



WWF

PROPOSAL

FR

2016

PARIS 2024

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**WWF FRANCE RECOMMENDATIONS
FOR THE FIRST GAMES ALIGNED
WITH THE PARIS AGREEMENT**

About the WWF

WWF is one of the largest independent conservation organisations in the world. Through its active network in over 100 countries worldwide and the support of nearly 6 million members, WWF strives to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. Its goals include preserving global biological diversity, ensuring sustainable use of renewable natural resources and promoting the reduction of pollution and waste.

Since 1973, WWF France has worked on a constant stream of projects to provide future generations with a living planet. With the support of its volunteers and 220,000 donators, WWF France leads concrete actions to safeguard natural environments and their species, ensure promotion of sustainable ways of life, train decision-makers, engage with businesses to reduce their ecological footprint and educate young people. The only way to implement true change is to respect everyone in the process. That is why dialogue and action are keystones for the WWF philosophy.

The sailor Isabelle Autissier has been President of WWF France since December 2009, and Pascal Canfin was named Chief Executive Officer in January 5, 2016.

To learn more about our projects and actions, go to: <http://projets.wwf.fr>

Together, we are the solution.

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This is not a dream. This is not “just another small step”. It is a new reality in the making, one to which we are deeply committed.

The Paris 2024 Olympic and Paralympic Games will not be just a little greener, or leave a slightly smaller carbon footprint, or mobilise a few more people than previous Games. They will be a milestone, ushering in a new way of designing this planetary event. Above and beyond athletic excellence, these Games will be an integral part of the ecological transition mandated by our century.

I have the privilege, as a former premier athlete and president of WWF France, to be at the crossroads of sports and the environment. I fully understand how a mega sporting event can mobilize, influence and deliver a message to millions of people, making a lasting impact with all concerned.

Buoyed by the determination of the Organising Committee, with whom the WWF France teams work every day, I dream about the future. In the “experiences” section of this report, we have imagined a cross-section of people at various points in the future.... a future where the 80 actions proposed by WWF France have become a part of our daily landscape.

I, too, imagined what my experience might be like.

June 2023: one year before the Paris Olympic and Paralympic Games, the excitement is growing, even for me, living in La Rochelle. My friends from the Paris area tell me how they and their children are taking the plunge and getting involved at school, in their neighbourhoods, associations or even their companies: discovering local biodiversity, helping ‘green up’ the area, launching energy saving or recycling challenges. In the media, I see how the venues are being built and remodelled, transportation expanded, techniques invented to make these Games a laboratory and a showcase for ecological transition. On social networks, I follow and participate in initiatives. I really feel a part of it all!

August 2024: I wouldn’t miss this mega event for the world. I want to test and share with hundreds of thousands of other people all the experiences. Not just the excitement of attending competitions, but also hearing the birds sing and admiring the trees while walking or pedalling to the venues, eating healthy food, sharing information on waste recovery, recycling and compensation levels we reach, collectively, and which are like a big game within the Games, for all of us.

2030: of course, if I come to Paris during a heat wave, I know I will be able to go for a swim! But even back home, I will notice how the good practices in terms of construction, transportation, lighting, areas dedicated to the biodiversity, and more, have radiated throughout France. I will see how innovations have spread, how the young people around me, motivated by these new ways of living, are getting trained and finding jobs. I will relish the collective pride in having created these Games of the Future and made their impact resonate, changing attitudes and mentalities, and see how much these Games have inspired initiatives and social ties.

I invite you, as you read the WWF France proposals, to project yourself into the future and imagine the impact, not only within the framework of the Paris 2024 event, but for decades to come.

It is a wonderful and motivating responsibility to participate in building our sustainable future. Sharing this work with the billions of people mobilized by Paris 2024 is even more so.

This planetary event is the opportunity for the shared values of respect, excellence and fraternity – which embody both the Olympic spirit and that of ecological transition—to enhance these Games and transcend them to build a sustainable future beneficial to all.

In May 2016, the Paris 2024 bid committee and WWF France signed a strategic partnership, joining forces to work towards a common goal: organising Games with a positive environmental impact, designed to accelerate the ecological transition and contribute to reinventing cities and lifestyles.

This collaboration is an integral part of the strategic roadmap of the International Olympic Committee (IOC). In December 2014, the members of the IOC unanimously adopted the 40 recommendations on the Olympic Agenda 2020. This new strategic roadmap is a watershed in the philosophy of the organisation and ultimate purpose of the Games. This event must now be “a global project respecting the environment, feasibility and development, in order to leave a sustainable legacy”¹. Candidate cities are therefore invited to present a reasonable project, adapted to the sporting, economic, social and environmental needs of the proposed host areas.

As of the first phase of the candidature in early 2016, the Paris 2024 bid committee crafted a concept for the Games which meets this objective, laying a solid foundation for their strategy of environmental excellence. This concept, based mainly on existing venues and facilities or ones already in the planning stages, clearly expresses the desire to make these Games a laboratory of sustainable innovation, leaving a positive legacy to the host areas and their inhabitants.

The WWF network as a whole has been working for many years on questions of sports and the environment, convinced that they can be mutually beneficial. WWF France teams worked with the Italian Organising Committee, preparing for the 2006 Torino Winter Olympics, then with the London 2012 bid committee. WWF International has been a partner of the World Rowing Federation (FISA) for several years and WWF France works regularly with the Sports & Sustainable Development Mission of the Ministry of Youth, Urban Affairs and Sports and mobilises sports federations, such as the French Rugby Federation, to join in their projects.

This partnership, on one hand, provides support for the bid committee teams in defining the candidature’s ambition and strategy of environmental excellence, and, on the other hand, ensures sponsorship of the Paris 2024 Environmental Excellence Committee, presided by Isabelle Autissier and made up of 24 qualified personalities committed to environmental issues (scientists, NGOs, athletes, entrepreneurs). Established until the election of the 2024 host city – in September 2017 – the partnership also supports WWF France’s *Réinventer les villes* (Reinventing Cities) initiative, of which it is a concrete example.

The WWF France stipulated certain conditions, enabling it to end this partnership should the environmental goals not correspond to its expectations or values. These conditions are essential to maintaining its independence and neutrality.

In this publication, WWF France presents the convictions it has formed while working as partner and exchanging with the various Paris 2024 candidature stakeholders and external partners. The ambitions, goals and conditions for success, according to WWF France, are submitted here to be shared with the bid committee and its stakeholders, while writing up the final phase of the Paris 2024 candidature file.

1. Olympic Agenda 2020 – 20+20 Recommendations, Reference document, International Olympic Committee

PARIS 2024, THE FIRST GAMES ALIGNED WITH THE PARIS AGREEMENT

On 12 December 2015, the governments of 196 countries committed to an historic climate agreement, the Paris Agreement.

With the COP21, France and Paris sent a strong signal of their commitment to combat climate change. This global commitment is being translated into local action every day.

In this context, Paris 2024 cannot content itself with organising “Sustainable Games”, but must be the first candidate to propose – through strong commitments – the first Games aligned with the Paris Agreement objectives.

Paris 2024 is the perfect opportunity to implement local solutions addressing global climate change, and to showcase these solutions to the billions of athletes, spectators and television viewers who will experience the 2024 Olympic and Paralympic Games.



UNITED FOR THE GAMES, UNITED FOR THE CLIMATE

“SPORT HAS THE POWER TO CHANGE THE WORLD.”

Nelson Mandela

Every two years, athletes from all five continents gather for that magnificent celebration of Sport, the Olympic and Paralympic Games, two events which together embody the values of the Olympic Movement: universality, respect, surpassing oneself and peace, to name a few.

Every year, countries from all five continents gather at the United Nations Framework Convention on Climate Change (UNFCCC). In 2015, France – host country and president of the twenty-first Conference of the Parties, or COP21 –, determined to provide a response able to fully address the importance and urgency of this challenge, participated in driving the 196 countries, civilians and non-governmental actors towards an historic agreement. This agreement laid the foundations for a common and ambitious response to climate change based on the principles of universality, solidarity and fairness between countries, echoing Olympic values. It marked a major step in global commitment to the climate and, by entering into effect less than one year after the COP21, demonstrates the strength of the mobilisation by participating countries.

For two weeks, Paris and the Seine-Saint-Denis department championed global climate action by welcoming tens of thousands of participants from around the world, contributing to the success of their discussions and the organisation of several thousand public events.

Buoyed by the success of the COP21, by the major role it took in advocating accountability for towns and cities facing the challenges of climate change and by the climate actions it has implemented over the past several years, Paris has become the international symbol of the fight against climate change. Today, it must embrace its leadership role to inspire the rest of the world, and demonstrate the feasibility of local and universal responses to climate change.

During this first post-COP21 bidding process to host the Olympic and Paralympic Games, the Paris 2024 candidature must go beyond sustainability. It must offer the first Games aligned with the Paris Agreement.

Paris, international symbol of the fight against climate change

- The Paris City Hall hosted and co-organised the **Climate Summit for Local Leaders** on 14 December 2015. Nearly 700 mayors and local officials from French cities made climate change commitments to “surpass the objectives of the Paris Agreement”, “support ambitious goals [...] such as the transition towards 100% renewable energy in their jurisdiction or reducing greenhouse gas emissions by 80% by 2050.”
- Paris is a member of the **C40 Cities Climate Leadership Group**, a network of the world’s 85 largest cities, taking action to combat climate change. On 8 August 2016 in Rio de Janeiro, the Mayor of Paris –Anne Hidalgo– was elected president of the C40.
- Paris was voted **Global Earth Hour Capital 2016** as part of the WWF’s international Earth Hour City Challenge, rewarding the best initiatives by cities working towards a sustainable climate-friendly future.

“THE UNITED NATIONS AND THE IOC [...] ARE JOINING OUR FORCES TOGETHER FOR OUR SHARED IDEALS. SUSTAINABILITY. UNIVERSALITY. SOLIDARITY. NON-DISCRIMINATION. THE FUNDAMENTAL EQUALITY OF ALL PEOPLE.”

Ban Ki-Moon, United Nations Secretary General

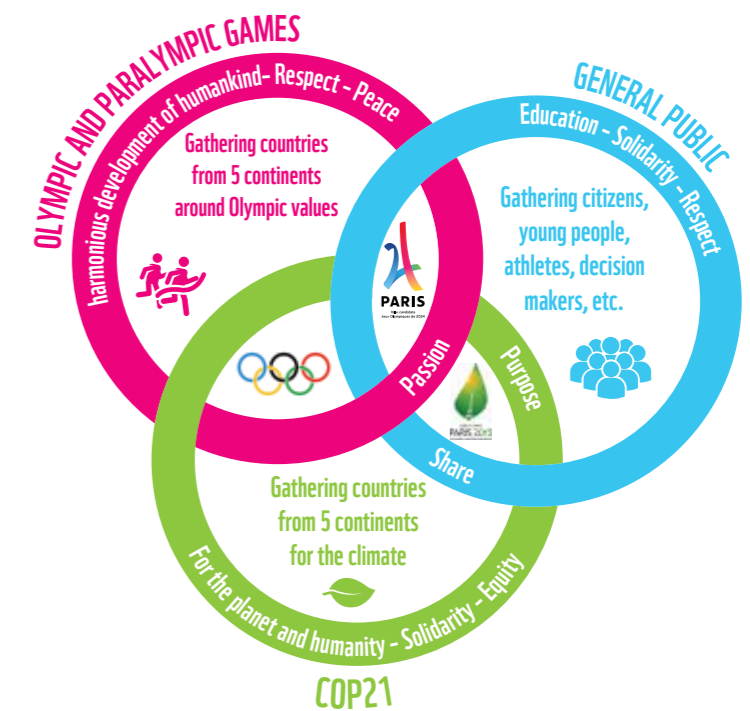
Meeting the objectives of the Paris Agreement means not only making drastic efforts to reduce our greenhouse gas emissions, but also, in the interest of solidarity and fairness, helping areas and populations adapt to climate change, improving their climate resilience and working towards international solidarity and climate justice.

By so doing, the candidature for Paris 2024 – the first Games aligned with the Paris Agreement – becomes an integral part of a fair transition towards sustainable development, meeting objectives focusing on sustainable peace, health and cities, as defined by the United Nations in its 2030 Agenda for Sustainable Development. Paris 2024 will contribute to reaching the common ambition set out by the UN and the IOC, who formalised their cooperation at the end of 2015².

But the Games are, above all, a universal gathering of athletes, citizens, young people, companies, countries and decision-makers. Their ability to mobilise the general public while conveying the values of sport, make the Paris 2024 Games a golden opportunity to echo the COP21, giving it a more universal and concrete dimension by demonstrating local and global solutions that mitigate and build resilience to climate change, and that change the way we live.

In short, the Games will contribute to education, training, raising public awareness and adopting more sustainable lifestyles, as called for by the Paris Agreement.

Experienced by 14,000 Olympic and Paralympic athletes, nearly 3 million spectators and 3.7 billion television viewers, the Paris 2024 Games are a wellspring of opportunities for testing the ecological transition.



2. See UN General Assembly resolution of October 20, 2015.

PARIS 2024, SHOWCASING CLIMATE SOLUTIONS

The central aim of the Paris Agreement is “holding the increase in the global average temperature to well below 2°C above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5°C”. By ratifying this agreement, governments collectively committed to a rapid reversal of global greenhouse gas emissions trends.

