive bodies of the various stakeholders.
- 03** — Planning actions and mobilising the necessary resources through a shared roadmap for the period 2025-2028.

The issue of the overall governance of the post-Games strategy (point 2 of the guiding principles) is particularly important. Whilst Paris 2024 acted as a catalyst between 2018 and 2024, it is essential that the post-2024 governance structure be clearly defined to avoid the pitfall of diluting action and resources due to a lack of coordination, political or institutional divisions or any other consideration.

¹⁸¹ In September 2020, Paris 2024, together with the CNOSF and the CPSF, set up a training organisation - a veritable 'Games University' - to provide all those involved in organising the Games with the knowledge and skills they need to contribute to the success of the event.

To avoid this pitfall, Paris 2024 has proposed a general organisational plan to its stakeholders. It provides for the creation of three categories of bodies responsible for ensuring that the legacy of the Games flourishes from 2025 onwards:

- An Executive Committee responsible for adopting a shared roadmap for the period 2025-2028, to be set out in the form of an action plan (upstream) and an annual activity report (downstream). This commission would be a strategic steering and decision-making body made up of political representatives from the various stakeholders.
- A national technical committee responsible for implementation and operational monitoring based on the guidelines defined by the Executive Committee. This committee would also be responsible for coordinating the evaluation of the actions implemented.
- Thematic working groups responsible for delivering the various programmes by mobilising the affiliated departments and structures in the regions.



©The Good Brigade / Getty Images



In addition to the organisational structure, there is also the question of the 'legatee(s)' of each individual programme or label. On this subject, various working hypotheses are currently being discussed to identify the most legitimate project leader. Behind this criterion of legitimacy is also the criterion of the ability to provide political leadership and operational support for the post-Games Paris 2024 programmes, actions and labels. It is with these issues in mind that some programmes have already been passed on, such as the 30 minutes of daily physical activity scheme, which was 'naturally' inherited by the State, or the Inclusive Clubs scheme, which was left to the French Paralympic and Sports Committee and supported by the Ministry of Sport and the Olympic and Paralympic Games. The legacy of the other programmes should be announced by the end of 2023 and will be analysed in the next evaluation report (to be published in the first half of 2025).



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Appendix A — Glossary

30'APQ:	30 minutes of Daily Physical Activity at school is a national programme to combat sedentariness
AAP:	Call for projects
Academy:	The Ministry of National Education and Youth is represented by decentralised bodies in every region and department of France (18 academic regions and 30 academies)
Action Cœur de Ville:	Steered by the ANCT (see below), the Action Cœur de Ville plan aims to support local authorities by promoting the retention or establishment of businesses in town centres in order to improve living conditions in medium-sized towns
ADN Tourisme:	Fédération nationale des organismes institutionnels de tourisme. Created from the merger of the three historical federations of institutional tourism actors: Tourist Offices of France, Tourism & Territories and Destination Regions
AEFE:	The Agency for French Teaching Abroad is an organisation whose mission is to support and develop a school network, comprising educational institutions located abroad that enroll French and international students
AFD:	The Agence Française de Développement (French Development Agency) contributes to the implementation of France's sustainable development and international solidarity policy. Focusing on climate, biodiversity, peace, education, urban development, health and governance, the AFD has a mandate to fund, support and accelerate the transition to a fairer and more resilient world by carrying out projects in France's overseas departments and territories as well as 150 countries
Ambition Bleue:	The National Sports Agency (ANS) set up this High Performance Centre as part of its commitment to putting French sport back on the road to success
AMI:	Call for expressions of interest
ANCT:	Agence Nationale de Cohésion des Territoires (National Agency for Territorial Cohesion). ANCT is a public body whose aim is to support local authorities in carrying out their projects. Its action primarily targets French territories characterised by geographical constraints, demographic, economic, social, environmental difficulties or access to public services

ANDPC:	Agence Nationale du Développement Professionnel Continu (National Agency for Continuous Professional Development)
ANS:	The National Sports Agency is a public interest group, bringing together different diverse stakeholders engaged in the development of sports in France with the objective of financing and organising sport in France
ANSES:	Agence Nationale de la Sécurité de l'Alimentation, de l'Environnement et du Travail (French Agency for Food, Environmental and Occupational Safety)
APS:	Physical Activity and Sport
ARS:	Regional Health Agency. The ARS are public bodies responsible for providing a unified approach to regional healthcare, responding more effectively to the needs of the population and improving the efficiency of the healthcare system in their area
Arrondissement:	One of the administrative districts areas into which Paris and some other large French cities are divided
ASOIF:	Association of Summer Olympic International Federations
Bâti Scolaire:	Reporting to the Ministry of National Education and Youth, the aim of the Bâti Scolaire unit is to support schools (collèges, lycées) in developing their facilities in line with new teaching practices, the ecological transition, health, hygiene and safety concerns, and the desire for inclusion
Carte Passerelle:	A Gateway Card system set up by the CNOSF that contributes to the development of bridges between the school and the club. It is part of an educational and sporting continuum desired by the French National Olympic and Sports Committee. For the 2022-2023 school year, young people and their families can discover existing clubs and test different practices. The Card extends from kindergarten to university, in collaboration with: USEP, UGSEL, UNSS and FFSU. It aims to alert children, young people and their families to the presence of sports clubs near them, and to encourage them to try these sports to discover the one that suits them

CASDEN:	A member of the BPCE Group and a premium partner of Paris 2024, CASDEN Banque Populaire is the cooperative bank for civil servants
CC AIPSH:	Supplementary Certification for the Support and Inclusion of People with Disabilities
CDOS:	Departmental Olympic and Sports Committee. A branch of the CNOSF at departmental level
CNOSF:	French National Olympic and Sports Committee
Coach Climat Événements:	(Climate Coach for Events) online tool to help French sporting events reduce their carbon footprint
Collective “Pour une France en forme” (For a Fit France):	A consortium of French independent experts from different fields (sports, healthcare, media) united with the objective of implementing tangible initiatives to address sedentary lifestyles and promote physical activity
Conférence des directeurs des écoles françaises d'ingénieurs:	(Conference of Deans of French Schools of Engineering) The CDEFI is a French national institution that represents all engineering institutions that are accredited by the Commission des titres d'ingénieur (CTI) to deliver the French Diplôme d'Ingénieur
CPSF:	French Paralympic and Sports Committee
CROS:	Regional Olympic and Sports Committee. A branch of the CNOSF at regional level
CSR:	Corporate Social Responsibility
CTOS:	Territorial Olympic and Sports Committee. A branch of the CNOSF for overseas territories.
DASEN:	Direction académique des services de l'Éducation Nationale (Academic Department of National Education Services)

