PARIS 2024
REPORT TO THE
136TH IOC SESSION
17 July 2020
Dear colleagues and friends,

I hope that this report finds you well.

Over the last few months, the world has been faced with an unprecedented crisis, whose human, economic and social consequences are yet to be fully evaluated. The sport movement has been severely affected with the postponement of the Tokyo 2020 Games, the postponement or cancellation of many national, continental and world championships. This crisis has also highlighted the vital role of sport and physical activity as part of a healthy lifestyle and a factor of well-being. Paris 2024 has been inspired by and has taken part in the “#StayStrong#StayHealthy#StayActive” campaign; the engagement in this campaign of the IOC, the IPC, the International Federations, the National Olympic and Paralympic committees and thousands of athletes around the world is to be commended.

Under these very special circumstances, Paris 2024 is happy to present the progress accomplished since the 134th IOC Session in 2019. The report is structured around our three strategic pillars: celebration, engagement and legacy. Those pillars constitute the foundations upon which we are building our project with the support and active contribution of our public stakeholders and those of the Olympic and Paralympic movement.

We are confident in the strength of our project and this confidence is also expressed by the three new partners that have joined our marketing programme since our last report to the Session: EDF, premium partner and electricity and gas official supplier, FDJ and Le Coq Sportif as official partners in the lottery and apparel categories respectively. Advanced discussions are on-going with several other companies highlighting the trust of the business community in the strength and relevance of the Olympic and Paralympic Games in these times of uncertainty.
Since the early stages of the candidature phase, Paris 2024 has been planning for Games of a new era: responsible, sustainable and socially engaged Games offering an opportunity for everyone to be part of it. We believe that this vision is even more relevant today. However, we cannot ignore the impact of the Coronavirus pandemic on our project; as President Bach stated, we have the choice: “Change or be changed”. We will therefore share with you at the end of this report the different measures we have put in place to adapt our project to this new context.

Dear colleagues, as we are about to reach the symbolic 4 years to go milestone, we know we can count on your support and expertise in the preparation and delivery of the Games.

We are looking forward to seeing you all again in Tokyo next year and celebrating with our Japanese friends Games that will be a beacon of hope and a symbol of recovery and renewal for the sport movement.

Tony Estanguet, Président Paris 2024
MAIN ACHIEVEMENTS SINCE THE 134TH IOC SESSION
CELEBRATION
SPORTS

Following the approval by the 134th IOC Session (pending final confirmation by the IOC Executive Board in December 2020) of the selection of breaking, skateboarding, sport climbing and surf as additional sports for the Paris 2024 Olympic Games, Paris 2024 has added two new venues to its Games concept.
Place de la Concorde, an iconic square at the heart of Paris, linking one of the world’s most beautiful avenues, the Champs-Elysées, to the Tuileries Gardens, will become a spectacular city-centre arena. Combining sports and cultural celebrations, this venue will showcase Paris’ heritage and offer exceptional images for viewers and spectators around the world.
Through a competitive bidding process between 5 venues for the right to host the surfing competition, Paris 2024 has chosen Teahupo’o in Tahiti, one of the historic cradles of the sport and considered to be one of the world’s most beautiful waves. This choice will not only offer optimum conditions for competitors but also engage a new host territory whilst promoting and protecting an exceptional environment and leaving a lasting legacy for the local community.
CELEBRATION
VENUES AND INFRASTRUCTURE

Planning and preparatory works on the main venues to be built are progressing well with almost no impact to date from the COVID-19 crisis.
Olympic and Paralympic Village

Thanks to the work in consultation with 18 NOCs, the size of the village has been optimised by reducing the total capacity to 14,250 beds. Land developers have been selected for all the village lots. Cleaning and demolition works, launched at the end of 2019, are gaining speed so that village construction can start in 2021 for a completion by the end of 2023, as planned.
Aquatics Centre

A developer was also selected for the Aquatics Centre, that will host diving, water-polo and artistic swimming (as well as boccia during the Paralympic Games). The venue will offer exceptional conditions to both athletes and spectators thanks to its compact design and state-of-the-art-equipment. The Aquatics Centre will meet the highest sustainability standards thanks to its wooden framework and its roof hosting one of the largest solar farms in France. In its legacy mode, the centre will become the heart of a new urban sport cluster, hosting both general public (swimming lessons and leisure access) and athletes from national federation and local clubs. The venue will be able to host national and international competitions. Construction work will begin in 2021 and will be completed in late 2023, with a handover to Paris 2024 in April 2024.
La Chapelle Arena (formerly Paris Arena 2)

Demolition works have started on-site for this venue that will host badminton, para-badminton and para-taekwondo. A developer has been selected and construction will start in 2021 with a completion date during summer 2023. In legacy mode, this multi-purpose arena will host both sport competitions and entertainment events.
CELEBRATION
GAMES DELIVERY
The work on the event delivery approach is on-going with the objective of optimising the Games delivery model by maximising the use of existing expertise in the organisation of sport events, in France and within the Olympic and Paralympic movement. In this context, all the International Federations have been consulted regarding the involvement they would like to have in the delivery of their sport during the Paris 2024 Games.

Furthermore, the IPC has approved the Paralympic Games concept, that has been optimised since the candidature: 8 venues will be in iconic locations in the heart of Paris, offering an unprecedented visibility to para-sport.
ENGAGEMENT
EMBLEM
The Paris 2024 emblem was launched on 21st October 2019, during a spectacular mass-participation event. The emblem combines three iconic symbols (the gold medal, the flame and Marianne – the face of France) to create the face of the Paris 2024 Games that projects the idea of a friendly, people’s games. For the first time in history the emblem is common for the Olympic and Paralympic Games, reflecting a common vision and a shared ambition.