The Fourth Assessment Report by the IPCC³ provided goals calculated to respect the 2°C limitation scenario: reducing greenhouse gas emissions by 25 to 40% by the year 2020 and 80 to 95% by 2050, compared to 1990 levels, for developed countries⁴.

When applied to the French context, these goals – as defined for all developed countries – lead to a goal of **25% to 42% emissions reduction by 2024 compared to 2010**.

Therefore, meeting the objectives of the Paris Agreement, which aim to hold “the increase in [...] temperature **well below 2°C**”, would require the Paris 2024 candidature to set a target of reducing emissions by over 42% compared to Games held in the 2010s.

Moreover, the Paris Agreement specifies that the targeted global warming limitation can only be achieved through a balance of reducing greenhouse gas emissions and their absorption by sinks over the second half of this century.

Science reminds us that global emissions are expected to peak before the end of this decade, heightening the responsibility of developed countries in the worldwide reduction challenge.

Since the 2000s, several Olympic and Paralympic Games host cities have implemented partial emissions compensation strategies: Salt Lake City 2002, Torino 2006, Vancouver 2010, London 2012, Sochi 2014.

While no Games in the history of the modern Olympics have managed to reach carbon neutrality, PyeongChang – host city for the 2018 Olympic and Paralympic Games – has promised to do so.

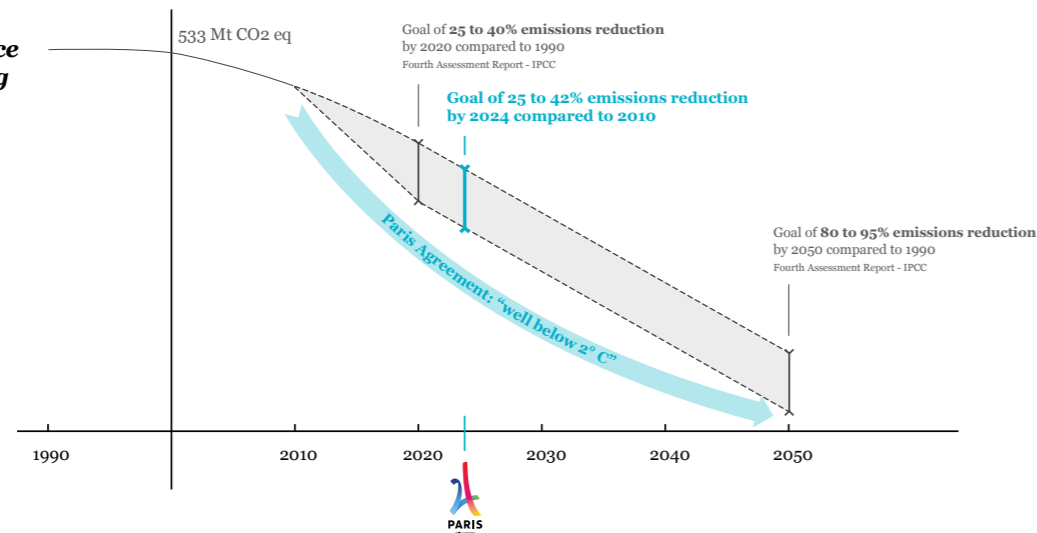
Taking this context into account, as well as the responsibility of France and Paris in the global climate effort, **carbon neutrality at Paris 2024 is no longer optional**. It is an essential counterpart and integral to the strategy of environmental excellence which sets **goals for drastic emissions reduction during these Games**, aligned with the Paris Agreement.

Therefore, the candidature’s strategy of environmental excellence must enable these Games:

- **to accelerate global efforts**, by cutting Paris 2024 emissions in half compared to Games hosted in the 2010s, and more specifically London 2012, where the context in terms of national and international access is more comparable to the Parisian context than Rio 2016;
- **to leave a legacy of improvement**, by setting goals of building a sustainable city, enabling long-term emissions reductions in the host areas and integrating objectives for minimizing not only the carbon footprint, but the overall ecological footprint.

Finally, a complementary compensation strategy (see page 18) will guarantee carbon neutrality for Paris 2024.

Current greenhouse gas emissions in France and forecast according to IPCC objectives for developed countries to respect the 2°C limitation scenario.



3. Intergovernmental Panel on Climate Change

4. Written in Appendix 1 of the United Nations Framework Convention on Climate Change (UNFCCC)

Cut emissions in half compared to London 2012

Respecting the International Olympic Committee's Agenda 2020 recommendations, the concept of the Paris 2024 candidature is based on:

- **Efficiency**, using 70% existing competition venues and 25% temporary venues, with 100% of the venues being an integral part of development plans for the host cities and communities – meaning they will be built regardless of the Games;
- **Compactness**, with 80% of the Parisian venues located within a 10-km radius of the Olympic Village and 85% of the athletes housed less than 30 minutes from their competition venue.

This exemplary concept for the Paris 2024 Games already marks a turning point in the history of bids to host the Games and enables, in and of itself, to reduce emissions by 45% compared to the London 2012 Games.

This concept, combined with a strategy of environmental excellence, detailed in the 80 proposed actions (see page 36), enables us to target **reducing overall emissions for these Games by at least 55% compared to the London 2012 Games**.

Reductions related to implementing the strategy of environmental excellence are based mainly on:


- **implementing low carbon construction norms**, enabling to approximately save an additional 190 kt CO₂ eq compared to constructions respecting current norms (estimation based on the *Bâtiment Bas Carbone* (BBCA) label which was proposed in 2016 and hopes to be adopted by the year 2020).
- **considerably increasing the modal shares of train, public transportation, zero-emissions vehicles and active modes⁵** of travel for spectators, athletes and delegations: nearly 90 kt CO₂ eq.
- **implementing an eco-responsible food charter**, halving the percentage of meat in food service compared to real average consumption in France in 2016, and guaranteeing zero food waste: approximately 20 kt CO₂ eq.
- **setting up responsible purchasing policies** to reduce the carbon footprint of promotional objects, spin-off products and printed communication: approximately 4 kt CO₂ eq.
- **efforts for an energy transition** towards increasing mitigation and 100% renewable energy / energy recovery to supply electricity during the Games. This would save over 2 kt CO₂ eq, since the French energy mix is already low carbon due to the large share of nuclear. Reducing the share of nuclear in electricity production remains a major issue for French energy transition.

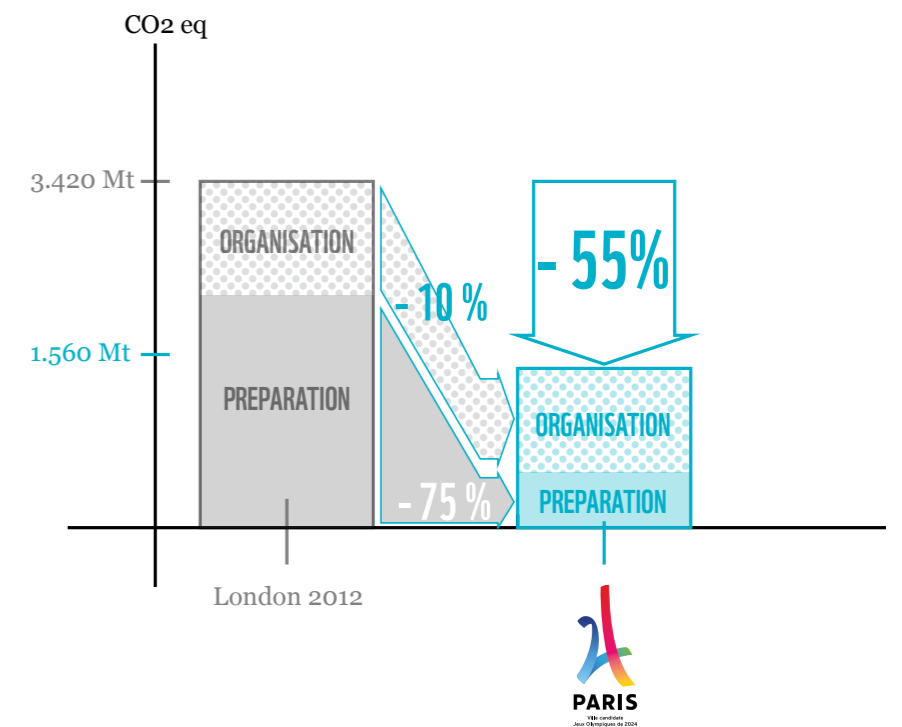
These figures were taken from the Paris 2024 carbon footprint estimate established by the Paris 2024 bid committee based on the main objectives of the strategy of environmental excellence. They will continue to be refined during the preparation phase for these Games.

While the aim of Paris 2024 is not to position itself in relation to a specific Olympic and Paralympic Games, the similarities between the French and English contexts – very different from the Brazilian context (local and international access, emissions factors...) – make it more pertinent to compare the estimated footprint of Paris 2024 with that of London 2012, than with an average of the London 2012 and Rio 2016 footprints.

Paris 2024 GHG reduction objectives compared to London 2012

Key

-  Emissions related to operations and spectators during the Games
-  Emissions related to preparations for the Games (construction of transport infrastructures, venues and facilities)



Scope of Paris 2024 carbon footprint estimate

The simplified carbon footprint estimate for Paris 2024 was calculated by the bid committee, based on the methodology developed for the London 2012 Games.

This methodology takes into account direct and indirect greenhouse gas emissions produced by the Games, calculated according to French emissions factors. These emissions can be broken down into four main categories:

- Venue construction (including renovations);
- Transport infrastructure construction;
- Spectators: local, regional and international travel, food service, lodging and purchases;
- Operations: electricity and gas consumption, Olympic facilities, travel, food service, lodging for media, staff, volunteers and athletes, IT and telecommunication services, etc.

Moreover, the estimate includes emissions produced during the preparation phase, throughout the Games themselves and during the period of dismantling temporary structures.

⁵ Travel modes using muscular energy such as walking and bike riding, as well as scooters, rollerblades, etc.

PARIS 2024, ACCELERATING ECOLOGICAL TRANSITION

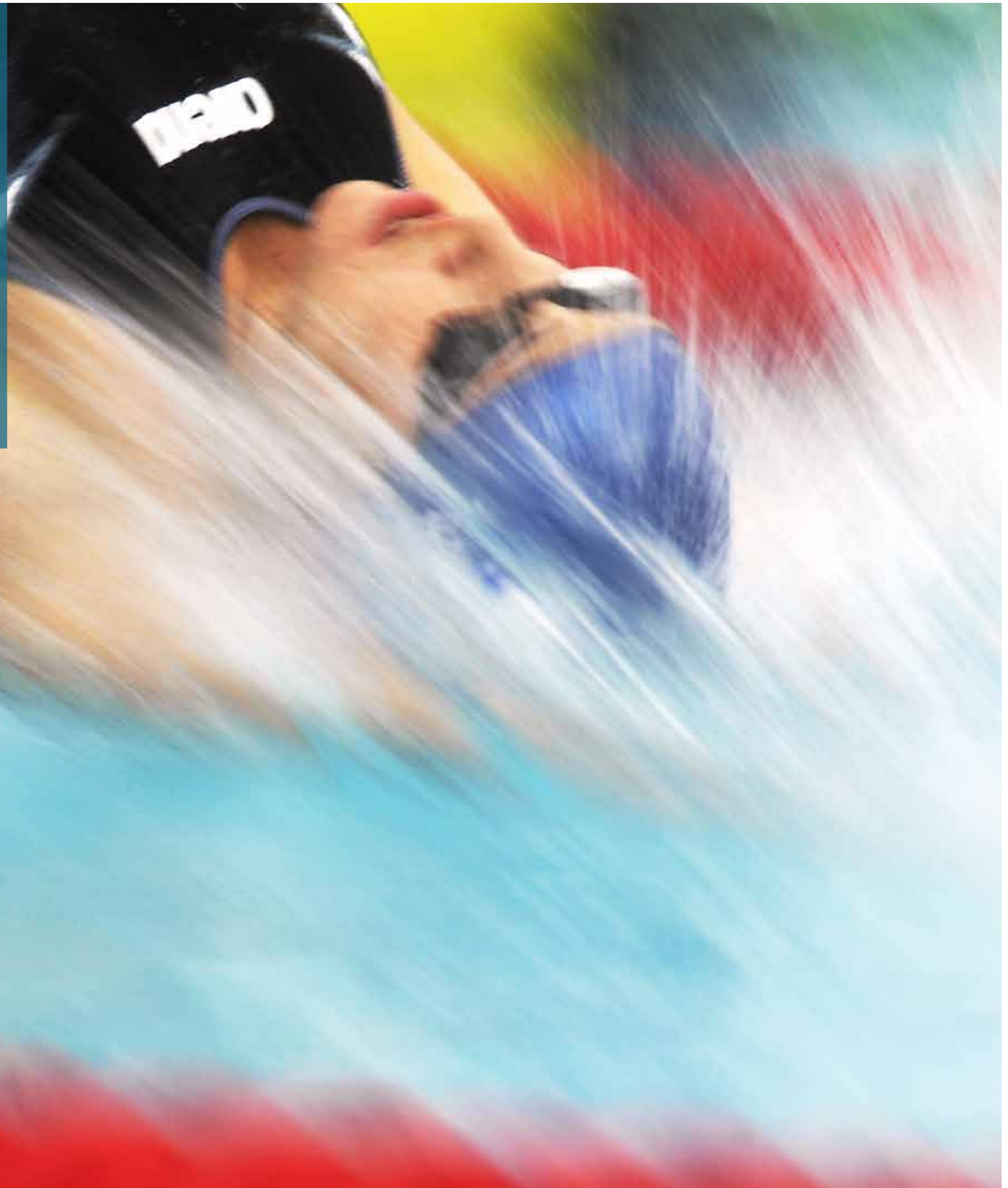


Organising the Olympic and Paralympic Games includes:

- Seven years implementing a development project for the host areas;
- Two times two weeks of competitions, with 3 million spectators, 3.7 billion television viewers;
- A tangible legacy for the host city, communities and region, and an intangible legacy in the minds of all those who experienced the Games from near or far.