DIGES:	Interministerial Department for Major Sports Events
DGESCO:	Direction académique des services de l'Education Nationale (Academic Department of National Education Services)
DIJOP:	Interministerial Delegation for the Olympic and Paralympic Games. The DIJOP is responsible for ensuring the coherence and consistency of the French State's actions in support of the Games. It reports to the Prime Minister and coordinates the actions of the various ministries
DRAJES:	Délégation Régionale académique de la jeunesse, à l'engagement et aux sports (Regional Academic Delegation for Youth, Engagement and Sport)
EDF:	Electricité De France, state-owned enterprise that produces and supplies electricity. EDF is a sponsor of Paris 2024 involved in programmes such as "1, 2, 3 Nagez !" (1,2,3 Swim!)
EPS:	Physical Education and Sports (PES), school subject and the French equivalent of PE or Phys.ED
EPT:	Etablissement public territorial. The EPTs are public establishments for intercommunal cooperation (EPCIs) located within the Greater Paris metropolitan area
ESAT:	Etablissements et Services d'Aides par le Travail (Aids for Work Establishments and Services)
ESMS:	Medico-social establishment or service. Health Centres financed by French Social Security. The mission of ESMSs is to support people with disabilities or chronic illnesses
FDJ:	Française des Jeux, French company responsible for the national lottery games and other forms of legal gambling
FIACT:	Fonds d'Accompagnement Interministériel pour l'accompagnement des conditions de travail (Interministerial Support Fund for Working Conditions)

FFA:	French Athletics Federation, a registered association that brings together all the clubs across the nation that practice athletics and organises the annual national championships
FFG:	French Golf Federation
FFSU:	French University Sports Federation
FSGT:	La Fédération sportive et gymnique du travail is a multi-sport federation approved for Youth and Sport and Youth and Popular Education.
France Universités:	An association under the law of 1901[24] which brings together the executive directors of universities and higher education and research establishments
GHG:	Greenhouse Gases. Emitted gases that trap heat in the atmosphere
Host communities:	Communities hosting an event, tournament or accredited 'village' for the Games
IDFM (ÎLE-DE-FRANCE MOBILITÉS):	The brand name of the Syndicat des transports d'Île-de-France, the organisation authority that controls and coordinates the different transport companies operating in the Paris-area public transport network and rest of Île-de-France region
INSERM:	Institut national de la santé et de la recherche médicale (French National Institute for Health and Medical Research)
IEM:	Institut d'Education Motrice is a medico-social establishment which offers care for children and adolescents subject to significant motor impairment in order to support them in their family, social and professional integration
IME:	Institut médico-éducatif - Medical-Educational Institutes - Their objective is to provide specialised education and training adapted to the needs of young people, taking into account the psychological and psychopathological aspects associated with their learning disability. This may include using rehabilitation techniques to help children reach their full potential

IMPACT 2024:	Label awarded to projects supported by the Paris 2024 Endowment Fund
INJEP:	Institut National de la Jeunesse et de l'Education Populaire (French National Institute for Youth and Popular Education) is responsible for observing and analysing the situation of young people and the policies aimed at them ranging from the local to European level. INJEP also carries out statistical work for the sports department
IOC:	International Olympic Committee
IPC:	International Paralympic Committee
IRMES:	Institute for Biomedical Research and Epidemiology in Sport
IUCN:	International Union for Conservation of Nature
LYCÉE:	French Education System - See table 21 below
MEDEF:	Mouvement des entreprises de France (Movement of the Enterprises of France) is the largest employer federation in France. It engages in negotiations with trade unions and lobbying at local, regional, national, and EU-wide levels
NGO:	Non-Governmental Organisation
OECD:	Organisation for Economic Co-operation and Development
ONAPS:	Observatoire National de l'Activité Physique et de la Sédentarité (National Observatory on Physical Activity and Sedentariness). ONAPS gathers data and produces research on the causes and levels of physical activity and sedentary life of the French population
ORME:	Observatory for Research on Mega-Events. ORME is a multi-partner structure, which brings together researchers whose work focuses on the legacy of large sporting events such as the Olympic Games in Paris in 2024 or the Rugby World Cup in 2023

PEXE:	National association of business clusters and professional associations in the environment, energy, and circular economy sectors that aim to deploy concrete actions to serve SMEs and Intermediate Sized Companies in the ecological transition
PMI:	Protection Maternelle et Infantile (Mother and Child Protection)
PSH:	Person with a disability
QAA:	Quartiers d'Accessibilité Augmentée (neighbourhoods with enhanced accessibility)
QPV:	Quartier prioritaire de la Politique de la Ville (Priority Neighbourhood for Urban Policy). QPVs are areas supported by the State to compensate for differences in living standards with the rest of the country. These neighbourhoods are those with the lowest incomes
REP:	Priority Education Network
REP+:	This network concerns the most isolated neighbourhoods or sectors with the greatest social difficulties
Réseau Canopé:	Operated by the Ministry of National Education and Youth, Réseau Canopé is responsible for teacher training and professional development.
Santé Publique France (Public Health France):	France's national public health agency. It is a public administrative body under the supervision of the Minister of Health
SDGS:	'Sustainable Development Goals' also known as the Global Goals (of which there are 17), were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity
SOLIDEO:	The Company responsible for ensuring the delivery of the facilities and development work required for the organisation of the Paris 2024 Games
SOP:	Olympic and Paralympic Week (OPW)

SPE:	Public Employment Service
TEP:	Terrains d'Education Physique (Physical Education Grounds)
Terrain d'égalité:	(Level Playing Field) A label aimed at organisers of major international sporting events and aims to promote equality between women and men and to fight against all forms of discrimination and against gender-based and sexual violence, before and during sporting events.
Terre de Jeux 2024:	Launched in 2019 by Paris 2024, the Terre de Jeux 2024 label (Land of the Games 2024) helps to involve and unite French local authorities and sports movement organisations in the Games journey. It enables them to benefit from the positive momentum of the Games ahead of the event, to strengthen the place of sport and bring the Games to life for their residents, but also to co-construct the legacy of the Games in the territories
UGSEL:	Union Générale Sportive de l'Enseignement Libre (Catholic education sports federation)
UNCU:	National Union of University Clubs
UNEA:	Union Nationale des Entreprises Adaptées (National Union of Adapted Companies)
UNEP:	United Nations Environment Programme
UNSS:	Union Nationale du Sport Scolaire (National School Sports Union)
USEP:	Union sportive de l'enseignement du premier degré. A public federation of Primary schools concerned with sports education, which covers pre-elementary and elementary education provided in nursery, elementary and primary schools.
Villes Actives & Sportives:	A label awarded to towns and cities in mainland France, the French overseas territories and local authorities, the aim of which is to reward and sponsor local sporting initiatives that promote leisure, physical and sporting activities to help French residents become more active in their daily life

WHO: World Health Organisation

WWF: World Wildlife Fund

TABLE N°21:

— Table of differences for French, US and UK systems.

