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## Paris city's prevention strategy for the Olympic Games and their heritage

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SUP ambition



# 01

## THE ZERO SUP AMBITION BY 2024

# WHERE DOES IT COME FROM ?



2019 -> A POLITICAL VISION « TRANSFORMATIONS OLYMPIQUES »

20 measures (employment, education, sport practices, accessibility, etc) to have a positive and sustainable heritage of the Olympics games for Parisians

# WHAT IS AT STAKE ?



A SUP is a packaging totally or partially made of plastic

Cans, cardboard packaging, biobased/compostable plastics are SUP

# HOW DO WE ADDRESS IT ?



Reduction & reuse

Recycled plastic is not a solution

## 1 vision

We seek to create a unique user experience driven through the principles of reduction and reuse, for both Olympic celebration and daily life venues.

## 3 targets



Beverages

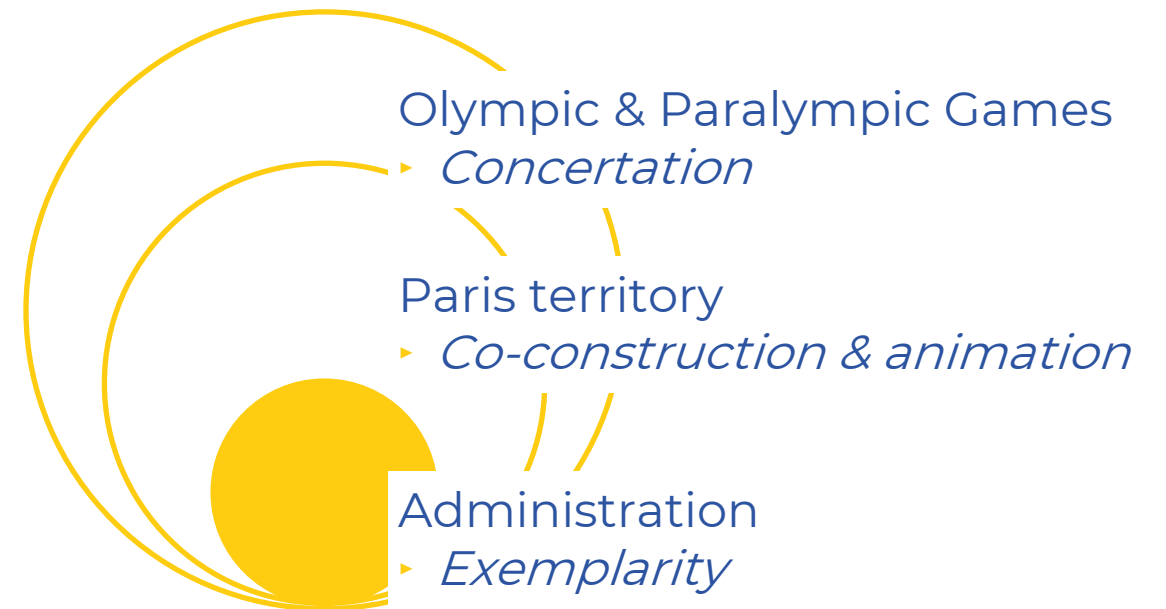


Food



Goodies

## 3 levels of action



## VISIBLE OUTPUTS



Olympic and Paralympic games celebrated without SUP for food and beverages



Seine river banks preserved from plastic pollution



Foster reuse packaging for Paris shopkeepers



Develop Paris as a plastic free tourist destination



Engage and mentor the transition of economical actors through a network



Take part to the UN Plastic Treaty negotiations

## NECESSARY ACTIONS



An exemplar Parisian administration



Offer sport facilities with available tap water fountains



Daily life services dedicated to reuse/bulk: engage shop keepers, food markets, refill Paris program



Raise awareness among kids and students

# 02

## OLYMPIC AND PARALYMPIC GAMES

Official partners of the IOC



Organizers of the Games



A complex governance

Venues can be managed by :

- Paris2024 (Trocadéro/ Concorde/Grand palais, Paris Centre)
- CNOSF (Club France/La Villette)
- City of Paris
- Private entities (AccorArena, Parc des Princes, Parc des Expo, Roland Garros)



## On celebration sites

Local and seasonal food served in reusable containers to families and visitors.



## On competition sites

Soda fountain and reusable cups will replace bottles or cans on 8 sites.

More than 100 tons of single use plastic saved.



## For the « Marathon pour Tous »

No single-use water bottle and only refillable cups and reusable bottles.

More than 400 000 bottles will be avoided.