The Paris 2024 candidature, a bid to host the first Games organised according to the Olympic Agenda 2020, has laid the foundations for a responsible project, using existing facilities and providing excellent venue density around the Olympic Village. The strategy of the first Games to be aligned with the objectives of the Paris Agreement must dovetail with this concept to heighten the positive impact of the Games and ensure a positive legacy for the host areas and their inhabitants.

We must seize this opportunity today and build on it for future generations.



Initiating ecological transition for the host areas as of 2017... 7 years to eco-design the Games

By pursuing the work begun during the candidature phase, to eco-design and implement a sound, global project, aligned with the objectives of the Paris Agreement. This involves refining and integrating the “added value” of the Games into the construction of infrastructures planned independently of the Games and into the renovations of existing infrastructures. The watchwords will be environmental responsibility and innovation. This means the Organising Committee must work closely with all its partners, sponsors, construction firms, suppliers and service providers.

By using the carbon footprint estimate as a veritable decision-making tool throughout the delivery phase of the Games, ensuring that choices adhere to the goal of reducing preparation phase emissions by at least 75% compared to London 2012.

By impacting production modes through exemplary purchasing policies which promote a circular economy – the basis of eco-design –, systematically seeking to reduce the environmental footprint of the Games and choosing eco-responsible materials.

By anticipating key objectives of the strategy of environmental excellence, such as the zero waste objectives or eco-responsible food, through test phases of limited scope (schools, sports federations and clubs, etc.).

By catalysing the public around the issues of sustainability through active participation: for example, recruiting residents for biodiversity inventories, crowdfunding for renewable energy projects, awareness initiatives. Modelling tools for the Games could, for example, be used to raise awareness of climate change impacts.

Demonstrating ecological transition during the Games in 2024 ... Eco-managing two times two weeks of competitions

Paris 2024 is an opportunity to inform and inspire the general public about the Paris Agreement. That is why overall efforts to reduce Games-related emissions must be highly visible, enabling everyone to see how our cities, and lifestyles, can be an integral part of the response to climate change. Building awareness of the ecological transition requires:

Getting everyone involved in reducing emissions:

- changing travel habits: residents of France (70%) or neighbouring counties (30%) should take the train to the Games; by providing exclusively active modes or public transport between venues for spectators, and zero-emissions vehicles for athletes and delegations, we can cut transportation-related emissions by one quarter compared to the London 2012 Games.
- eating differently: by offering quality and varied food options containing 50% less meat compared to real average consumption in France in 2016 and applying a zero food waste policy, we can reduce food-related emissions by 30% at the Paris 2024 Games.
- modifying modes of consumption, with exemplary athletes who wear clothing made from certified fabrics, eco-friendly gold medals and spectators who buy Paris 2024 promotional products with the eco-responsible label.

Moreover, the Games can create a ripple effect, by proposing a “Paris 2024” label to tourism professionals (restaurants and hotels near venues) who respect certain key objectives of the strategy of environmental excellence.

Raising awareness by addressing athletes, companies, sponsors, spectators and television viewers, and spotlighting good practices. Digital tools, for example, could be used to create a domino effect.

Following the example of London 2012, and buoyed by the resounding success of the COP21, Paris 2024 must be a model of eco-management and a reference for all international mega-events in its wake.

Boosting the post-2024 ecological transition ... A positive legacy, local and international

Actions implemented throughout preparations for the Games and during the event itself will contribute to:

Reaching medium or long-term objectives set by the host areas: reducing emissions by 80% by 2050, host areas using 100% renewable energy, etc. by:

- reducing emissions in host areas over the long term, mainly due to lower-energy infrastructures, and the development of renewable energy, whose benefits will be felt for decades to come.
- anticipating post-2024 construction norms which integrate low-carbon construction criteria, by reducing, for example, emissions related to new buildings by at least 20% compared to emissions allowed by current construction norms. (Today, this estimate is based on emissions reductions due to lower energy consumption according to the Low Carbon Building label: *Bâtiment Bas Carbone* – BBCA).
- evolving towards more sustainable modes of living, consumption and production, while maintaining the level of climate change awareness and mobilization generated by the Games.

In fact, the City of Paris and the Plaine-Commune urban community –host areas for the majority of the Olympic competitions – committed to reducing their emissions by 80% and using 100% renewable energy by the year 2050 during the Climate Summit for Local Leaders on 4 December 2015.

A positive international legacy, by implementing one or more projects to offset emissions (see Paris 2024 can be carbon neutral, page 18).

KEY OBJECTIVES*

- Reducing emissions related to Games preparation by at least 75% compared to those recorded by London 2012.
- Choosing venues in view of conserving and showcasing local biodiversity.
- Anticipating post-2024 norms for all new constructions, integrating grey energy reduction objectives that contribute to shrinking the global carbon footprint.
- Conducting a responsible purchasing policy for all construction materials: 40% recycled materials, 50% materials made in France, and specific objectives for wood and FSC certification.
- Ensuring at least 90% reuse or recycling of Games-related building site waste and earth.
- Increasing energy efficiency of infrastructures and developing local production of renewable energy and energy recovery.
- Ensuring 100% of the venues are accessible via public transport and active travel modes.

KEY OBJECTIVES*

- Reducing emissions related to Games operations by at least 75% compared to the London 2012 Games.
- Ensuring procurement using 100% renewable energy / energy recovery.
- Implementing travel policies to reduce related greenhouse gas emissions during the Games and for the long term.
- Enforcing responsible purchasing policies to ensure, namely, 100% of the promotional objects and spin-off products, as well as printed communication, are procured using a responsible approach (recycled, ethical, recyclable...).
- Setting up a waste prevention and sorting policy: zero landfill waste, 65 % recycled, 35 % energy generating and 100% organic waste collected.
- Providing food service at the venues and “live sites” offering 100% certified food with objectives by food type, halving the consumption of meat and encouraging off-site restaurants to follow suit.
- Raising sustainable development and climate change awareness with the 14,850 athletes, 3 million spectators, 3.7 billion television viewers and 90,000 journalists and volunteers.

KEY OBJECTIVES*

- Enabling greenhouse gas emissions to be reduced in the host areas over the long term, targeting 80% by 2050.
- Accelerating energy transition in the host areas towards 100% renewable energy by 2050.
- Leading the host areas towards a zero waste policy.
- Contributing to the long-term goal of building the Ile-de-France “vegetable farming belt”.
- Restoring and promoting biodiversity at all Olympic sites, including the Olympic Village and media village.
- Contributing to the implementation of projects that are part of the Great Green Wall for the Sahara and the Sahel Initiative via the Games’ carbon offsetting strategy.

“ECO-DESIGN ENABLES THE PROJECT TO BE ECONOMICAL AND RESPONSIBLE, BOTH IN TERMS OF MANAGEMENT AND OPERATIONS, AND FOR THE LONG TERM. A LEGACY MUST BE PLANNED BEFORE THE GAMES, CRAFTED DURING THE GAMES, AND PROVE ITS UTILITY AND ITS WORTH ONCE THE GAMES ARE OVER”

*Maël Besson,
French Sports
& Sustainable
Development Mission,
Sport and Citizenship
Think Tank,
20 March 2015*

*All the objectives, inherent in each phase of the Games –preparation, operational and legacy– are presented in the list of 80 proposed actions for environmental excellence, page 36.

PARIS 2024 CAN BE CARBON NEUTRAL

The bid committee has made the reduction of CO₂ emissions a priority, setting the ambitious goal of being 55 % lower than the London 2012 Games. In other words, Paris 2024 can envisage carbon neutrality. This would involve setting up a strategy for offsetting all residual emissions estimated at 1.5 million tonnes CO₂ equivalents according to the carbon footprint estimate performed by the bid committee.

Carbon offsetting cannot, of course, replace prior measures implemented to reduce greenhouse gas emissions generated by the Games. It serves only as a complementary measure, contributing to the positive international (and/or national) legacy of Paris 2024.

WWF France would like to propose some ideas for an innovative carbon offset strategy that benefits people in the countries most vulnerable to climate change.



AN OFFSET STRATEGY FOR CARBON NEUTRAL GAMES THAT LEAVE A POSITIVE LEGACY

Prerequisites for carbon offsetting

Since no compliance scheme applies to this sector, the carbon generated by the Olympic and Paralympic Games would be offset on the voluntary CO₂ market. However, no matter what regulatory framework is applied, WWF France will resort to carbon offsetting projects only after greenhouse gas emissions reduction measures have been implemented and a certain number of criteria respected to guarantee project transparency, tracking and robustness:

- carbon credits must be certified according to the most rigorous international standards available on the voluntary CO₂ market, guaranteeing the respect of the following principles;
- the project must be classified as 'additional', meaning that implementation is dependent on the sale of carbon credits (the project would not have happened without this financing);
- the carbon credits must be traceable via independent and accessible accounting records to avoid double counting (ensuring that each carbon credit is sold only once);
- the project must sequester and prevent the release of project-generated carbon on a permanent basis (the project's CO₂ impact must be long term);
- carbon credits must also be measured and verified by an independent third-party (auditor);
- offset projects must provide benefits for the local populations and regions concerned. For this reason, they must be part of a truly effective policy addressing climate change and act in conjunction with an action plan targeting significant reduction of greenhouse gas emissions.

Today, Gold Standard (GS) and Voluntary Carbon Standard (VCS), the market's two most widely recognised standards, offer a wide range of projects meeting all of these criteria, namely through transparent transactions and online public registries. Moreover, the Gold Standard sets co-benefit requirements, ensuring that offset projects contribute to the social and economic development of the host countries and that local populations are involved; the VCS uses additional standards, such as Climate, Community and Biodiversity (CCB) or Social Carbon to assess co-benefits.

Paris 2024: a global legacy benefiting the people and countries most vulnerable to climate change

Beyond a positive local legacy, Paris 2024 constitutes a wonderful opportunity to leave a positive global legacy, by demonstrating that the Olympic Movement can play a major role in strengthening international solidarity to combat climate change. The WWF France proposes leaving a 3-part legacy, as follows:

1. Boosting international adaptation initiatives

Worldwide cooperation and solidarity are more necessary than ever if we want to meet the global challenges generated by climate change. The Paris Agreement underscored the necessity of ensuring that the most vulnerable communities and countries have the necessary means to deal with climate change. To date, the Games have favoured carbon offset projects that focus mainly on mitigation goals. A broader offset strategy for Paris 2024 could participate in helping the most vulnerable countries deal with the impacts of climate change. Voluntary carbon offsetting can therefore be a pertinent tool to support projects with both mitigation and adaptation objectives.

2. Contributing to social, economic and environmental co-benefits for host populations and their communities

These co-benefits will be measured by how much they contribute to reaching the United Nations' sustainable development goals (SDGs).

3. Committing to the Olympic Movement and its partners in the medium and long term

Paris 2024 must adopt an innovative approach to carbon offsetting, involving a maximum of people and long-term goals, in order to build a legacy that will outlive the Games.

This could be implemented using a three-part strategy:

1. Financing a portfolio (TBD) of existing international projects on the voluntary CO₂ market (or which will be set up and verified by 2024), and which, respecting the previously mentioned conditions, should:

- integrate mitigation and adaptation components of the measures related to the fight against climate change (SDG 13);
- enable Paris 2024 to support projects in developing countries participating in the event;
- set requirements for co-benefits, namely based on the objectives of certain SDGs, with priorities to be defined by the Organising Committee;
- guarantee emissions reduction during the period of the Games (2020 – 2024).

2. Supporting the creation of new carbon offset projects for which the Organising Committee commits to eventually buy all or part of the carbon credits, and which could then be sponsored by the International Olympic Committee over the long run.

Through its strategy, Paris 2024 could illustrate how an Organising Committee can support a new generation of projects by helping to finance their creation, the certification process and the issue of their first carbon credits.

These projects could be defined according to Organising Committee selection criteria, integrating for example a response to the dual mitigation-adaptation objective or to SDGs identified as priorities. Carefully selected projects would strengthen the positive legacy of the Games in terms of the fight against climate change.

Supporting these new projects would be a first for the Olympic and Paralympic Games. It goes hand-in-hand with financing existing projects and would show the strong, long-term commitment of Paris 2024. Project development can be a lengthy process, so this approach should be initiated well before the Games begin and cover a portion of Games-related emissions to complement part 1 of this strategy.