Age	School	French level	Year cycle	US School grade	UK Year Level
3-4	maternelle	petite section	1	preschool year 2	nursery
4-5	maternelle	moyenne section	2	pre-kindergarten	reception preschool
5-6	maternelle	grande section	3	kindergarten	year 1 primary
6-7	école élémentaire	CP	4	1st grade	year 2 primary
7-8	école élémentaire	CE1	5	2nd grade	year 3 primary
8-9	école élémentaire	CE2	6	3rd grade	year 4 primary
9-10	école élémentaire	CM1	7	4th grade	year 5 primary
10-11	école élémentaire	CM2	8	5th grade	year 6 primary
11-12	collège	6ème	9	6th grade	year 7 secondary
12-13	collège	5ème	10	7th grade	year 8 secondary
13-14	collège	4ème	11	8th grade	year 9 secondary
14-15	collège	3ème	12	9th grade/freshman	year 10 secondary
15-16	lycée	2nd	13	10th grade/sophomore	year 11 secondary
16-17	lycée	1ere	14	11th grade/junior	year 12 secondary
17-18	lycée	terminale	15	12th grade/senior	year 13 secondary

Appendix B — Composition and presentation of the members of the Supervisory Evaluation Committee

In order to ensure that the evaluation process is as rigorous and scientific as possible, Paris 2024 decided to set up a Supervisory Evaluation Committee, whose main objective will be to take an independent look at the entire evaluation process. Its mission is to supervise the evaluation work undertaken by Paris 2024 and to make recommendations to ensure that it is rigorous and relevant in relation to national and international best practice. It is made up of French and international experts from a variety of backgrounds.

HOLGER PREUSS (Chair of the Supervisory Evaluation Committee) — Mainz University

Holger Preuss is Professor of Sport Economics and Sport Sociology at the Johannes Gutenberg University of Mainz, in Germany. He is also adjunct professor at the University of Ottawa, Canada and international scholar at the State University of New York (Cortland).

He was editor of the Journal "European Sport Management Quarterly" (2012-2014), one of the world's leading sport management journals. He also is associate Editor of the "Journal of Sport & Tourism".

His field of research is directed at economic and socio-economic aspects of sport. In particular he looks into the socio-economic impact analysis of mega-sport events such as the Olympic Games since 1972 and the FIFA Football World Cup since 2006.

He has published 15 books and more than 155 articles in international journals and books. During the past decade he has been invited to give more than 145 presentations worldwide.



MARIE DELAPLACE — Gustave Eiffel University

Marie Delaplace is a professor of regional development and planning at the Paris School of Urban Planning/Gustave Eiffel University. She has a PhD and a postdoctoral research qualification in economics, specialising in the development systems associated with different types of regional innovation (IT, biopolymers, transport and services). She is a full professor of Regional Development and Planning at the Gustave Eiffel University, conducting her research at the Lab'urba facility. Her research interests include the local economic growth generated by France's high-speed train network, tourism and the Olympic Games.



DOMINIQUE CHARRIER — Paris-Saclay University

Dominique Charrier has a PhD in economics from Paris Dauphine University. He holds a postdoctoral research qualification in sport from Paris-Saclay University, where he is head of the “Public Policies and Strategies of Sports Organisations” Master’s programme. His empirically grounded research broadly focuses on forward-looking socio-economic analysis of government policies relating to sport, primarily the economic and social impact of sporting events, the momentum generated at local level by sports projects and the use of sport for entertainment, prevention and integration purposes.



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TANIA BRAGA — International Olympic Committee (IOC)

Tania Braga oversees the Legacy strategic approach of the International Olympic Committee (IOC), working with upcoming and past Olympic Cities to create long-term benefits for people in the host city/territory and sport in the host country. Before joining the IOC, she held the position of Sustainability, Accessibility and Legacy Head of the Rio 2016 Olympic and Paralympic Games Organising Committee. Her background combines a PhD in applied economics with hands-on experience with private corporations, local and national governments, research institutions and NGOs in the areas of sustainability and corporate responsibility.



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SYLVAIN FERREZ — Montpellier University

Sylvain Ferrez holds a postdoctoral research qualification and lectures at Montpellier University. Following a two-year postdoctoral position in the Department of Sociology and Anthropology at the University of Amsterdam (the Netherlands), he took up a post at Montpellier University, where he currently teaches social sciences applied to sport, health and disability.

His research interests include the social and historical factors influencing the access of people with disabilities to recreational and/or competitive sport, as well as the impact of chronic conditions (such as HIV, cystic fibrosis and obesity) on people’s social interactions and participation in physical activities and sport.



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KAREN MAGUIRE — Organisation for Economic Co-operation and Development (OECD)

Karen Maguire is a Head of Division of the Local Employment, Skills and Social Innovation at the Organisation for Economic Co-operation and Development (OECD). She supports the implementation of the OECD Recommendation on Global Events and Local Development as well as the OECD Recommendation on the Social and Solidarity Economy and Social Innovation. She also oversees the OECD Local Development Forum, a stakeholder network of thousands of local development practitioners from around the world. She holds a BA in economics and sociology from the University of Chicago and an MPP from Harvard University’s Kennedy School of Government.



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GRACE LILLEY — UK Department for Digital, Culture, Media & Sport

Grace Lilley works for the UK Government's Department for Digital, Culture, Media and Sport. She is the Head of Legacy and Benefits for the Birmingham 2022 Commonwealth Games, working with Games delivery partners to oversee the development of the Games' legacy programme. In addition, she is responsible for the delivery of an impact evaluation on the Birmingham Commonwealth Games that is considering the economic, environmental and social impact of the Games.



THIERRY SIBIEUDE — ESSEC Business School

Thierry Sibieude, former dean of ESSEC Africa, holds the Chair in Innovation and Social Entrepreneurship at ESSEC Business School.