The unveiling of the emblem has generated a very strong media coverage (576 press articles during the week following the launch, 203 million people reached through social media). The emblem itself has been very well received (83% of French people and 90% of the 15-25-year old like the emblem).
ENGAGEMENT
STRATEGY
Paris 2024 Engagement Strategy aspires to ensure that Paris 2024 remains a popular project from now until the Games, across the whole of France, turning the general public into actors of the project rather than mere spectators. The strategy will also maximise the reach and impact of other Paris 2024 and support the IOC efforts in building an Olympic community.

The engagement strategy will be implemented through two dedicated programmes:

**Terre de Jeux 2024**

This programme is intended for institutional partners (municipalities, intercommunal structures, departments, regions, national sport federations, French embassies abroad) and aims at recognising and promoting the activations by institutional partners in support of Paris 2024 strategic pillars (celebration, legacy and engagement). Since the launch of the programme, more than 1000 entities have received the “Terre de Jeux 2024” label, representing 17 million French people and 75% of the 100 most populated cities in the country.

**Le Club Paris 2024**

This programme is targeted at the general public and aims at creating a community for those who want to be active, play and experience sport with more passion and emotions. Through a series of challenges, the Club will reward its members with unique experience linked to the Games. The Club is also a platform to share ideas, stay connected to the Games and access information on key programmes (volunteers, torch relay, ticketing...). The Club will be officially launched in the upcoming weeks.
LEGACY
OLYMPIC AND PARALYMPIC WEEK IN SCHOOL
The 4th edition of the Olympic and Paralympic week in school took place from February 3rd to 8th 2020 and has confirmed the success of this flagship education programme of Paris 2024:

- **more than 450,000 youth** involved with the participation of more than **200 athletes** who went back to their schools,
- **2,800** projects organised in schools including 570 around cross-cultural awareness,
- **78%** of projects around para-sport.

On this occasion, Paris 2024 launched a project to encourage the Paris 2024 generation to be more active and sporty while having fun: an original choreography was created, paying tribute to the celebration moves of Olympians and Paralympians around the world; the youth were invited to perform the choreography, alone or as a group, and to share the results on social media.
LEGACY
FUND
Paris 2024 has set up a Legacy Fund, as the main activation channel for its legacy strategy with the objective of strengthening the place and role of sport in society along three axis: health and well-being, educational success and civic engagement, inclusion, solidarity and equality.

The operating principles have been defined, including the funding principles of projects by the Legacy Fund, the definition of indicators to measure the impact of the projects and the creation of sustainable collaboration between the sport movement (in particular the sport club) and the institutional actors and civil society, which will ensure a lasting legacy after the Games.
Paris 2024 has adopted its sustainability strategy with the main objective of ensuring an exemplary delivery of the Games. This will be achieved through:

**Legacy Sustainability**

**Carbon Neutral Games**
thanks to an innovative carbon management approach based on setting objectives at the outset, anticipating to avoid or reduce carbon emissions and offsetting the residual emissions.

**Sustainable Sourcing Strategy**
The adoption of a sustainable sourcing strategy built on circular economy, carbon neutrality, social innovation and inclusion of persons with disabilities.

**Joint Programme with the WWF France**
France to support the acceleration of the ecological transition of the sports sector.
Paris 2024 is convinced that its project is sound and solid, and that it is even more relevant in the current context. Staging the Games contributes to:

**BOOSTING THE ECONOMY**
by generating more than EUR 5 billion worth of business during the next four years, mobilising 150,000 jobs and promoting Paris and France tourist assets.

**DEFINING A COMMON HORIZON FOR THE WHOLE COUNTRY**
at a time where we need to be together to overcome the crisis.

**CHANGING THE PLACE OF SPORT IN FRANCE**
at a time when everyone has realised that sport is both a primary need but also a solution to numerous contemporary challenges such as soft mobility, education, social interaction...
We will not change the fundamental principles of our project. However, the crisis will have an impact on the project that will be evolved to adapt to the context:

- **Short-term impact:** Paris 2024 has reviewed its programme of activities for 2020 and 2021 to integrate the postponement of the Tokyo 2020 Games
- **Mid- to long-term impact:** Paris 2024 has launched a review of its priorities with two main challenges at stake:

  - Budget Compliance
    - It is key to create budgetary margin to be ensure the Games are delivered on target in an uncertain economic context: in order to maintain our overall ambition, certain operations will be need to be delivered differently to the way there were done in the past and thus ensure that savings can be achieved.

  - Impact Amplification
    - Every project will be further reviewed to ensure that they generate maximum value and bring Paris 2024 vision to life.

Paris 2024 has launched a consultation of its stakeholders to engage them in the reflection on the impact of COVID-19 on the project.
3 PRIORITIES FOR THE UPCOMING MONTHS
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Paris 2024 has defined the following priorities for the upcoming months:

- **Optimisation of the Olympic and Paralympic Games concepts**
- **Confirmation of event delivery model**
- **Launch of Club Paris 2024**
- **Review of Tokyo 2020-related operations** (handover ceremonies, participation in Observer Programme)
- **Launch of the first projects funded through the Legacy Fund**
- **Move to the new Paris 2024 headquarters**
Paris 2024 thanks its Partners for their dedication.

Worldwide Partners

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