In addition to the Organising Committee's pledge to buy a portion of the carbon credits, the International Olympic Committee, its partners and those of the Organising Committee could ensure long term funding of these new projects by committing, for example, to offsetting their post-2024 international travel.

3. Bringing all stakeholders on board to create Games with positive impact

Paris 2024 must mobilise all its many stakeholders: the Organising Committee must create measures encouraging spectators to offset their CO₂ emissions (especially for international travel), as well as encouraging partner companies and suppliers to reduce their greenhouse gas emissions and get them involved in its carbon offset strategy.

These voluntary offsets will add to the overall offsetting of greenhouse gas emissions, enabling Paris 2024 to surpass its goal of carbon neutrality and boosting the positive impact of the Games.

MOVING TOWARDS NEW OFFSET PROJECTS: THE GREAT GREEN WALL FOR THE SAHARA AND THE SAHEL INITIATIVE (GGWSSI)

“THIS BOLD INITIATIVE ENABLES THE REGENERATION OF NATURAL RESOURCES, BUT THAT IS NOT ALL. IT RESTORES FOOD SECURITY AND RENEWS WATER RESOURCES. IT PROMOTES JOB CREATION AND NEW ECONOMIC OPPORTUNITIES, ESPECIALLY FOR WOMEN AND YOUNG PEOPLE IN RURAL AREAS. IT HELPS COMBAT CLIMATE CHANGE. IT ALLOWS POPULATIONS NOT ONLY TO SURVIVE, BUT TO PROSPER.”

*Monique Barbut,
Executive Secretary
of the United Nations
Convention to Combat
Desertification, excerpt
from The Great Green
Wall, a hope for the
Sahara and the Sahel,
UNCCD*

The carbon offset strategy of Paris 2024 could support new carbon offset projects with co-benefits targeting mitigation and adaptation. These would benefit local populations, namely in terms of sustainable and resilient agriculture, fighting climate change and social and economic development. For example, Paris 2024 could support the creation of new projects that are part of the Great Green Wall for the Sahara and the Sahel Initiative.

Launched in 2007 by the African Union, the GGWSSI is a pan-African program which is part of Agenda 2063 of the Africa transformation program and of the United Nations Agenda 2030. Its goals are to fight land degradation and desertification in the Sahel and Sahara regions, to improve the climate resilience of local populations, to ensure food security while creating green jobs and to mitigate the effects of climate change through carbon capture, namely by geologic sequestration.

The initiative goes far beyond simply planting trees from Dakar to Djibouti. It is a mosaic of practical projects for Sustainable Land Management (SLM) and the conservation of natural resources.

By participating in this initiative, Paris 2024 could focus its financial support for developing carbon offset projects on a given region to maximise impact and provide a real benefit for local populations, a total of about 300 million people.

To date, the GGWSSI program is financed by the various governments and carbon credits are not available for its projects on the voluntary CO₂ market. Taking all project criteria into account, Paris 2024 should ensure that every project corresponds to the Organising Committee's ambitions through pre-project feasibility studies, especially to assess their mitigation and adaptation potential, guarantee the creation of an ongoing funding plan and verify that they are 'additional' and permanent.

THE FOUR KEYS OF ENVIRONMENTAL EXCELLENCE



The Paris 2024 strategy of environmental excellence is an ambitious one, and its success depends on the sincere commitment of both the bid committee and the Organising Committee. To bring its stakeholders on board, Paris 2024 must endeavour to raise awareness, train, persuade and, more generally, step outside of its “comfort zone” to develop a thoroughly innovative system. WWF France believes in four essential keys to success.



PROJECT MANAGEMENT METHODOLOGY



Paris 2024 wants to organise Games with a positive environmental impact, designed to accelerate the ecological transition of the host areas and contribute to reinventing cities and lifestyles. This long-term strategy requires planning with measurable and trackable goals developed using an effective project management methodology.

Performing a carbon audit of the event

An essential tool for assessing greenhouse gas emissions, the carbon audit provides a detailed analysis of the emission factors and identifies actions to be implemented. The carbon audit constitutes a tremendous decision support tool, helping make the necessary adjustments in real time, as well as involving all stakeholders in the strategy of environmental excellence.

WWF France commends the carbon footprint estimate established by the Paris 2024 bid committee as of the candidature phase, although it could have been conducted sooner. Integrating this experience into their project planning, the Organising Committee should pursue this approach and start working on an exhaustive carbon audit as soon as possible during the eco-design and eco-management phases of the Games.

Creating a tool to measure the global ecological footprint

To prove that a mega sports event can be organised leaving a positive impact on the environment, we must broaden our focus beyond greenhouse gas emissions. Water, air quality and biodiversity are also important subjects to be considered when evaluating the impact of the Games. While event organisers dispose of recognised national and international protocols to perform a carbon audit (GHG, *Bilan Carbone*®), to date, no similar tool exists to assess and measure the global ecological footprint left by an international mega-event.

In addition to advocating the simplified carbon audit, WWF France pushed hard for the creation of a simplified event lifecycle analysis as of the candidature phase. Once more, WWF France commends the initiative taken by the Paris 2024 bid committee. The future Organising Committee should pursue this approach, seizing the opportunity to lay the foundations for an effective tool to be shared with the Olympic Movement and the organisers of other international events.

WWF France, as well as the members of the Environmental Excellence Committee, encourage the future Organising Committee to take advantage of the 7-year preparation phase to create this tool, in partnership with actors already engaged in similar actions in their respective areas.

Examples include the Bilan H2O® created by *the Flocon à la Vague* association, the Orée association's "Circular Economy and New Economic Models" project or the biodiversity well-being indicators established by *CDC Biodiversité*. In the interests of overall coherence and transversality, WWF France recommends integrating the tracking tool for the strategy of environmental excellence into the tracking tool for the impact and legacy strategy.

SETTING AN EXAMPLE



Obtaining ISO 20121 certification

The London 2012 Olympic and Paralympic Games contributed to creating the ISO 20121 norm, a responsible events management system, and were the first to obtain this certification. Following the lead of London 2012, the Paris 2024 bid committee has chosen to launch the certification process. This initiative guarantees exemplary responsible management. WWF France encourages the future Organising Committee, as soon as it is formed, to pursue this certification process.

Based on a management system integrating a continual improvement process, the ISO 20121 will provide the Organising Committee with guidelines to control the social, economic and environmental impact of the Games throughout the entire supply chain. This will enable the Organising Committee to fulfil its duty of maintaining an exemplary public procurement policy. For example, all specifications must contain environmental clauses, weighted at 30% or higher in the rating process.

Finally, ISO 20121 will be a powerful tool for the Organising Committee, mobilising all stakeholders to roll out exemplary environmental policies.

Recruiting like-minded sponsors and partners, restaurants and hotels

The example set by Paris 2024 must also be mirrored in its sponsors and partners. These must be chosen based on environmental criteria in line with stated ambitions and not solely on financial considerations. A rigorous selection process will underscore the sincerity and credibility of the bid committee's approach.

It is up to Paris 2024 to incite sponsors and partners to respect the environmental strategy objectives. To remain coherent, Paris 2024 should not limit this campaign to its own sponsors and partners, but challenge those of the International Olympic Committee to commit as well.

In order to do so, the Organising Committee must provide support, helping them reduce their impacts by demonstrating the benefits for both their companies and external stakeholders. The Organising Committee should be especially careful to advance via constant dialogue and gradual progress, aware of the necessity to inform, encourage and support rather than "impose".

Finally, Paris 2024 could take advantage of its tourist appeal and economic repercussions to get restaurants and hotels to commit to a sustainable approach. In addition to Olympic sites, a "Paris 2024" label could be created and proposed to restaurants which respect a food charter identical to (or adapted from) the one applied to Olympic site restaurants. Also, hotels could apply for the label if they respect a hotel charter establishing goals to reduce their ecological footprint, improve indoor air quality, etc.

ADAPTED GOVERNANCE



The success of the strategy of environmental excellence depends, above all, on integrating environmental challenges into the heart of Paris 2024 organisations: first the bid committee, then the Organising Committee.

Organisations and steering mechanisms should, in fact, ensure that environmental issues remain transversal, integrating them into all decision-making bodies.

For WWF France, this means setting up a Sustainability Department, represented on the Executive Committee and made up of a dedicated team, which ensures regular interface with all divisions and organisms (technical divisions, communication, impact and legacy, sports and society, stakeholders, etc.)

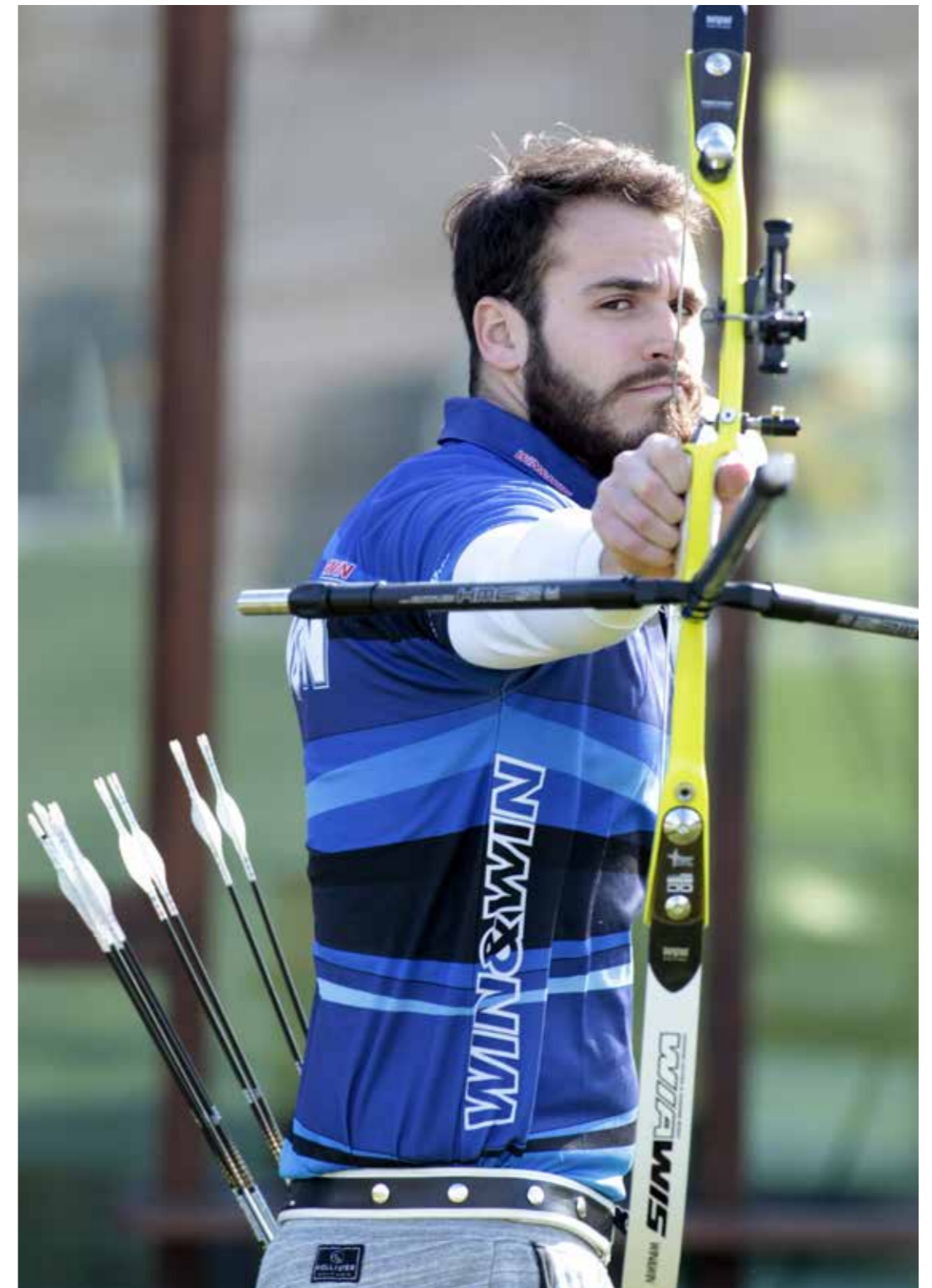
Moreover, the strategy of environmental excellence was created during the candidature phase in collaboration with a number of stakeholders (City, State, Region, French National Committee for the Olympics and Sports [CNOSF]), associated public entities (Plaine-Commune, SPL Le Bourget – Grand Paris, the City of Marseille, etc.), NGOs, local associations and resident representatives. This approach should be pursued during the organisation phase of the Games. This collaborative base should be expanded or completed to ensure that sponsors, private partners and service providers, local actors, sports federations and clubs and even social structures all work together.

THE SPORTS MOVEMENT COMMITMENT



The Olympic and Paralympic Games are the largest sports event and gathering in the world. This competition offers unique entertainment featuring performances by the world's greatest champions and followed by millions of spectators and billions of television viewers. Today, the Paris 2024 candidature is backed by a number of high-ranking athletes. The co-presidency of Bernard Lapasset and Tony Estanguet is a strong symbol of this desire to propose a candidature for the athletes and with the athletes.