Having worked in the world of business for 10 years, he began his higher education career at the Catholic University of Paris in 1992 before joining ESSEC Business School in 1996. He co-founded France's first chair in innovation and social entrepreneurship in 2002, launched the social enterprise accelerator Antropia ESSEC in 2008 and established the social impact assessment and measurement lab Labo E&MIS. He is also the author of 13 MOOCs on social innovation and social entrepreneurship issues, including the MOOC on "Social Impact Assessment and Measurement".



ETSUKO YAMADA — Japan Sport Council

Etsuko Yamada earned a Master of Public Policy at Graduate School of Law, Tohoku University in Japan.

From 2014 to 2016, she worked for the United Nations Office on Sport for Development and Peace (UNOSDP) based in Geneva as a Programme Officer.

She returned to Japan and now works for Japan Sport Council as the Head of International Sport for Development, suggesting measures and strategies to the Japanese national and local governments.

As a member of its Steering Group, Japan Sport Council has been involved with the collaborative global project to develop common indicators for measuring the contribution of physical education, physical activity and sport to the Sustainable Development Goals, led by the Commonwealth Secretariat.



Appendix C: Methodological details

Definition of the legacy of the Olympic and Paralympic Games

The organisation of the Olympic and Paralympic Games is an opportunity for the host city and the host country to mobilise this event and, more broadly, to use sport to promote the development and influence of the regions concerned and accelerate the resolution of a number of social issues. It is this potentially catalytic and accelerating effect of the Games that is better known today as the 'legacy'. Before looking more specifically at the evaluation of the actions integrated into Paris 2024's Legacy & Sustainability strategy, it is therefore necessary to define this concept.

The International Olympic Committee's definition

The International Olympic Committee (IOC) defines legacy as "*the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games / sports events for people, cities / territories and the Olympic Movement*"¹⁸² Several key concepts in this definition need to be clarified, particularly that of "vision" and "tangible and intangible long-term benefits initiated or accelerated by the hosting of the Games".

Several terms in this definition need to be clarified:

→ According to the IOC, the legacy is the **result of a shared "vision"**, which is itself the result of two combined and complementary visions: On the one hand, that of the host city or territory, which decides to host the Games, certainly for their sporting aspect, but which is increasingly seeking to use their knock-on effect to advance a number of economic, social or environmental issues; on the other hand, that of the Olympic Movement, "*which aspires to build a better world through sport*" and also of the Paralympic Movement, which for its part aims to "*create a more inclusive society for people with disabilities through Parasport*". It is through the implementation of this shared vision of the host city/territory, but also more broadly those of other public (the State, local authorities) and private (sponsors, civil society) actors, aligned with that of the Olympic Movement, that the Olympic legacy materialises.

¹⁸² IOC, *Strategic approach to legacy: A strategy for the future*, December 2017.

→ The legacy would also include all the *"tangible and intangible long-term benefits"*. The Olympic legacy in fact has both these dimensions. The tangible (or material) legacy of the Games consists mainly of the infrastructure built or renovated in the host city/territory as a result of hosting the Games, whether sports infrastructure (stadiums, aquatic centres, arenas, etc.) or non-sports infrastructure, particularly urban infrastructure (roads or airports, housing, shopping areas, etc.). The intangible (or immaterial) legacy, for its part, falls largely into the category of externalities: the area's brand image, identity, attractiveness, social ties, social cohesion, etc. Quantifying them is not an easy task, but such effects, whether tangible or intangible, cannot be achieved in the short term, but are observed over a long period of time. Numerous academic studies estimate that the **legacy phase of the Games will extend over a period of 10 years after the event**. The IOC, for its part, believes that the legacy *"should be assessed with a certain amount of hindsight, ideally at the end of an Olympiad (i.e. four years)"*. This long timeframe, which by definition is sometimes incompatible with the political agendas of those in charge of the host city/territory, only adds to the difficulty of assessing the Olympic and Paralympic legacy.

→ Finally, the legacy arises from benefits that may have been *"initiated or accelerated by the hosting of the Games"*. In the first case, that of the observation of benefits initiated, the legacy clearly and directly stems from the hosting of the Games insofar as it materialises as a result of investments or activities directly linked to the event. In other words, without the Games, the projects concerned and their legacies would not have been observed. In the second case, where accelerated benefits are observed, the legacy comes from actions included in the long-term development plans of the host city/territory that would probably have been undertaken by local actors but whose implementation was anticipated or amplified as a result of hosting the Games. In this case, the projects concerned and their legacies would have materialised but over a much longer timescale and/or on a smaller scale.

According to the definition proposed by the IOC, assessing the legacy of a major sporting event such as the Olympic and Paralympic Games would therefore involve answering the following question: What long-term imprint will this event leave on the host region? Answering such a question is particularly tricky, as it requires multiple dimensions to be taken into consideration, including:

- The sporting dimension, with the aim of increasing the level of physical activity and sport amongst the population of the host town/territory.
- The urban dimension, by paying close attention to the renovation or regeneration of certain neighbourhoods driven or accelerated by the hosting of the Games.
- The economic dimension, to assess the long-term impact generated by investment in sports and non-sports infrastructure.
- The international dimension, thanks to the host city's/territory's greater presence on the world stage and enhanced attractiveness – generally known today as soft power.
- The social dimension, with a focus on improving living conditions for the population in terms of health, education, transport, inclusion, etc.
- The environmental dimension, through the event's dissemination of expertise, innovations, best practice and commitment to environmental and climate protection.

To meet the challenge of taking account of and analysing these dimensions, this report draws heavily on the findings of academic research.

An academic definition

Since the 1990s and the rise of questions about the legacy of the Games, the academic community has been particularly interested in defining the concept. By studying the many contributions made by researchers on the various Games between 1986 and 2016, Dr Anja Scheu and Dr Holger Preuss have carried out a systematic review of the academic literature published on the subject. In particular, they highlight the ambiguity of many studies in which the concept of legacy is relatively vague and not really distinguishable from related concepts such as economic impact or development leverage.

On the basis of this literature review and this observation, Dr Anja Scheu and Dr Holger Preuss define the Olympic legacy as "**any action or practice in a given area (the host city, for example), and over time, which results from the structural changes initiated by the organisation of the Olympic Games**".

Dr. Anja Scheu and Dr. Holger Preuss group these structural changes into **six categories**:

- Urban development.
- Improving the environment.
- Beliefs and behaviour.
- Skills, knowledge and networks.
- Intellectual property.
- Policy and governance.

This semantic change is important on two levels for assessing the legacy of the Games. Firstly, it is important to demonstrate the causality between hosting the Games and structural changes. This definition also invites us to analyse the fact that these changes can have both positive and negative aspects.