# 03

## ENGAGE THE TERRITORY



## PROMOTE TAP WATER

Campaign "Je choisis l'Eau de Paris" (900 shopkeepers engaged)



## TARGET SPECIFIC NEIGHBORHOOD

- Seine river banks
- Zero waste neighbourhood (13, soon 21)
- 2 Circular areas : La Villette, Deux Rives



## TARGET SPECIFIC USES



### SPORT

- Test of nudges in stadiums
- Mentor sports clubs
- Ban races with single-use plastic refreshments (1er janv 24)



## MENTOR THE TRANSITION

- Network "Pari(s) du zéro plastique » >1000 actors engaged + guide book + webinars
- Financial support to access to reuse packaging services (Réseau Consignes IDF, call for proposal "Paris s'emballer")



## TOURISM

- Develop Paris as a plastic free tourist destination



## CAMPAIGN « HERE, IS CHOOSE THE WATER OF PARIS »

**Objective :** Complement the 1 200 fountains and water points in Paris to increase the consumption of the water of Paris.

**Single use plastics tackled :** water bottles

**Method :** engage shopkeepers, retailers, hotels...to inform anyone willing to refill its bottle they can do it at their place, with a sticker and a pin on Eau de Paris' map of refillable stations.

**Results :**

- 900 shopkeepers already joined the initiative
- Environmental benefits vs. water SPU bottles = 56.12 tCO<sub>2</sub>eq\*



## THE PARIS ZERO PLASTIC CERTIFICATION

**Objective :** Accompany and highlight the companies willing to adopt zero SUP alternatives

**Method :** Offer a free journey to private organizations and businesses operating in Paris towards the development of zero plastic offers and experiences, with workshops, expert advices, networking and audit.

*Animated by Circulab*

**Results :**

- 5 engagement plans published for 5 sectors
- 150 organizations engaged in the process

04+

EXEMPLAR ADMINISTRATION

## KEY FACTS

- 21 departments
- 17 borough councils
- 50 000 municipal staff
- Public utility concessions (culture, sports, events) : Gaité Lyrique, Accor Arena, Théâtre du Chatelet, Parc Floral
- Events on public domain (3000 events/year)

## MAIN ACTIONS



Respect the regulations (AGEC law -2020)  
Ban the free distribution of plastic bottles +  
water fountains



Eliminate the most obvious single-use plastics in  
the departments  
Drinks, catering (convivial moments) and  
goodies



Bring contracts into compliance



Integrate zero single-use plastic into concession  
renewals



Exemplar events

- Municipal events with zero SUP by Jan 1st 2024
- Ban races with single-use plastic refreshments (1er sept 24)

GUIDE BOOK FOR THE AGENTS

TASKFORCE

CHALLENGE BY BUILDING



8 situation sheets to target the SUP use cases



A team of 40 ambassadors to promote zero SUP within the administration

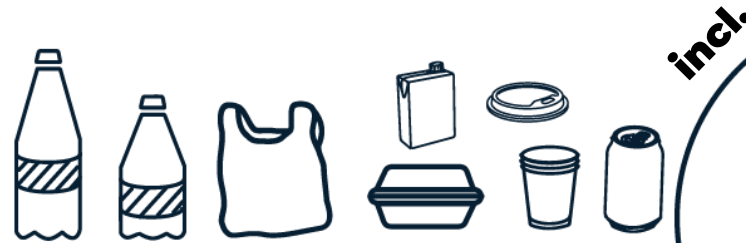


Eliminate all SUP flux within the buildings of Hôtel de Ville (reception & meeting rooms, cafeteria, canteens)

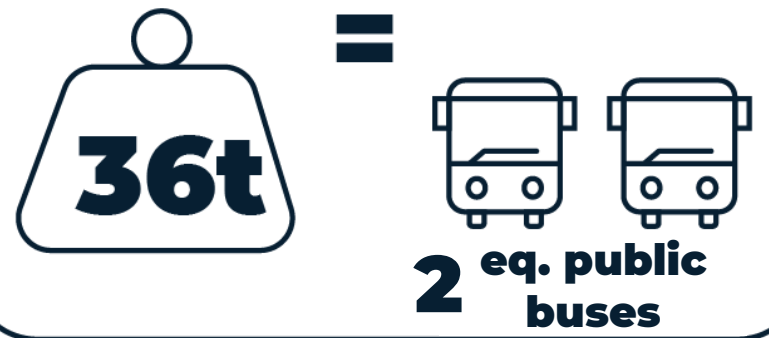
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IN CONCLUSION

# In total, in 2023...



**1 926 135**  
single use plastic items  
avoided



THANKS