Elite athletes are powerful spokespeople in their respective countries, both with the general public and with sports federations and associations and their members. The Paris 2024 Organising Committee will pursue and enhance this movement by mobilizing more high-ranking athletes, making them veritable ambassadors for the strategy of environmental excellence, and spokespeople for an Olympic spirit that defends our planet. These champions will play a major role in mobilising, recruiting and encouraging sports federations, clubs and associations to work with the proposed actions during the 7 years of preparation, and serving as examples during the Games themselves.



EIGHT 2024 EXPERIENCES

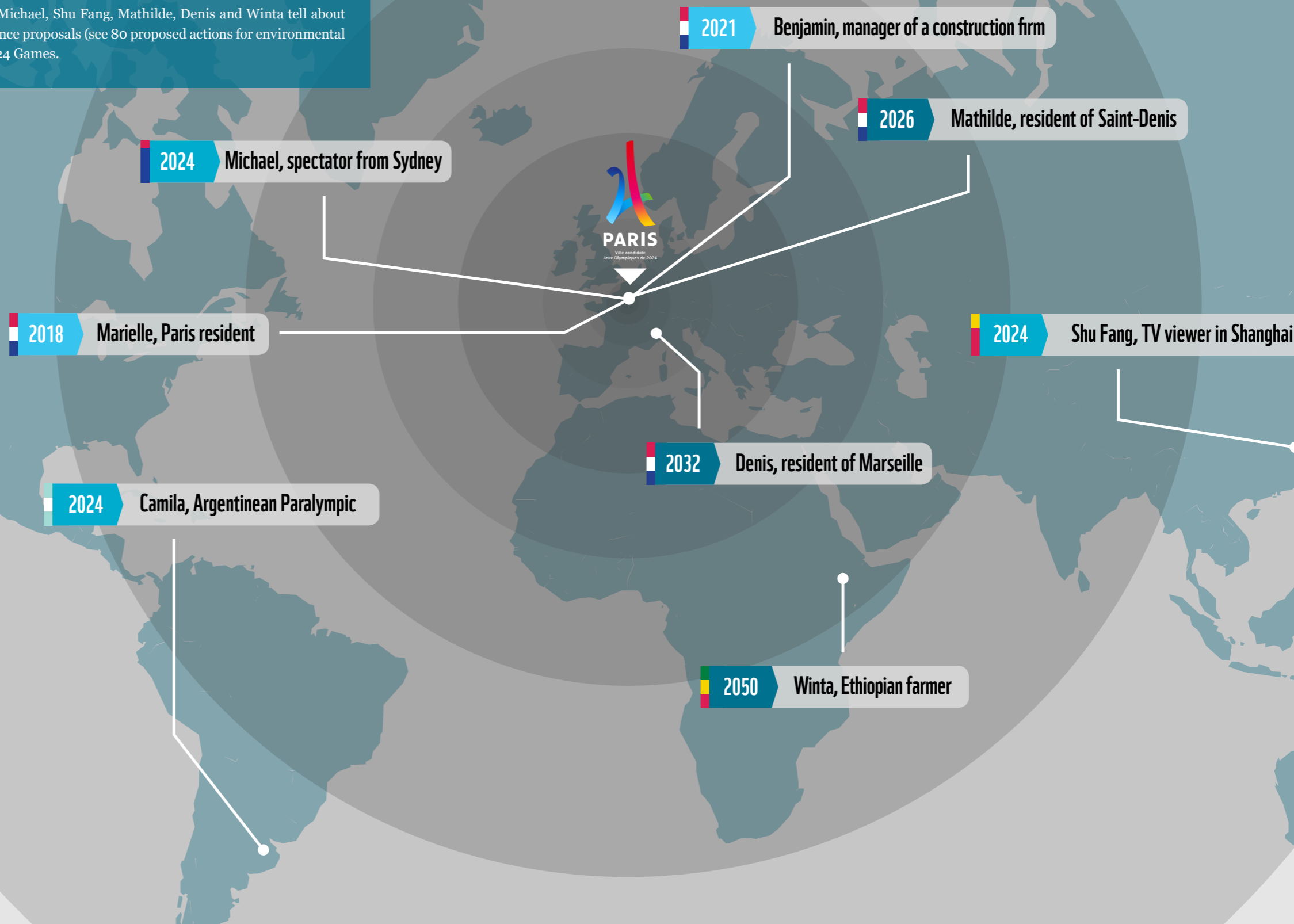


The Games are an unforgettable experience for the competing athletes, but also for sports enthusiasts—3 million spectators, 3.7 billion television viewers— and all those who organise and prepare the Games.

The Paris 2024 strategy of environmental excellence aims to bring the objectives of the Paris Agreement alive for each these people and leave a positive legacy, both tangible and intangible, locally and internationally.

Therefore, the Paris 2024 Games provide an opportunity for each of us to experience and enjoy, on our own level, the ecological transition and its benefits.

In the accounts that follow, Marielle, Benjamin, Camila, Michael, Shu Fang, Mathilde, Denis and Winta tell about their experiences, sharing the impact of various WWF France proposals (see 80 proposed actions for environmental excellence, page 36) and their impressions of the Paris 2024 Games.





2018

Marielle, 13 years old, Paris resident

“I drew my dream Olympic Village”

“In six years, Paris will host the 2024 Olympic and Paralympic Games. I’ll be 19 years old and I hope I can go to some competitions with my friends! I am really super excited, and I think my parents are too. They are even happier since they found out that the event will feature environmental protection. My parents worry a lot about the future of our planet. As part of the Games, they made a donation to help build a wind park in Picardy in the north of France, after seeing it on the Paris 2024 site. I’m so proud of my parents!

As for me, I’m participating in a series of fauna and flora inventories right next to Paris, in Saint-Denis, and it’s crazy how much I’ve found! The group leader explained why we have to conserve all this and why it’s important to combat climate change. At the school cafeteria for the past few months, we have been collecting biowaste. We were told that vegetable peelings and leftover food recovered from the cafeteria could be used to heat apartment buildings. When I told my parents about that, they were thrilled. My father said that the electricity bill would finally go down!

I’m already dreaming about these Games... My dad downloaded an app — he says it’s “a version 2.0 of the Simcity game”! —, and I used it to “draw” my dream Olympic village. I imagined a big park in the middle of the athletes’ housing, and I didn’t leave any room for cars. I showed my friends at school, and even the principal. He was impressed with it and liked what I had done. In fact, he had a super idea too: planting an organic vegetable garden in the schoolyard. It is going to be great! Plus, I heard that a person dressed up like a panda is coming to visit each class to explain the importance of eating healthy food that is produced using sustainable methods. Can you picture it? A panda at my school... my parents are never going to believe it!”



2021

Benjamin, 42 years old, manager of a construction firm

“I have significantly reduced grey energy in my construction projects”

“Paris 2024 is in three years. That’s like saying tomorrow. And we’ve got a lot left to do before we can welcome the millions of spectators and athletes! I’m in charge of the construction of 5 buildings at the Olympic Village, and I can tell you that working with the Paris 2024 Organising Committee has changed our way of doing business! The materials we use, how we build, logistics, waste management... nothing is left to chance and the environmental specifications are demanding, to say the least!

I must admit: I was sceptical at first. But then the Organising Committee’s SD explained the reasons behind greener building practices, and especially the advantages. Now I’m a convert! I have reused a huge part of the materials from dismantling old buildings. I also recycled two thirds of my waste and reused nearly a quarter on other worksites! As a result, I have considerably reduced the grey energy of my construction projects and am turning a bigger profit.

There are a lot of worksites going on at once in the Village. The Organising Committee holds regular meetings with all the companies involved to coordinate our efforts, pool our orders and reduce travel related to worksite logistics. It isn’t easy at first, but we soon realized that this organisation also improves profitably for our worksites.

Plus, Plaine-Commune, the urban community that co-manages the Olympic Village project, puts us in contact with its network of small and medium-sized local subcontractors and suppliers who can provide support on innovative projects. The Games were obviously an opportunity to beef up the usual “social integration” clauses in our construction contracts. It may sound like another constraint, but, in fact, it enabled me to find three young workers who will soon sign a permanent contract with my company.”



2024

Camila, 26 years old, Argentinean Paralympic athlete

“The medal I hope to win is made from sustainable gold”

“I will never forget the moment when my trainer announced that I was selected for the Summer 2024 Games, it’s a dream come true! First step: a 13-hour plane trip, whose carbon footprint was fully offset by my federation through funding for the Great Green Wall Initiative in Africa.

When we arrived, we discovered where we would be staying during the Games: an oasis of green in the city centre! Surrounded by grassy areas and gardens, our residence is located on

the banks of the Seine. Its balconies and walls are covered with plants, and the rooftop solar panels provide 100% of the building’s energy needs. Inside, the furniture is made from 100% FSC wood, the air conditioning is all-natural and our rooms are very comfortable!

Seeing my competition kit for the first time was another highpoint of the trip so far. There was no packaging, it was carefully laid out on my bed. I’m immensely proud to be wearing my country’s colours! Plus, its organic and Fairtrade textile certification means it’s good for the planet, like the rest of my kit, including parts recycled from other athletes’ equipment. Even the medal I hope to win is made of sustainable gold, a strong symbol in the fight against the health hazards and environmental ravages of illegal gold mining.

After exploring the Olympic Village, we went to check out the competition venue. We took a zero-emissions shuttle bus provided to convey athletes from one site to another in less than 20 minutes. The excitement mounts every minute as my dream gets closer to reality: the Games are almost here! The first event has not yet begun and my head is already full of memories: what a magnificent opening ceremony on the theme of the climate... The stadium was full of enthusiastic spectators, they even chanted slogans for combating climate change! This warm ambiance charges me with energy for the competition ahead.”



2024

Michael, 50 years old, spectator from Sydney

“Paris and its suburbs are much greener than I had imagined”

“Going to the Olympics is a childhood dream for me. And so is visiting Paris. So when I found out that the 2024 Games were being held in the City of Lights, I bought my tickets right away! I opted for electronic tickets which include access to my flight, to the various competitions as well as public transportation in and around Paris. And to offset the carbon footprint of my flight, the booking site features worthwhile projects available for funding around the world.

As soon as I stepped out of the Parisian metro station, I saw that the energy of my steps is used to light up city signs. I arrived in Paris during a heat wave, but between the water fountains to fill my recycled plastic water bottle (complete with the Paris 2014 logo!), plenty of shady spots and competition venues designed to stay cool, I could live my Olympic experience to the fullest. I even started riding a bike again, encouraged, it’s true, by the protected bike lanes... and an electric bicycle! It was a great way to explore the city at my own pace. Paris and its suburbs are much greener than I had imagined!

I was pleasantly surprised by the food service during the Games. At the various venues, there was something for every taste, and every budget. Restaurants, snack bars, all the food outlets respected an eco-responsibility charter concerning food and packaging. Moreover, hats off to the delicious veggie burger which weighs in at 2 kg less CO2 than a classic beef burger! Off site too, there were a lot of restaurants displaying the Paris 2024 label where you could enjoy a well-balanced meal made from sustainably produced food. And snacks were no exception! There were always plenty of healthy choices, like organic apples instead of chocolate bars, unexpected to say the least, but it hit the spot!

Another stand-out feature of these Games were the dry toilets... I was a bit sceptical at first, I admit, but in fact, they smell better than the usual WCs you find at a football stadium. So, another good idea! Speaking of good ideas, the waste sorting policy was a real success, thanks to the help of the Green Patrols. It was definitely the first time that I sorted food waste from my burger during a match or that I tossed my empty soda can through a basketball hoop on its way to be recycled!”

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2024

Shu Fang, 37 years old, television viewer in Shanghai

“I am really impressed by the educational dimension of the 2024 Games!”

“For me, a huge sports fan, the Olympics are a must-watch event. And the 2024 Games lived up to my expectations, and then some! To experience the Games “like I was there”, I downloaded the Paris 2024 app and bought a recycled cardboard adaptor which enables me to transform my Smartphone into virtual and augmented reality glasses. This app allows me to explore the venues and take a stroll through the Olympic Village in real time. I even saw Matthew Centrowitz, 1500m Olympic gold medal winner in Rio in 2016! In fact, the cherry on the cake

is that this magical app includes an option offering a private visit of each venue accompanied by an Olympic champion. And he is the athlete who presents all the environmental initiatives and innovations implemented as part of these Games!

Every primetime TV broadcast has its “environmental minute”, presenting small everyday eco-actions for our planet. My children have already committed to these actions, and keep reminding me! During one of these public service spots I learned that eating meat only 3 times a week, instead of once a day, was the equivalent of planting 125 trees!!!”

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2026

Mathilde, 28 years old, resident of Saint-Denis

“In my neighbourhood, we have dozens of urban vegetable gardens”

“I have always lived in Saint-Denis. I applied for new subsidised housing a while ago, and I was thrilled when, after the Games, I was given an apartment in the former Olympic Village! Now I live in a recent, energy-positive building made of wood, which respects the principles of bioclimatic architecture: as comfortable in winter as it is in summer! Thanks to the solar panels and the hydraulic turbines in the Seine, I use 100% renewable energy, 24/7. This means, I pay nearly 80% less for electricity than I did at my old apartment! And the rainwater harvesting

system for sanitary use adds up to even more savings. What’s not to like, right?