Assessment objectives

The evaluation has 4 main aims:

- To understand the impact of the actions directly carried out or supported by Paris 2024, as well as those developed by all the stakeholders involved in the Legacy & Sustainability strategy.
- Analyse the contribution of Paris 2024's Impact & Legacy strategy to the United Nations Sustainable Development Goals, particularly in relation to the OECD Recommendation on International Events and Local Development.
- Reporting to stakeholders, partners and national and international bodies.
- Evaluate programmes to optimise their transfer and sustainability.

Data collection

Carrying out an evaluation always raises the question of the quality of the information gathered to provide reliable indicators. The collection of quality information is a necessary and crucial element in the implementation of such an approach. To carry out the evaluation work, three levels of information gathering have been identified:

- Level I: existing data centralised in a specific inventory tool, ORAH (Outil de Recensement des Actions Héritage), set up by Paris 2024. In particular, this tool references all the information concerning the actions implemented by the winners of the Paris 2024 Endowment Fund.
- Level II: data collected through cooperation with the academic world (particularly research programmes).
- Level III: data collected by carrying out ad hoc studies on specific indicators according to the needs identified and entrusted to service providers external to Paris 2024.

It is on this information base that the indicators of the outputs and outcomes have been (or will be) determined.

Main aspects of the evaluation

→ Supporting evaluation by experts and scientists

To support it in the evaluation of its Impact & Legacy strategy, Paris 2024 enlisted the services of a group of firms with expertise in the evaluation and social impact of major international sporting events, to which research laboratories, thinktanks, observatories and public bodies contributed. The work was also carried out under the supervision of a Supervisory Evaluation Committee made up of French and international experts. These experts took an independent look at the work carried out in order to ensure that the evaluation was based on the most rigorous and scientific approach possible.

→ Demonstrating transparency

The aim of this report is to give maximum visibility to the entire evaluation process put in place by Paris 2024, by demonstrating transparency throughout the evaluation process and by putting the outcomes up for debate.

→ Contributing to academic research

This report also aims to encourage and/or serve, as far as possible, independent evaluation work carried out by other actors, in particular those from the world of academic research, both before (as represented by the colloquium "The Challenges of the Games" organised by the learned societies in the Human and Social Sciences (SHS) of sport at the end of 2022 in Montpellier) and after the Games.

→ Produce useful recommendations for future editions of the Games

Finally, this report also aims to provide recommendations to be taken into account for future editions of the Games. These recommendations will be formulated on two levels:

- Firstly, on the pillars of the Legacy & Sustainability strategy, with a view to strengthening or multiplying the impact of the actions put in place. These recommendations will be drawn up on the basis of the work and evaluations carried out to identify areas for improvement and will be formulated by the group in charge of evaluating Paris 2024's Legacy & Sustainability strategy.
- Secondly, on the overall evaluation approach, to ensure that the exercise is robust and can be used for future editions of the Olympic and Paralympic Games. These recommendations will come from the Paris 2024 Supervisory Evaluation Committee.

Points to watch

As well as collecting data, assessing the effects produced by the Impact & Legacy strategy means paying particular attention to three major aspects.

→ Causality

It must be ensured that the effects measured and evaluated can be directly and unambiguously attributed to the Games, and more specifically to the programmes set up or funded as part of Paris 2024's Legacy & Sustainability strategy.

→ Additionality

When it comes to impact assessment (economic, social and environmental) and evaluating the legacy of mega-international sporting events, it is essential to think in terms of net effect. To do this, it is difficult to carry out a counterfactual exercise that aims to answer the following question: what would have happened in the absence of the Games? The impact measures the difference between two situations: one with the Games and one without. The validity of such an approach depends on the quality of the assumptions made about the state of the economy or society in the absence of the Games and the scale of the effects observed in their presence. From this point of view, a distinction could be made between what the IOC calls the "initiated legacy" and the "accelerated legacy". The legacy directly initiated by Paris 2024 will be the outcome of actions directly supported by the Games Organising Committee. The accelerated legacy, on the other hand, will be the outcome of actions triggered by the Games but not necessarily carried out by Paris 2024.

→ Time

The Games have short-, medium- and long-term effects. In terms of analysis, the further into the future we look, the more complex it becomes to assess the legacy of the Games in light of the changes taking place in society, with a number of parameters whose influence is poorly understood, such as the consequences of global warming, or even unpredictable, such as the emergence of geopolitical conflicts or pandemics.

Paris 2024's evaluation is intended to be both *in itinere* and ex-post. The purpose of this report is to provide an initial assessment of the actions and programmes implemented by Paris 2024 and its stakeholders, as well as by the winners of the Paris 2024 Endowment Fund. Thus, as some of these actions are currently underway and the Legacy & Sustainability strategy is being rolled out until 2024, this is an initial *in itinere* (or 'as we go') evaluation.

This evaluation will be completed in the coming years with the publication of two other reports, one in 2025 (i.e., n+1 in relation to the Games) and the other in 2029 (n+5), enabling an ex-post evaluation to be carried out.

Appendix D — List of Paris 2024 indicators used to assess the social dimension of the Legacy and Sustainability strategy

Pillar 2 of the Legacy & Sustainability strategy	Objective	17 indicators, including 4 priority indicators	Type of indicator	Level of information on the indicator in the interim report
Involving all areas and contributing to the joint development of the Seine-Saint-Denis region	The Games at the service of the regions	1 — Number of sports facilities and practice areas built, renovated or developed for the organisation of the Games and number of sports facilities and practice areas developed by local authorities accelerated by the Games ("5000 équipements sportifs" - 5,000 sports facilities - programme, Active Design, Games Preparation Centres, etc.)	Outputs	Partial
		2 — Territorial breakdown of actions supported by Paris 2024 and Impact 2024 projects supported by the Paris 2024 Endowment Fund	Outputs	Complete
		3 — Change in the gap between the rate of pupils knowing how to swim in 6th year (entry in Secondary school) in Seine-Saint-Denis and in France between 2021, 2023, 2025 and 2029	Impact	Partial
		4 — Indicator of changes in quality of life in Seine-Saint-Denis	Impact	Unavailable
Developing sport everywhere and for everyone	Games for health	5 — Number of beneficiaries of programmes set up to combat physical inactivity	Outputs	Complete
		6 — Number of organisations (companies, local authorities, schools and educational establishments) that have set up physical and sporting activities to promote daily physical activity (APQs) and number of beneficiaries	Outcomes	Complete
		7 — Change in the sedentary behaviour rate of children aged 6 to 11 in 2021, 2023, 2025 and 2029	Impact	Unavailable
		8 — Changes in the sports participation rate of the French population and certain priority groups in 2021, 2023, 2025 and 2029	Impact	Unavailable

