



Zero single –use plastic ambition for Olympics and Paralympics games



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**THE ZERO SUP
AMBITION BY 2024**



PARISIANS AMBITIONS ON PLASTICS


2024



Beverages



Food



Goodies

ZERO SINGLE USE PLASTICS



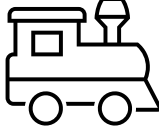
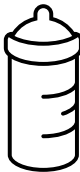
LEGACY & NEW
COMMITMENTS TO COME

2026




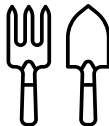
School and collective catering

**ZERO PLASTIC FOR REHEATING,
PREPARATION AND SERVICE OF FOOD**



Nurseries

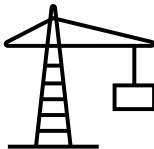
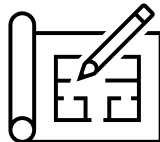
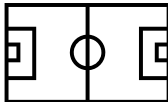
**ZERO ENDOCRINE
DISRUPTORS**



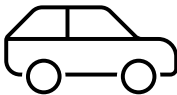

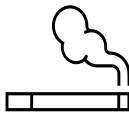
Horticultural production

**ALTERNATIVES TO
GARDEN POTS**

> 2026



Urban developments that may cause leakage of plastic micro-particles



Flows impacting the pipes (cigarette butts, wipes, tire particles)

DIAGNOSTIC OF PLASTIC STREAMS

DELIVERABLES OF THE ZERO SUP AMBITION

1 vision

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

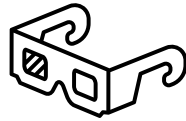
3 targets



Beverages



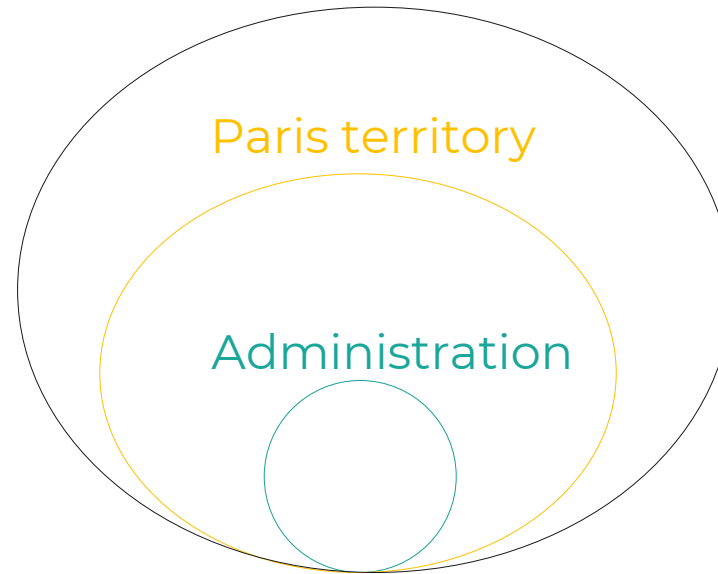
Food



Goodies

3 levels of action

Olympic & Paralympic Games



LEGACY

2019

2021

2021-2024

2024 and beyond

THE ZERO SINGLE USE PLASTIC AMBITION



WHAT IS TARGETED ?

All packaging totally or partially made of plastic
(EU SUP directive + REACH regulation)

Beverages



*Bouteilles en plastique,
canettes*, briques*,
gobelets (plastique ou
carton pelliculé)*

Food



*Contenants et couvercles
en plastique, sachets,
emballages primaires en
plastique*

Goodies



*Badges, stylos, sachets et
emballages plastiques,
ponchos synthétiques,
jouets, porte-clés, pin's,
en plastique....*



HOW DO WE TACKLE SUP ?

Reuse & reduction



No recycled plastics
No compostable plastics
No biodegradable plastics
No plastic coating/liners



Larger formats (>5L)
Bulk
Reusable containers

02

**ZERO SUP
AMBITION FOR
PARIS GAMES**



AT GAMES LEVEL

Working together with players with different objectives

One organization committee in coordination with....