And that’s not all, in addition to a view of the Seine, I can use a shared garden plot behind the building and vegetables are grown on the roof using permaculture. Nearly 50 tons of organic fruits and vegetables are harvested every year in the neighbourhood!

And it’s not just this neighbourhood, the Games led to change across the city. Acoustic barriers, a skyway to reach the stadium, new green spaces, some left unlandscaped to promote the development of even more biodiversity. It makes everyday living so much pleasanter, and makes us more aware of the environment. The Games also helped me better understand climate change and how it impacts my city. The public areas in my neighbourhood are on a flood plain, and we have no reason to panic any more when the Seine rises, we can just watch the overflow lake as it comes and goes... And summer heat waves? It’s a lot easier to beat the heat with all this vegetation.

Also, the Grand Paris Express trains that stop at the Saint-Denis-Pleyel train station really cut down on travel time. First, this beautiful glass and steel structure is only a ten-minute walk away. Secondly, it only takes 20 minutes to get to my parents’ house in Chelles (Seine-et-Marne department), compared to nearly an hour before. And the station isn’t all that’s new in transportation: thanks to rail and river freight projects set up as part of the Games to supply worksites, there are no more trucks or heavy vehicles on the roads, only three-wheel service and electric vehicles!

The Stade de France stadium also got a makeover for the Games. It now boasts a wide range of innovative solutions, including display panels that show the stadium’s real-time energy consumption, solar panels, an innovative system of waste sorting, and more. I see all these marvels on a regular basis, because going to the stadium has become a real pleasure since the landscaped areas were developed. The walkway is so countrified, that you (almost) forget you’re in a city!

For me, the very best part of this area’s transformation is that I can now go swimming in the Seine. I don’t have to worry if the water is alright because water quality updates are relayed in real time. I’m proud to live in Saint-Denis.”

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2032

Denis, 45 years old, resident of Marseille

“100 % of unsold food was donated to associations”

“What do I remember most about the Paris 2024 Olympic and Paralympic Games in Marseille? The sailing races, of course! But it was also an amazing professional experience.

In fact, I manage an association for homeless people. The Organising Committee contacted me in 2024 and thanks to their efforts, we managed to set up excellent coordination with restaurants concerning unsold food: 100% of the food service professionals committed to anti-waste practices and 100% of unsold food was donated to associations. After the Games, our collective success convinced Marseille to roll out this measure for all sporting and cultural events. A food charter was even written up to promote responsible consumption.

More than memories, Paris 2024 is part of my son’s school today! It was built using materials from the temporary structures in Paris, you can still see the Paris 2024 logo on some of the panels! The Games really had a positive impact on Marseille. Today, the city is an even better place to live than it was before. Why, you ask? Today, there are twice as many bicycle paths and lanes as before, and we have zero-emissions public transportation, not to mention the “greening up” project based on resident participation. Each participant, including me, could give their opinion on what sections of the city needed a facelift. The results speak for themselves: about ten gardens were created, 30 new trees planted and 75 flower boxes ordered. I am proud to say I had a little something to do with it!

In Marseille, we often say that there was a before and an after Paris 2024. And me, I’m Marseille born and bred, so it’s not every day I say something good about Paris!”

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2050

Winta, 55 years old, Ethiopian farmer

“Our crops dry out less, and the quality of our harvests has improved greatly, yielding twice as much as before”

“I was 13 years old when we first heard about the Ethiopian Sustainable Land Management (SLM) program proposed by the government. At first, many farmers were against this program, and then little by little, we heard other families saying that it had changed their life and that other Sahel countries had also benefited from similar programs. They called them the “Great Green Wall” projects. All this was abstract for a long time because our family couldn’t take

advantage of this program. My father was also a farmer. In his time, the land was dry and sterile and it was difficult to feed his livestock. With my brothers and sisters, we had to go to work in neighbouring villages to help our parents.

Today, I am the mother of 4 children, and I too can now say that SLM has completely changed my life! Twenty years ago, I was able to benefit from a new SLM program thanks to funding by Paris 2024. Within the framework of this program, the government gave me a parcel of land to farm, and my husband and I own it still today.

We were given technical advice on how to farm it, as well as high quality seeds and fertilisers. We learned to build terraces and plant trees to compensate for soil erosion. Like my father, today we have a small herd of goats. The trees feed the animals and the stones that we used to build the terraces create water reservoirs. Since we built them, we sometimes find water just 6 metres underground, when in my father’s day, he had to dig down 20 metres! Today, our crops dry out less, and the quality of our harvests has improved greatly, yielding twice as much as before.

My husband and I can meet our family’s needs. But what makes us the happiest is that we could send our children to school! Our two older girls are at the university in Addis-Ababa, our 15-year old son wants to work with us on our small farm and our youngest has decided, guess what... to follow in the footsteps of Olympic gold medallist Almaz Ayana!”

80 PROPOSED ACTIONS FOR ENVIRONMENTAL EXCELLENCE



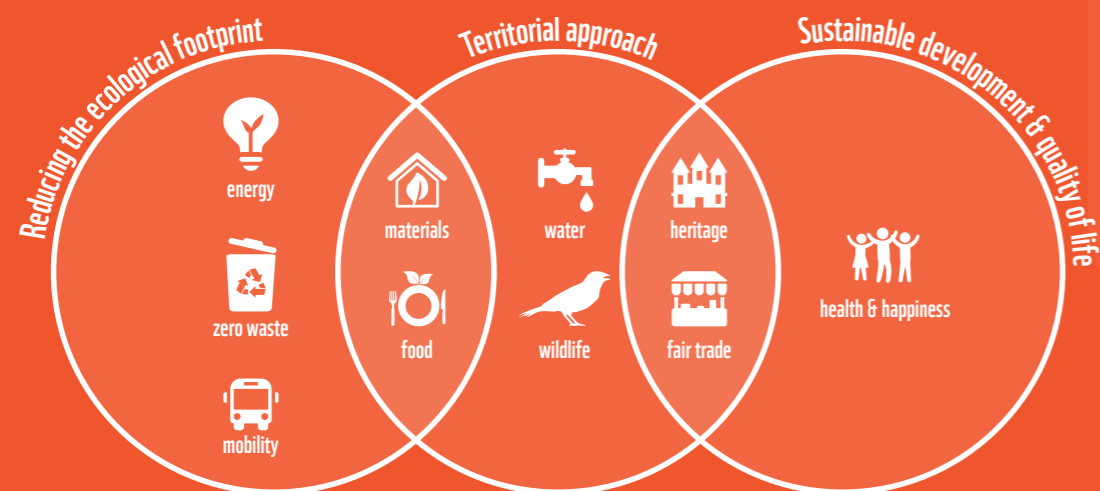
Paris 2024 wants to organise Games with a positive environmental impact, designed to accelerate the ecological transition of the host areas and contribute to reinventing cities and lifestyles.




This strategy demands efforts in terms of climate change mitigation and adaptation, and, more generally, reducing our ecological footprint. Making efforts means taking action. In this case, a series of actions implemented during the eco-design and eco-management phases of the Games. These actions will contribute to the Paris 2024 legacy, both tangible and intangible, locally and internationally.

80 proposed actions are listed below, grouped by the ten guiding principles of sustainability. These principles constitute the basis of the WWF-recommended approach to inventing sustainable neighbourhoods in cities worldwide, within the natural limits of the planet. These ten principles were co-created by WWF and Bioregional based on “One Planet Living”.

The “One Planet Living” approach was developed to qualify and promote sustainable lifestyles. It uses ecological footprinting to measure sustainability and defines ten guiding principles to structure this thinking, while addressing every dimension of our daily life.


This framework was first tested in London in the emblematic eco-village of BedZED (Beddington Zero fossil Energy Development). Similar projects have also been launched in Malmo, Sweden, in Mata de Sesimbra, Portugal, and in Lyon Confluence, France.






Principles of Sustainability	Ambition	Initiating... Eco-designed Games	Demonstrating... Eco-managed Games	Boosting... A positive local legacy	Impacting... A positive global legacy
 ENERGY	To engage in the energy transition of host areas, reaching 100% renewable energy / energy recovery in 2050	<ul style="list-style-type: none"> • Setting up an energy renovation program for existing infrastructures, to be defined on the basis of prior energy audits. • Anticipating post-2024 norms for new building construction, guaranteeing positive energy, low-carbon buildings respecting the principles of bioclimatic architecture and integrating hazard risk adaptation solutions. • Deploying renewable energy production and energy recovery infrastructures in the host areas, adapting to each area's specific potential (biomass, geothermal, solar, hydrokinetic power, etc.) and by actively experimenting and innovating (data centre, etc.) & investing in renewable energy projects, especially through crowd funding. • Innovating and testing strategies to provide energy pooling and storage systems. 	<ul style="list-style-type: none"> • Ensuring 100% renewable energy / energy recovery procurement to meet electricity needs at Olympic sites (via supplier contracts if necessary). • Establish eco-management charters for buildings to ensure their energy sobriety during the Games and post-Games. • Raising awareness of energy sobriety by communicating real-time energy consumption, and of renewable energy production by promoting innovative solutions: pedestrian and cyclist energy recovery (visitors and athletes) in stadiums and public areas (solar road, etc.) • Limiting consumption related to public lighting by paring down to the essential, adapting uses and ensuring autonomous systems fuelled by renewable energy sources for temporary lighting. 	<p>The host areas accelerate their transition and reach the 100% renewable energy / energy recovery goal before 2050.</p>	<p>The commitments made by the Climate Summit for Local Leaders become concrete achievements.</p>
 ZERO WASTE	To put host areas on track for "Zero Waste"	<ul style="list-style-type: none"> • Working together with the construction industry to achieve the goal of 95% reuse or recycling of worksite waste and soil related to the Games. • Including convenient compost areas in plans for future housing and installing a waste sorting centre in the Olympic Village. • Anticipating implementation of "zero waste" policy objectives (such as biowaste collection) within pre-defined areas. 	<ul style="list-style-type: none"> • Reducing waste production at the source through exemplary procurement policies and by mobilising every link of the production chain: designing reduced packaging, requiring reusable and/or recyclable containers, encouraging paperless forms of communication, etc. • Setting up an effective policy of waste prevention and sorting to meet goals: zero landfill waste, • 65% recycled waste and 35% energy recovery, with separate collection of 100% of biowaste. • Raising awareness with visitors, athletes, delegations, partners and service providers about waste prevention and sorting by setting up information schemes, deposit-return systems, Green Patrols and numerous sorting infrastructures. These awareness actions should be inviting and fun. 	<p>Improved waste prevention policies in the Ile-de-France region targeting zero landfill waste and separate collection of 100% of biowaste by 2025.</p>	<p>A new reference in terms of waste management policy for international mega-events.</p>
 SUSTAINABLE MOBILITY	To significantly lower transport-generated CO2 emissions by developing active modes and new modes of green mobility	<ul style="list-style-type: none"> • Guaranteeing that 100% of the Games venues are accessible by public transportation and via active modes. • Ensuring that the Olympic and Media Villages are designed to provide zero parking per housing unit, offering rather shared parking spaces (residents/business use) • Doubling cycling facilities, creating an "Express Network" of secure paths / lanes linking the various venues, and increasing the number of infrastructures for bicycles (secure parking, charge points for electric bikes, etc). Developing an electric bike share scheme covering all host communities and areas to inspire individual behavioural change. • Accelerating the transformation of the RATP (Ile-de-France) and RTM (Marseille) bus fleets to guarantee a zero-emissions service during the Games. • Implementing an exemplary policy for worksite procurement logistics: reinforcing river and rail freight, setting up a common logistics platform for building the Villages. • Encouraging all airlines to commit to offsetting their emissions. For airlines already committed to the carbon neutral growth program of the International Civil Aviation Organisation (ICAO), these commitments could enable them to exceed the required goals⁷. 	<ul style="list-style-type: none"> • Conducting public awareness actions and implementing incentive-based pricing policies to reduce the number of spectators using air travel and individual cars to access the competition cities. • Urging accountability by making carbon offsetting mandatory for international air travel of delegations and athletes and encouraging spectators to do the same (offering a choice of projects). • Deploying 100% zero-emissions dedicated fleets for the delegations and athletes and guaranteeing 100% public transportation and active modes for access to venues by raising awareness and implementing parking policies and incentive-based pricing policies: zero public parking at Olympic venues, group starts to bike to venues (in collaboration with local cycling associations), etc. • Guaranteeing carbon neutrality for the last mile of logistics: pooling procurement for worksites through one or more shared logistics platforms, 100% zero-emissions vehicles. 	<p>An accelerated transfer to zero-emissions public transportation networks in Ile-de-France and Marseille.</p> <p>More extensive and improved bike path / bike lane networks in Ile-de-France and Marseille.</p> <p>An exemplary logistics platform in the Seine-Saint-Denis department.</p>	<p>A new reference in terms of travel policies for international mega-events.</p>

6. Renewable energy / energy recovery.




7. In October 2016, the International Civil Aviation Organisation (ICAO) committed to ensuring neutral carbon growth in its sector starting in 2020. This commitment will be implemented within the framework of an International Carbon Offsetting and Reduction Scheme (CORSIA), joined by 66 countries to date, including France. In 2024, this system will still be in its voluntary phase.