Pillar 2 of the Legacy & Sustainability strategy	Objective	17 indicators, including 4 priority indicators	Type of indicator	Level of information on the indicator in the interim report
Using sport as a driving force for engagement and citizenship	Games for education	9 — Number of young people taking part in Olympic and Paralympic Week (OPW)	Outputs	Complete
		10 — Number and percentage of schools and higher education establishments awarded the Generation 2024 label	Outcomes	Complete
		11 — Number of Games volunteers (Paris 2024 and other stakeholders); proportion of volunteers experiencing their first Games and continuing to do so after the Paris 2024 Games	Outcomes	Partial
		12 — Growth in the number of civic service participants in sport between 2018 and 2024 and continued involvement in sport after the Games	Outcomes	Partial
Using sport to combat discrimination and promote inclusion	Games for inclusion	13 — Changing attitudes: changes in the perception of stereotypes (short term) and behaviour (long term) by project beneficiaries (on discrimination and disability)	Impact	Partial
		14 — Number of beneficiaries of supported projects, and number of Impact 2024 winning projects, including those in priority urban areas (QPVs) or for priority groups.	Outputs / Outcomes	Complete
		15 — "Terrain d'égalité" label: Paris 2024 awarded the label	Outputs	Unavailable
		16 — Mixed/parity rate in Impact 2024 winning projects	Outcomes	Complete
		17 — Number of parasport sections created and number of people with disabilities enrolled	Outcomes	Complete

Appendix E — Dashboard of impact indicators from the OECD guides for cultural, sporting and business events

Area	Type	Indicator
Economic	Core	Total net economic impact (net direct, indirect, and induced impact on host economy)
		Total jobs created/supported
		% of value of contracts paid to local suppliers, SMEs and social enterprises
	Additional	% increase in visitors after event
		Number of people trained in new skills through event-related programmes
		m ² of unused spaces repurposed for event-related activities
Social	Core	% of target groups reporting increased frequency of participation (in culture, sports, business, etc.): Sport: participation in sport; increase in physical activity Culture: active participation; passive participation Business: B2B meetings; new partnerships
		% of target groups reporting change in health and well-being
		% of event participants from underrepresented groups
	Additional	Change in % of community residents reporting a sense of local pride
		Change in % of public reporting positive perception of underrepresented groups
		% of volunteers motivated to volunteer more

Area	Type	Indicator
Environmental	Core	Total carbon footprint (without discounting carbon offsetting)
		% of waste diverted from landfill
		% of target groups reporting a change towards more sustainable behaviours
	Additional	% of value of contracts awarded in compliance with sustainability standards
		Water footprint
		% change in air pollution levels linked to event

Appendix F - List of studies carried out by Paris 2024 as part of the evaluation of the Legacy & Sustainability strategy

Paris 2024 has undertaken a number of projects aimed at shedding light on specific themes and implementing concrete solutions for each of the themes in pillar 2 of the Legacy & Sustainability strategy.

Sport for health

→ **Study on the benefits of physical activity and sport for children** (Sport & Citoyenneté; 2019): carried out in 2019, this assignment aims to identify the levers for combating sedentary lifestyles amongst children with a view to feeding into Paris 2024's action. This study supported Paris 2024 in creating the "Bouger plus" ("Move More") action plan aimed at Generation 2024 (e.g. 30 minutes of daily physical activity at school, etc).

→ **Study on the benefits of physical activity and sport at work** (ONAPS; 2021): carried out in 2021 to demonstrate the positive impact of physical activity and sport in the workplace. This study, coupled with the Paris 2024 programmes (e.g. Active Design in the workplace and preventive physical preparation on Games construction sites), is intended to ensure the sustainability of the actions undertaken.

→ **Territorial diagnosis of physical activity and sedentary lifestyles** (ONAPS; 2021). The Observatoire national de l'activité physique et de la sédentarité (ONAPS - National Observatory on Physical Activity and Sedentariness) has proposed experimenting with a local diagnostic method aimed at promoting physical activity and combating sedentariness, with the aim of identifying best practices that could be deployed at a later date.

→ **Three studies on operational solutions to promote Active Design:**

- In schools (Novascopia; 2020)
 - In the cities (Urbanova; 2021)
 - In the workplace (Urbanova; 2021)
-

→ **Evaluation of the 30 minutes of daily physical activity at school in the Académie de Créteil** (ONAPS; 2023). This study, carried out by the Observatoire national de l'activité physique et de la sédentarité (ONAPS), assessed the impact of the scheme on participants in the Académie de Créteil. It also enabled lessons to be learnt about the conditions for successful implementation and recommendations to be made with a view to ensuring that the scheme is rolled out as widely as possible at national level.

→ **Evaluation of the Active Design strategy in public spaces in Saint-Dizier** (Olbia Conseil and MédiaFilière; 2023). This quantitative and qualitative study focuses specifically on Active Design facilities in public spaces in the town of Saint-Dizier, one of the six pilot areas designated as part of the "Action cœur de Ville" programme run by the Agence Nationale pour la Cohésion des Territoires (ANCT). The study analysed the use of sports facilities and Active Design facilities in Deauville Park. This was achieved both through on-site observations and an online survey of the local population. The Olbia Conseil and MédiaFilière study also provided a number of qualitative assessments of these facilities, gathered from local stakeholders (local councillors and those from other towns piloting the scheme, associations and companies specialising in Active Design facilities). Finally, it provides a number of recommendations for other local authorities, to encourage them to adopt an Active Design strategy for their areas.

→ **Company sports barometer survey** (managers and employees)

- Wave 1, "employees" section and "managers" section (Toluna, Harris; 2022)
- Wave 2, "employees" section and "managers" section (Toluna, Harris; 2023)

Sport for inclusion

→ **A study on the obstacles and levers to the practice of sport by people with disabilities** (Observatoire de Recherche sur les Méga-Événements - ORME; 2019): the results of this socio-sportive study showed that the second biggest obstacle, after information about the range of sports on offer for people with disabilities, was training in how to welcome people with disabilities into clubs. With this in mind, the Comité Paralympique et Sportif Français (CPSF) and the City of Paris, together with the Comité Départemental Handisport and the Comité Départemental du Sport Adapté, set up the "training for para-friendly clubs" scheme to train the managers and directors of sports clubs to welcome members with disabilities.