IOC official partners



Multiple site governance

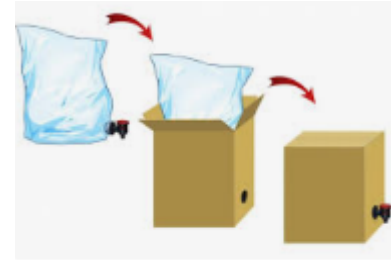
- Venues operated by Paris2024 (competition sites +champions Park)
- Venues operated by the city of Paris (local fans festivals)
- Club France operated by the french olympic committee
- Venues operated by third parties : AccorArena, Parc des Princes, Parc des Expo, Roland Garros

OLYMPICS AND PARALYMPICS WITHOUT SUP

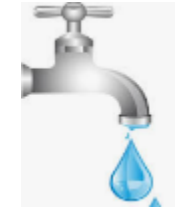


PARTNERSHIP WITH COCA COLA

- Premium olympic partner for beverages
- Refuse of systematic rPET Bottles offers
- Priority given to bulk (soda fountains) and reuse (reusable glass bottles)



1 BIB 19 L



200 bottles of
50CL (100 L)

OLYMPICS AND PARALYMPICS WITHOUT SUP



CELEBRATION AREAS HELD BY CITY OF PARIS

- All celebrations areas held by city of Paris and media center will be plastic free on food and beverages : reusables food containers, reusables cups, no individual bottles, priority given to larger formats



COMPETITION AREAS HELD BY PARIS 2024

- Deployment of 256 sodas fountains in Paris and reusable glass bottles
- 10 competition areas in Paris
- 1,25 million beverages served through soda fountains or reusable glass bottles



ALL AREAS

- Reusable water bottles are made accessible
- Water fountains made available

LEGACY CHANGES ON ZERO SUP



FIRST MARATHON ZERO PLASTIC

- First competition race open to the public during olympic games : marathon and 10Km race
- Both races will be held without single-use plastic refreshments station

Ban of SUP for all sport races in Paris



PROMOTE TAP WATER

- 1200 fountains and water points in Paris
- Campaign "Je choisis l'Eau de Paris" (1000 shopkeepers engaged)

Pursue of "Ici, je choisis l'eau de Paris" campaign with a target of 2000 shopkeepers engaged

CHARTER OF ECO FRIENDLY EVENTS

- Updated version the charter of eco friendly events in 2025
- To raise the standards of events on Paris territory
- Mentor and monitor large events

5000 events per year to be compliant with our climate vision (including zero SUP)

MAIN RESULTS OF THE ZERO SINGLE USE PLASTICS AMBITION FOR 2024 GAMES IN PARIS



03

ZERO SUP SPORT RACES



HOW CAN WE RUN WITHOUT SINGLE USE PLASTICS IN PARIS ?



Get ride of SUP packaging for refreshment stations for the **50 run races in Paris**



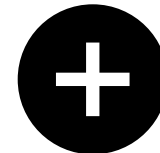
As a french local authority, we are entitled to give access to our public domain under conditions -> cleanliness of the public domain is our condition to forbid disposable packaging for run races.

FORBIDDEN PACKAGGING



AUTHORIZED ITEMS/SYSTEMS

Reusable containers only



Water access through tap water (ramps) or larger containers (>5L)



METHODS

A temporary help for the transition (2024-2025)



100 000 Reusable cups bought by the City of Paris. These cups are available for all organizers for free. The City of Paris is taking in charge transportation, return and washing of the cups.



Free access to tap water for the small races (>2000 runners). Agreement between the City of Paris and the municipal water supplier for free water racks



Free access to communication materials for all organizers. These materials are printed and lent by the city of Paris

RESULTS for 2024



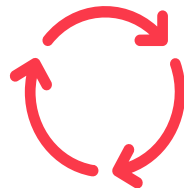
650 000 runners benefiting with run races with SUP packaging



20 tons of SUP packaging avoided each year



69 tons of CO2 emissions avoided each year (taking into account reusable cups loss and return rate)



Return rate of 82% for reusable cups on the first year . Target > 90% for 2025

WHAT'S NEXT ?

A new commitment for all events on Paris territory : forbid all disposable packaging for the **5000 events organized each year** on Paris territory

Who is concerned ? All events on Paris territory, festivals, sport events, fairs, small associative events, fashion shows, etc.

When ? To be adopted by the city of Paris council en April 2025





THANKS