Principles of Sustainability	Ambition	Initiating... Eco-designed Games	Demonstrating... Eco-managed Games	Boosting... A positive local legacy	Impacting... A positive global legacy
 <p>LOCAL AND SUSTAINABLE FOOD</p>	<p>To ensure a supply of healthy food and sustainable products, affordable and available to all, while helping to transform the food sector to better serve the local environment and economy.</p>	<ul style="list-style-type: none"> Reinforcing climate change adaptation and resilience for the areas in and around Ile-de-France and Marseille through agriculture: <ul style="list-style-type: none"> Protecting agricultural land threatened by ‘artificialisation’ (partnership between the Organising Committee and the SAFER group [Land Management and Rural Establishment Agencies] and MIRAMAP [land and facilities scanning services] to protect and promote certified and organic farming) Promoting diversification of agricultural production and natural environments (namely through permaculture, agroforestry, etc.) Relocating a portion of livestock farming back to the Ile-de-France region and maintaining it in the Provence-Alpes-Côte-d’Azur (PACA) region. Providing for more food-producing green spaces by integrating urban agriculture at Olympic sites (at least 70% of all planted areas). Anticipating future goals related to food service within pre-defined areas (i.e. schools and institutional catering) and raise sustainable food awareness with students by planting organic vegetable gardens in schools. 	<ul style="list-style-type: none"> At venues, providing food service of all types⁸ that is 100% certified (favouring Organic Agriculture and Biodynamic certifications, High Environmental Value, <i>Label Rouge</i> label, Protected Destination of Origin, <i>Bleu Blanc Cœur</i> label, Fairtrade), seasonal and procured locally whenever possible, then from nearby regions, in France or from neighbouring countries, if necessary.⁹ “Greening up” food service: <ul style="list-style-type: none"> Proposing at least one “veggie & organic menu” per day, per meal and per restaurant (made from vegetable proteins). Proposing 50% less meat compared to real average consumption in France in 2016¹⁰: by halving the quantity of meat served per meal or by requiring restaurants to offer at least 50% meatless meals during the event (set stock requirement: if all the meat is eaten the first week, no additional meat will be supplied the second week). Bolster snack service with healthy, sustainable alternatives (seasonal fruits, yoghurts). Create specifications that favour: <ul style="list-style-type: none"> Suppliers meeting environmental quality criteria: zero deforestation (for imported products and ingredients) Suppliers committed to supporting organic farming, permaculture and agroforestry. Mobilising restaurants, suppliers, associations, athletes, delegations and the public to contribute to zero food waste Games. Promoting sustainable food off-site by creating a “Paris 2024” label for food service professionals (mass catering dedicated to the Games, restaurants and other food outlets) located near Olympic venues or in Ile-de-France or in and around Marseille, certifying the respect of a food charter including the above-mentioned objectives. Conducting an awareness campaign for visitors (and television viewers via digital), athletes, delegations, partners, service providers and suppliers concerning changing food patterns, labels and production methods, the fight against food waste and the impact of agricultural systems on the ecosystem. 	<p>Food intake re-gearred to include a higher percentage of vegetables.</p> <p>Contributions made to the progressive renewal of the vegetable farming sector in Ile-de-France.</p> <p>The creation of food-producing green spaces.</p> <p>Contributions made to more efficient French agriculture from an environmental standpoint.</p> <p>Public awareness campaign about healthy and sustainably-produced food during the Games as well as a project to plant organic vegetable gardens in preschools and primary schools in the Ile-de-France region and Marseille (over 7,400 schools).</p>	<p>Contributions made to the growth of organic agriculture and sustainable production methods.</p>

8. Four types of food service are taken into account: mass catering, fast food, IOC partner restaurants and snack outlets.
9. Goals related to food service are detailed in a zoom on page 48.
10. see INCA2 and NutriNet-Santé scientific studies.

Principles of Sustainability	Ambition	Initiating... Eco-designed Games	Demonstrating... Eco-managed Games	Boosting... A positive local legacy	Impacting... A positive global legacy
 <p>LOCAL AND SUSTAINABLE MATERIALS</p>	<p>To transform the raw material procurement system, creating a positive net impact on the local environment and economy.</p>	<ul style="list-style-type: none"> Promoting the use of wood in construction, with a goal of 50% of new building constructions in wood and showcasing wood building design at an emblematic venue¹¹. Conducting a responsible purchasing policy for all construction materials, ensuring the use of: <ul style="list-style-type: none"> - a minimum of 40% recycled materials; - a minimum of 50% products made-in-France; - 50% FSC-certified wood and 100% FSC-certified tropical or boreal wood. As well as: <ul style="list-style-type: none"> - Favouring bio-based and low-emitting materials; - Limiting the presence of VOCs (volatile organic compounds), mineral fibres, PCP (pentachlorophenol), toluene, benzene, xylene and lindane to ensure excellent indoor air quality. Guaranteeing 100% of the temporary structures can be dismantled and reused, and identifying sectors for reuse, giving priority to the Ile-de-France region / France. Conducting a responsible paper purchasing policy (namely within the Organising Committee) by adhering to the principles and tools of the PAP50 barometer (created by Riposte Verte and the WWF) as of the eco-design phase of the Games¹¹. 	<ul style="list-style-type: none"> Conducting responsible purchasing policies for promotional objects and spin-off products, communication and event-related materials, targeting: <ul style="list-style-type: none"> - zero non-recyclable plastics; - at least 80% recycled materials; - 100% of materials collected after use for reuse or recycling; - 50% common and reusable products and materials for the Olympic and Paralympic Games; - 100% certified textiles for "Paris 2024" brand collections or licensed textiles (Fairtrade, Cotton made in Africa, BIO, GOTS or BCI); - 100% of Olympic and Paralympic gold medals in eco-responsible gold. Purchasing policies should require a LCA to be provided for each type of product (compliance with ISO 14040 and 20400 norms) enabling purchasers to give preference to products with low environmental impact. Conducting purchasing policies for wood and paper products according to recommendations provided in the zoom on page 48. Integrating eco-responsibility clauses (weighted at 30% or more in the rating process) in specifications for all contractors and sub-contractors. 	<p>100% of the Games' temporary facilities are reused, including at least 50% within France.</p> <p>An expanded, more effective local materials sector</p>	<p>Zero impact on nature worldwide.</p> <p>A new reference for merchandising and communication tools for international mega-events.</p>
 <p>SUSTAINABLE WATER</p>	<p>To ensure conservation of water resources in terms of quantity and quality</p>	<ul style="list-style-type: none"> Limiting soil sealing as much as possible by setting a goal of zero soil sealing compared to initial conditions and integrating surface runoff systems to channel water from buildings and impervious urban surfaces towards green spaces. Planting green spaces, and setting up systems of landscaped ditches providing water phytodepuration, natural surface runoff and eventual storage capacity in flood conditions. Making construction and landscaping choices that showcase water pathways to the public and highlighting its many functions: ecological, aesthetic, refreshing and fun. Making water conservation and recovery— as well as in situ recycling—a priority for buildings and landscaping, ensuring exemplary installations and facilities that ensure efficient drinking water use and installing water use management tools. 	<ul style="list-style-type: none"> Zero discharge in the sewage system for all new building construction. Guaranteeing 100% watering from untreated / non potable water (harvested rainwater, biologically treated and cooled greywater, mine water, water from the Seine, etc.) made possible by installing terminals. Conducting a responsible purchasing policy: <ul style="list-style-type: none"> - Favouring low water use species; - Using 100% Ecolabel cleaning products; Engaging hotel partners in sustainable water management actions. 100% of venues equipped with dry toilets (temporary) and drinking fountains (permanent) for visitor use. Communicating on drinking water quality and use and raising public awareness about wasting water and pollution; encouraging the use of personal water bottles. 	<p>Reduced annual water consumption in the host areas.</p>	
 <p>NATURAL HABITATS & WILDLIFE</p>	<p>To maintain, create and enhance natural areas as well as the species who live there in order to reduce erosion, combat climate change and improve the quality of urban life</p>	<ul style="list-style-type: none"> Ensuring the choice of venues and facilities that generate: zero 'artificialisation', zero net soil sealing, limited underground infrastructures, and soil decontamination. Conserving and showcasing existing natural areas, and developing an ecological continuum between the green corridors at ground level (namely by promoting soil permeability) and on roofs to facilitate the circulation of flora and fauna, and recreate natural habitats and wetland areas. Developing embellished green sequences between Olympic venues based on and the green, blue and brown corridors. Creating additional planted hectares on all infrastructures (buildings, facilities, hard landscaping, etc.). Ensuring 100% of the buildings (new and renovated) and Villages have the Biodiversity label. Choosing adapted local species of wood, resilient to climate change, promoting pollination. Using biodiversity and the Seine to create "refreshing havens". 	<ul style="list-style-type: none"> Raising visitor awareness about local biodiversity and its benefits by showcasing green spaces and gardens, communicating "fun facts" about the flora and fauna (including via digital). These public awareness actions should be conducted in collaboration with local nature associations. Implementing the ecological management of green spaces and gardens (zero phyto, zero pesticides) and integration of "non-intervention" planted zones. Minimizing decorative light pollution at Games venues while guaranteeing the safety of cyclists, pedestrians and drivers on the various paths and roads. 	<p>Additional hectares of green spaces and gardens in the Ile-de-France region.</p> <p>Effective tracking mechanisms for local flora and fauna.</p>	

11. Goals related to forest products (wood and paper) are detailed in a zoom on page 52.

Principles of Sustainability	Ambition	Initiating... Eco-designed Games	Demonstrating... Eco-managed Games	Boosting... A positive local legacy	Impacting... A positive global legacy
 <p>CULTURE & HERITAGE*</p>	<p>To develop a lasting sentiment of belonging to a “Paris 2024 Generation” by creating an intangible heritage</p>	<ul style="list-style-type: none"> Fostering consultation and participation initiatives via wide-scale mobilisation led by digital tools, etc. Proposing crowd funding projects for the Villages, emblematic Olympic venues or live sites. Developing sports and sustainable development education programs. Setting up participatory science schemes to take inventory of the local flora and fauna, raising awareness and getting populations involved (namely sports enthusiasts and young people) while contributing to analysis of the environmental impact of the Games. 	<ul style="list-style-type: none"> Showcasing local heritage to visitors, especially through a combination ticket: Paris 2024 + exploring the host areas. Launching innovative solutions providing a more varied Paris 2024 experience for visitors and enhancing that of the television viewers (augmented reality featuring environmental solutions at the Games, the history of various sites, etc.) Rolling out fun awareness actions on the theme of “Sports & Sustainable Development” at Olympic venues and live sites, via remote transmissions and on social networks. 	<p>Local heritage showcased for residents and tourists.</p>	<p>1 billion people are more aware of sustainable development after campaigns. <i>(corresponds to 30% of television viewers)</i></p>
 <p>EQUITY & FAIR TRADE*</p>	<p>To meet the needs of local populations by developing a circular, social and solidarity economy</p>	<ul style="list-style-type: none"> Ensuring that construction programs for the Games dovetail with local development plans, and especially providing for effective medium- and long-term evolutions of all sites. Contributing to new job creation and especially green construction jobs and favouring local workers and job placement for disadvantaged populations. Working in collaboration with the chambers of commerce to encourage local small- and medium-sized businesses to get involved in the preparation phase of the Games, and promoting innovation by launching calls for ideas / project proposals. Developing a recycling centre network in Ile-de-France and Marseille and signing partnership agreements with eco-organisms managing EPR (extended producer responsibility) facilities. 	<ul style="list-style-type: none"> Favouring local workers and job placement for disadvantaged populations. 	<p>5,000 additional housing units. New and improved local sports facilities.</p>	
 <p>HEALTH & HAPPINESS*</p>	<p>To improve the quality of life in an urban environment, despite the impact of climate change</p>	<ul style="list-style-type: none"> Ensuring that infrastructures, facilities and landscaping are resilient to climate change impacts and enabling visitors and residents to be protected from extreme climate events (particularly heat waves and floods). An adaptation charter, defining recommendations to be respected in terms of urban forms, materials, etc. could be integrated into the Villages’ architectural and landscaping specifications . Improving air quality by: <ul style="list-style-type: none"> - implementing a sustainable mobility strategy (zero-emissions vehicles, setting up traffic restriction policies such as restricted traffic zones, increasing active travel modes, etc.) with a goal of reducing PM10, PM2.5 and NOx emissions by at least 50% compared to 2001 levels. - heightened monitoring of materials procurement and ventilation systems in new buildings; in existing buildings, engaging hotel owners to take the necessary measures to be certified. Improving air quality monitoring systems to support these measures, giving priority to Olympic venues. Making the Seine safe for swimming by conducting a pollution prevention policy focusing on the water treatment networks and involving all concerned parties, both public and private. Ensuring that infrastructures are accessible to disabled people and accelerating adjustments to make all public transportation and areas accessible to the disabled in the Ile-de-France region. 	<ul style="list-style-type: none"> Ensuring green spaces / rest areas for athletes and visitors at all Olympic venues and in the Villages. Creating shady spots at regular intervals, namely along pedestrian areas and paths at venues or between venues. Promote the distribution (sale/loan) of clothing and products adapted to high temperatures or rain. Enhancing public areas with innovative urban furniture offering places to sit down and rest, areas to gather in groups and hyper connected zones. Providing real-time update on air quality and water quality. Providing real-time event coverage: competitions underway, lead times, events and activities, etc. to enhance the Paris 2024 experience. Raising public awareness with actions focusing on healthier and more sustainable lifestyles, conducted at the Olympic venues, Villages, live sites, during remote transmissions and on social networks. 	<p>Bathing areas for residents of Ile-de-France towns bordering the Seine. Convenient neighbourhood sports facilities that promote public health and well-being. Improved overall living conditions.</p>	<p>20 million people who implement eco-friendly practices on a daily basis after the end of the Games. <i>(corresponds to 10% of the people reached through awareness campaigns)</i></p>

* the goals inherent in these themes are not exhaustive and should be considered as complements to the candidature’s Impact & Legacy policy

ZOOM ON FOREST & FOOD PRODUCTS



The procurement objectives developed for forest products and sustainable food deserve special attention. The two following zooms aim to describe and detail the necessary steps to meet the targeted environmental excellence.