→ **Baromètre Sport Féminin (Women's Sport Barometer)** (Kantar; 2022): carried out on the initiative of FDJ (Française des Jeux), a partner of Paris 2024, this panorama presents an overview of women's sporting activities in France and highlights the obstacles and motivations faced by female participants. On the basis of this overview, FDJ has joined the Impact 2024 call for projects to support initiatives that encourage women to take part in sport.

→ **Evaluation of the first promotion of the "Network of Para-Friendly Clubs" scheme** (Quadrant Conseil; 2023). This study, carried out on the first promotion of the scheme, deployed on an experimental basis in Paris, provided information to assess its effects and also provided food for thought on its future in the context of its extension in Paris and its widespread roll out throughout France by the French Paralympic and Sports Committee. The study provided information on the conditions under which the scheme was implemented and its impact on changes in the perception of stereotypes (short term) and behaviour (long term) by the beneficiaries of the projects (on discrimination and disability). The study also provided an assessment of the success of the scheme and put forward a number of recommendations for improving its effectiveness, as well as recommendations for its widespread distribution.

→ **Barometer of the French people's relationship with the Paralympic Games** (2023)

Appendix G - Paris 2024's contribution to improving swimming skills in France and Seine-Saint-Denis

Aware of the fact that knowing how to swim is an essential asset for the French population, Paris 2024 very quickly affirmed its desire to contribute to improving swimming lessons as one of the key areas of its Legacy & Sustainability strategy. This very strong ambition has materialised in two concrete ways: firstly, the creation of a tangible legacy through infrastructures enabling more swimming slots to be offered, with priority given to the Seine-Saint-Denis area and, secondly, the development of a partnership programme called "1, 2, 3, Nagez !" ("1,2,3, Swim!")

This document extends and completes the elements of the evaluation of this system, which was included in the Interim Evaluation Report on Pillar 2 of the Legacy & Sustainability strategy, and is structured in three parts. 1) It provides background information to help understand why Paris 2024 and its stakeholders have made the development of learning to swim a key issue. 2) It highlights the tangible legacy of the Paris 2024 Games in terms of infrastructure for this learning process. 3) It focuses on the "1, 2, 3, Nagez!" programme, illustrating it with a few key figures and evaluation elements.

Why has Paris 2024 made 'knowing how to swim' a key issue in its Legacy & Sustainability strategy?

Amongst all the programmes and actions designed to leave a legacy for French society, learning to swim was identified very early on by Paris 2024. There are two reasons for this ambition.

→ A structural shortage of swimming pools, particularly in the Seine-Saint-Denis department.

When Paris was bidding to host the Olympic and Paralympic Games, the opportunity to use the event to leave a tangible legacy in terms of sports facilities was identified, particularly for the Seine-Saint-Denis department. The department, which will host a large proportion of the Olympic and Paralympic Games events as well as the Olympic Aquatic Centre, suffers from a real shortage of swimming pools. According to the Seine-Saint-Denis Departmental Council, the department has just 60m² of swimming pools per 10,000 inhabitants, compared with an average of 160m² for the Île-de-France region and 260 m² for France in general. This shortage of swimming pools is also illustrated by the fact that, prior to the launch of the "plan piscines" (swimming pool plan), 7 of the 40 municipalities in Seine-Saint-Denis had no aquatic facilities at all. As a result, the department had just 38 pools for a population of 1.6 million inhabitants.

¹⁸⁴ For more information : [https://seinesaintdenis.fr/Lancement-du-Plan-piscines-2-en-Seine-Saint-Denis#:~:text=Avec%2037%20piscines%20actuellement%20\(39,de%20260m2%20en%20moyenne%20nationale](https://seinesaintdenis.fr/Lancement-du-Plan-piscines-2-en-Seine-Saint-Denis#:~:text=Avec%2037%20piscines%20actuellement%20(39,de%20260m2%20en%20moyenne%20nationale)

→ **A particularly low rate of children knowing how to swim by the time they reach secondary school, and alarming macroeconomic data.**

In addition to helping to remedy the shortage of swimming pools, Paris 2024 has also made the development of swimming lessons a key issue in response to some particularly alarming indicators: on the one hand, the number of drownings recorded each year in France and, on the other, the percentage of pupils who do not know how to swim when they start secondary school.

On the first point, the studies regularly published every 3 years by Santé Publique France (Public Health France), aimed at recording all accidental drownings and describing the circumstances in which they occur and the characteristics of the victims, make it possible to document the number of drownings recorded each year in France. The most recent Santé Publique France study, published in 2021, stated that "in France, accidental drowning is responsible for around 1,000 deaths each year (including around 400 during the summer period), making it the leading cause of death from accidents in everyday life in the under-25s". In fact, 22% of accidental drownings occur in children under the age of 6, and 12% in children aged between 6 and 12. On the second point, although knowing how to swim is one of the basic skills taught in primary school, it appears that 48% of pupils do not know how to swim when they start secondary education (aged 11-12). Behind this national average lie particularly wide disparities, both socially and geographically. Here too, the Seine-Saint-Denis department is particularly affected, with a rate of 60% of pupils who do not know how to swim when they start secondary school (higher than the national average), and as high as 78% in some areas.



In response to these two issues, and with Seine-Saint-Denis a clear priority, Paris 2024 and its stakeholders have decided to act on two levels:

- Take advantage of the catalyst effect of the organisation of the Paris 2024 Olympic and Paralympic Games to trigger or accelerate the construction and/or renovation of swimming pools.
- Launch a partnership programme dedicated to learning to swim.

¹⁸⁵ A drowning is taken into account if there is organised rescue, followed by hospital treatment (visit to A+E – accident and emergency, hospitalisation) or death.

¹⁸⁶ Ung Aymeric, Gautier Arnaud, Chatignoux Edouard, Beltzer Nathalie, Epidemiological surveillance of drowning, results of the drowning survey 2021, Santé Publique France (Public Health France), 2022

¹⁸⁷ The Ministry of National Education, Youth and Sport memo of 28 February 2022 states that: "The acquisition of swimming skills continues throughout the school curriculum, with priority given to the preparatory classes (CP) through to secondary school (6ème)";

A tangible legacy in the form of 25 swimming pools in the Île-de-France region, including 19 in Seine-Saint-Denis



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Whilst the Olympic Aquatics Centre is one of the key facilities to be built to host the swimming events, the ambitions of Paris 2024 and all the stakeholders in the Games go far beyond the sporting competitions. In Île-de-France, a total of 25 pools have been planned or built: 19 new pools and 6 renovated pools. The priority given to Seine-Saint-Denis in this respect is particularly visible, as the department will benefit from 19 more pools after the Games, including 18 new pools and 1 renovated pool. Emblematic projects include the construction of the Olympic Aquatic Centre in Saint-Denis, aquatic centres in Aulnay-sous-Bois, Fort d'Aubervilliers and Marville, as well as the renovation of the Montreuil water sports stadium and the re-use of temporary pools from the Games for the local authorities of Sevrans, Pierrefitte/Plaine-Commune and Bagnolet/Est-Ensemble.