ZOOM ON SUSTAINABLE & LOCAL FOOD

WWF France recommends that Paris 2024 implement a sustainable food strategy that ensures a supply of healthy food and sustainable products, affordable and available to all, while helping to transform the food sector to better serve the local environment and economy. This strategy must take into account the positive legacy it will leave for the host areas in France and its contribution to expanding the role of organic agriculture and sustainable production methods worldwide. Action plans should be implemented as of the preparation phase and will be intensified during the Games themselves.

Established to impact multiple criteria, these recommendations target the right balance between reducing the Games' food-related carbon footprint, ensuring sustainable procurement which is preferably, but not necessarily, local (i.e. MSC or ASC certification for fish and seafood), conserving natural resources, developing the local economy, and, finally, rebalancing the regional agricultural model.

The 4 types of food service and the scale of environmental quality in their certifications

The food strategy must concern all suppliers offering food service, including mass catering, fast food restaurants, partner restaurants of the International Olympic Committee, as well as snack outlets. Different environmental ambitions can be applied to different types of food service taking into account their capacity to adapt.

The ambition to provide 100% certified food sets the bar very high for Paris 2024. However, not all certifications are equal from an environmental standpoint, which is why they must be ranked from the most to the least demanding (knowing that no certification, by definition, is above reproach):

- **Organic and biodynamic farming:** interesting from the point of view of zero phytosanitary products and zero synthetic fertilizers,
- **High Environmental Value (HEV):** interesting for its management of biodiversity, water resources, phytosanitary products and fertilizers,
- **Label Rouge:** interesting for setting standards concerning age of slaughter, production conditions, etc.,
- **Protected Designation of Origin (PDO):** interesting for production conditions and the nature of the products which typify a specific region of France,
- **Bleu Blanc Cœur** label: interesting for limiting the presence of soy in animal feed and, therefore, limiting indirectly the deforestation generated by soy crops in Latin America.

Considering that all foodservice providers do not have the same latitude to modify practices, the minimum level of environmental requirements will vary.

Procurement choices

For all foodstuffs available within mainland France (with exceptions such as coffee, cocoa, etc.), WWF France sets a strict geographic hierarchy for procurement: products must be sourced first locally, then regionally, then from surrounding regions, in France or in neighbouring countries if necessary.

In addition to criteria related to geographic origin, foodservice providers should use products certified to contain a minimum of imported ingredients with high impact on biodiversity due to animal feed (i.e. soy) and favour using local alternatives. In fact, it is a question of reducing relocated farming impacts, because even if a chicken is raised near the Olympic venues, it could be fed with soy that has been shipped from South America and contributed to deforestation. However, WWF admits that certain suppliers may need to use imported products. In such cases, to limit environmental impacts, they should carry recognised certifications.

Finally, efforts to promote products from the host regions could favour farming that implements the principles of diversified production. On a regional scale, for example, livestock could be reintroduced into grain growing areas and vice versa, and on an individual scale, multicrop-livestock systems could replace single-crop grain farms or cage farming.

In fact, Paris 2024 wants to leave the legacy of veritable regionalised food systems in the host areas of the Games. These Games will participate in renewing agricultural production in the host regions and reconnecting production areas, while ensuring conservation of natural resources.

Certification and procurement zone should be defined according to food type

Fish and seafood

100% MSC or ASC-certified. Organic fish farm could also be an option for aquaculture.

Meat

• 100% certified organic for mass catering and minimum 100% PDO for fast food outlets and partner restaurants of the Organising Committee and the International Olympic Committee.

• Origin: 100% France including a minimum of 40% procured less than 100 km from Ile-de-France venues and a minimum of 40% procured less than 200 km from Marseille venues and other sites.

The 100 km radius around Ile-de-France venues corresponds to a procurement zone including the entire Ile-de-France region and a portion of the surrounding grain-growing regions to encourage these regions to reintegrate livestock production. If the 40% threshold, which was set deliberately high, turns out impossible to achieve, it could possibly be lowered (but no lower than 30%) and the procurement radiuses expanded by up to 50 km.

The thinking for other venues follows the same logic, and the 200 km radius was chosen namely to avoid penalising coastal cities.

Setting minimum levels of procurement from farms less than 100 or 200 km from the venues aims to stimulate renewal of regional farm production without neglecting other French farming regions.

Eggs

• 100% certified organic or “from free-range chickens” (including *Label Rouge*).

• Origin: 100% France including a minimum of 40% procured less than 100 km from Ile-de-France venues and a minimum of 40% procured less than 200 km from Marseille venues and other sites.

Milk

• 100% certified organic.

• 100% France or neighbouring regions.

Dairy products (cheese, yoghurt, butter, cream, ice cream)

• 100% certified, preferring, in order of priority: organic, HEV, *Bleu Blanc Cœur*, *Label Rouge*, PDO.

• Origin: 100% France.

Cereals & starchy foods

• 100% certified organic.

• Origin: less than 100 km from Ile-de-France venues, less than 200 km from Marseille venues and other sites.

The 100 km radius around Ile-de-France venues aims to promote regional agricultural production, especially grain crops (61% of all agricultural land in the Ile-de-France region).

Vegetables

• 100% seasonal and certified organic.

• Origin: 100% France including a minimum of 50% procured less than 100 km from Ile-de-France venues, a minimum of 70% procured less than 200 km from Marseille venues and other sites.

The 100- and 200-km procurement radiuses around the venues were chosen in order to respectively encourage and support regional vegetable production without neglecting other French farming regions. The percentages of 50% for Ile-de-France venues and 70% for Marseille venues and other sites were selected to set the bar high while taking into consideration the vegetable production disparities between regions. Nevertheless, if the thresholds turn out to be too ambitious, the percentages could possibly be lowered (up to, but not more than, 10%) after careful study and the procurement radiuses expanded by up to 50 km.

Exotic fruit

100% seasonal and certified organic and Fairtrade or RainForest Alliance

Other fruits

• 100% seasonal and certified organic.

• Origin: 100% France.

Coffee, cocoa, tea, sugar, honey, nuts

100% certified, in order of priority: organic, Fairtrade or Rainforest Alliance

The Livewell for LIFE (Low Impact Food in Europe) European initiative (Low Impact Food in Europe ou « Bien vivre pour réduire l'impact alimentaire en Europe »)

Launched in 2011, this initiative, which included France, demonstrates that it is possible for low-carbon diets to contribute to reducing GHG emissions from the European Union's food procurement chain, while respecting nutritional recommendations and remaining affordable to the general public.

The results, in the form of Livewell Plates (see below), represent the quantity of food eaten (by main food groups) over a one-day period (three daily meals).



Excerpt from the 2013 *LiveWell for LIFE* report

The 6 food principles established by the Livewell study are easy to follow:

- eat more plants (especially vegetables and wholegrain cereals);
- eat a variety of foods;
- waste less food;
- moderate your meat consumption, both red and white;
- buy food that meets a credible certified standard;
- eat fewer foods high in fat, salt and sugar.

These principles were also used as guidelines for the Paris 2024 food strategy.

Fighting food waste

The fight against food waste must also be a priority for the Organising Committee and be an integral part of its strategy to provide local and sustainable food at the Games. It must mobilise all stakeholders and get them actively involved to reach the goal of zero food waste:

- 100% restaurants committed to anti-food waste practices;
- Adapting portion size (especially in mass catering facilities);
- Passing on unsold / surplus food to local associations and / or food banks;
- Organising events with uneaten food (i.e. Disco Soup to reuse vegetables, etc.);
- Setting up composting or methanising facilities for surplus food when redistribution is not possible in order to reach the goal of zero organic landfill or waste incineration;
- Developing long-term biowaste composting and / or separate collection solutions for future construction / renovations of residential buildings or community facilities (composting could be redistributed to vegetable farmers or to nearby gardening associations/community gardens).

Providing awareness/training programs for Olympic staff working at food service sites, enabling them to inform and incite consumers to join the fight against food waste.

Finally, the Organising Committee could base its work on the recommendations for limiting food waste by the ADEME (French Agency for the Environment and Energy Management).

ZOOM ON GOALS RELATED TO FOREST PRODUCTS

For the past several years, WWF France has been evaluating the paper and wood product procurement policies of various companies and public institutions. These assessments, recorded in the PAP50 Barometer and Wood Barometer guides, analyse the commitments and consumption practices of a sampling of companies and public entities (regions, departments, major cities) and aim to encourage them to improve their environmental performance.

The 2016 PAP50 Barometer shows encouraging results, proving that companies can have a high level of environmental responsibility for paper use. All it takes is a well thought-out policy that mobilises every key link in the “paper” decision-making process. On the other hand, the latest results of the 2015 Wood Barometer are much less encouraging. The subject of wood procurement is still vague to many people and its multiple facets are not yet clearly understood: the value of tropical wood, the advantages of local wood, the definition of legality and certification, sustainability, etc.

Public and semi-public entities should set an example in terms of innovation and transparency. Responsible wood procurement policy has positive impacts on the environment (limiting CO2 emissions) and the economy (reducing public spending) as well as on social well-being by applying the principles of a sustainable and circular economy in France.

As a semi-public entity, the Paris 2024 Organising Committee should set an example in terms of responsible purchasing policies and seize the opportunity of the Games to make Paris 2024:

1. A showcase of innovation in the timber industry (excluding fuelwood)

2. A means to accelerate sustainable management of identifiable forests

The purchasing departments must be actively involved, first in establishing sustainable wood and paper procurement policies, then in setting up reliable purchasing procedures and tracking tools.

These policies should specify targets for each type of product:

Wood construction

- 50% of new buildings in wood, including 50% FSC-certified;
- 100% FSC-certified tropical and boreal wood;
- showcasing wood building design at an emblematic venue.

Furniture

- 30% of furniture in FSC-certified wood;
- 100% FSC-certified tropical and boreal wood;
- 100% reuse post-Games.

Light construction, interior fittings, display materials

- 100% wood or other recycled materials;
- 100% FSC-certified tropical and boreal wood.

Paper

- 100% of paper (graphic, hygienic, printing) is 100% recycled with the *Ange Bleu* label or FSC/European Ecolabel, preferring French paper in order to spotlight the “French model” (of recycling collection and recycled paper production companies);
- 100% of printing companies are certified *Imprim’vert*;
- Separate collection of paper waste for recycling at all venues: partnership with recyclers or with social and economic support initiatives or with initiatives like the French post office’s *Recy’go program*;
- Transparency on 100% of the documents produced, with 3 visible logos: paper-printer-recycling (for example *Ange Bleu* label, FSC, *Imprim’vert* and *Triman/Ecofolio*).

Finally, the Organising Committee should ensure that a sustainable forest management strategy is integrated into its procurement policies, in order to:

- associate certain Paris 2024 products with their source forest to guarantee and communicate on “forest-to-recycling” sustainability (Paris, regions of France including Ile-de-France);
- implement tracking to confirm compliance of the Games with Zero Net Deforestation.

Tools for improvement

Wood

- This practical guide is designed to help buyers create and implement a responsible wood procurement policy. Co-edited by the ATIBT, WWF and FSC, this guide encourages public entities to adopt a responsible wood and paper procurement policy. It provides explications, solutions and advice to help towns, cities and regions improve their purchasing policies based on environmental and legal criteria, and to promote certified wood products (from both temperate and tropical forests).



Paper

- PAP50 Barometer
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- Paper index
Produced by WWF, this index ranks the environmental labels and information provided on graphic paper in France. The ranking and full details are available:
wwf.fr/choisirsonpapier

Excerpt from the 2015 Wood Barometer, the first wood policy assessment report of public entities in France.



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Members of the Environmental Excellence Committee:

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**100%
RECYCLED**



206

nations represented
at the Olympic Games,
175 at the Paralympic Games

33TH

modern Olympic
Games in 2024

3 MILLIONS

of spectators



2°C

the average temperature
increase of the planet
not to be exceeded

55%

the greenhouse gas emissions
reduction goal of Paris 2024
compared to the London 2012
Games



WORKING TOGETHER
TOWARDS THE
ENVIRONMENTAL
EXCELLENCE
OF THE GAMES