These pools will thus constitute a tangible legacy which, whilst it will not solve all the problems in terms of the shortcomings observed in this area, should make it easier for the population of Île-de-France and Seine-Denis to have access to aquatic facilities.

The desire to go further with a dedicated action programme supported by the Paris 2024 Endowment Fund: 1, 2, 3, Nagez ! (1,2,3, Swim!)



Because it would not have been appropriate to 'just' build swimming pools, Paris 2024 and its stakeholders wanted to launch an action programme aimed at developing learning to swim. Paris 2024 therefore launched the "Impact 2024 x Savoir Nager" programme in 2021, renamed "1, 2, 3, Nagez !" in 2023, in partnership with the French National Sports Agency (ANS), the Fédération Française de Natation (The French Swimming Federation), the EDF Group, the Seine-Saint-Denis Departmental Committee and the City of Marseille.

Initiated as an experiment in Seine-Saint-Denis, the project has evolved over time and has gradually been extended to the whole of France, with two priority areas: Seine-Saint-Denis and the city of Marseille. The programme now takes the form of a call for projects co-financed by the Paris 2024 Endowment Fund, EDF, the French National Sports Agency, the French Swimming Federation and the local authorities concerned.

"1, 2, 3, Nagez !" has 4 objectives:

- Combating persistent territorial and social inequalities in access to sport
- Working to ensure children's water safety and prevent drowning
- Passing on the core aquatic skills to give people the pleasure of swimming
- Offering a fun summer for children who don't go on holiday

Since its launch in 2021, the programme has received a budget of almost €2m (€654,000 in 2021, €400,000 in 2022 and €1,050,000 in 2023), including €1.25m from the Paris 2024 Endowment Fund.

The actions launched, first in Seine-Saint-Denis (in 2021) and then nationwide (from 2022), have already enabled 6,200 people to learn to swim (2,200 in 2021, 4,000 in 2022), including 5,400 children. The 38 winning projects in 2023 should enable an additional 20,000 children to take part, according to estimates based on the applications submitted.

Whilst the programme is now set up for a widespread roll out across France, priority will continue to be given to Seine-Saint-Denis. For example, 61% of the direct beneficiaries live in the department, and 23 of the 28 winning municipalities in 2021 and 2022 are from Seine-Saint-Denis. The forecast figures for 2023 confirmed this priority, with 10 of the 38 winners in the department (26%) representing a total of 6,325 direct beneficiaries (32%).

more than

26,000

beneficiaries between 2021 and 2023 (2,200 in 2021, 4,000 in 2022 and 20,000 in 2023)

A budget of almost

€2 M:

€654,000 in 2021, €400,000 in 2022 and €1,050,000 in 2023, including **€1,254,000 from the Paris 2024 Endowment Fund.**

3,800

beneficiaries from Seine-Saint-Denis in 2021 and 2022 (61% of the total)

28

participating cities in 2021 and 2022, including **23 in Seine-Saint-Denis**

94

projects submitted and

38

winners in 2023

Appendix H - Paris 2024 indicator dashboard

Indicator	Outputs and main outcomes of the strategy
<p>Indicator 5 Number of beneficiaries of programmes set up to combat physical inactivity</p>	<p>→ +600,000 beneficiaries since the launch of the "Bouger Plus" (Move More) strategy in 2019</p>
<p>Indicator 6 Number and growth in the number of organisations (businesses, local authorities, schools) that have set up actions aimed at "Bouger Plus" (in particular 30'APQ i.e., 30 minutes of Daily Physical Activity)</p>	<p>→ +10,500 organisations since the launch of the "Bouger Plus" strategy in 2019</p> <p>→ Extend the current 30 minutes of Daily Physical Activity (30'APQ) scheme to all French schools from the start of the 2022/2023 school year</p>
<p>Indicator 9 Number of children taking part in Olympic and Paralympic Week</p>	<p>→ 3 million young people reached over the last 7 editions: from 72,000 pupils and students in 2018 to 1,000,000 in 2023 (x14 between 2018 and 2023)</p>
<p>Indicator 10 Number of schools and higher education establishments awarded the "Generation 2024" label</p>	<p>→ More than 8,700 schools and higher education establishment have been awarded the Generation 2024 label (out of a total of 62,410 in France): between 2018 and 2023 more than 8,585 schools and higher education establishments and 115 higher education establishments.</p>
<p>Indicator 11 Number of Games volunteers (Paris 2024 and other stakeholders)</p>	<p>→ 45,000 volunteers mobilised by Paris 2024 and 5,300 by the City of Paris</p> <p>→ 14,000 young people on Generation 2024 civic service between September 2021 and June 2023</p>

Indicator	Outputs and main outcomes of the strategy
<p>Indicator 14 Number of beneficiaries of the projects supported, and number of projects approved by "Impact 2024", including those taking place in priority areas or with priority groups</p>	<p>→ 4,470 million beneficiaries of Impact 2024 projects</p> <p>→ 1,095 projects supported and accredited 57% of which concern urban policy priority neighbourhoods Quartiers de la Politique de la Ville (QPV) and 20% the Seine-Saint-Denis department (Primary department both in terms of the number of projects supported and the funding granted)</p>
<p>Indicator 15 Paris 2024 awarded the Terrain d'Égalité "Level Playing Field" label</p>	<p>→ Paris 2024 contributed to the creation of the label and the drafting of its specifications. The Organising Committee applied for the label.</p>
<p>Indicator 16 Mixed/parity rate in Impact 2024 winning projects</p>	<p>→ 42% of Impact 2024 winning projects have female beneficiaries</p>
<p>Indicator 17 Number of parasport sections created and number of people with disabilities enrolled</p>	<p>→ 40 parasport sections created as part of the network of parasport clubs in Paris since 2020 (now "Inclusive Clubs")</p>

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Interim Evaluation Report on the Legacy & Sustainability Strategy of Paris 2024

Strategic Focus "Building the Social and
Environmental Legacy of Paris 2024
Games"

Full Report — November 2023