PARIS – OLYMPIC DAY & HORIZON 2024

Olympic City: Paris  
Country: France  
Edition of the Games:  
2024 Summer Olympic Games

INTRODUCTION

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<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Celebration of OG designation</td>
<td>City of Paris</td>
</tr>
</tbody>
</table>

Combining Olympic Day and City’s Successful Celebrations

As a Paris 2024 bid phase milestone, the 2017 Olympic Day was imagined with the purpose of displaying Paris’ prestige and its capacity to organize a wide-scale sporting event. The goal of the 2018 edition was to anchor the event locally and engage Parisians as real players in the celebration.

The year Paris was designated the host city of the 2024 Olympic and Paralympic Games, the International Olympic Day was the occasion to engage locals in the adventure. The PARIS 2024 project had been “Made For Sharing” and the City of Paris put together a cohesive event praising Olympic values which was a fantastic occasion to come together and unite around sports and Paris.

Two distinct events were organized to this extent:

The first one took place on June 20th in 14 Parisian districts and tackled sport as a tool for education, health and inclusion. Open to all, and especially to schools and leisure centres, several sportive challenges were organized, inviting Parisians to try six sport activities combined with the transmission of Olympic values: friendship, respect and excellence. Participants could also learn more about the history of the Games and the position of women in sports.

The second event was organized on June 23rd in the heart of the capital city. The banks of the river Seine turned into a tremendous open-air playground with more than 30 Olympic and Paralympic sports installed in a space of 250 000 m2. Tourists and locals had the opportunity to discover and get initiated with various sports ranging from archery to blind football, karate, climbing, wheelchair basketball, etc., in the presence of many French athletes and on the sites of the future Olympic and Paralympic Games. Several bridges and venues were the scene of impressive demonstrations, including a pole-vaulting competition featuring Renaud Lavillenie, world-record holder and gold medallist in London Games. Finally, a night 2024m open race connected two future host sites of the Paris 2024 Games, with the race starting at the Grand Palais, going through the Invalides Esplanade, and finishing at the Eiffel Tower, thus concluding 24 hours of sharing the very special atmosphere and magic of the Games.

Celebrate Olympism and Paris

With the designation of Paris as the host city of the 2024 Games 9 months prior to the event, one of the central aims of the 2018 Olympic Day was the celebration of the City’s success in engaging locals in the adventure of the 2024 Olympic and Paralympic Games. The event’s motto “24 hours, Olympic mode” was an invitation to the public to spend a weekend “playing it like the Games” and to preview the magic...
of an Olympic Paris. The ability to discover over 30 free-access Olympic and Paralympic sports in some of the most scenic venues in the French capital was thought to inspire the population with Olympic values and to create a link of passion and proximity with the event and athletes.

**Generate engagement and cohesion**

Focused on creating a festive and engaging celebration, the organization paid close attention to making every local and visitor feel like a Paris 2024 player and ambassador. The two events were organized in a way that invited everyone to experience and appropriate the Olympic and Paralympic Games’ spirit. On Thursday, June 20th, the 14 districts’ activities were easily accessible to anyone wishing to practice sport with their neighbours. On Sunday, June 23rd, the 4km walkable promenade along the river Seine was conceived around a festive playground featuring family-friendly activities and performances. With 35 different sports on offer, participants had the possibility of discovering something new and training with volunteers happy to share their passion with others. The presence of many French athletes in demonstrations and initiations reinforced this idea of social cohesion and aimed at creating a common spirit through shared experiences.

The objective of having a cohesive event around Olympic and Paralympic values through a moment of celebration and sharing was successfully fulfilled.

**FACTUAL DATA**

**Event Format**

Open-public sport activities were organised with 17 Paris districts;
A festive playground gathering more than 30 sport activities in the heart of Paris available all day;
A 2024m race at night.

**Duration**

Two days
20 June 2018: 17 Paris districts and inhabitants (schools mobilised for children and families
23 June: a global celebration

**Location**

Day 1: 15 venues in 15 different sports centres of Paris
Day 2: right and left banks of the river Seine in the heart of Paris;
Arcole Bridge; Alexander III Bridge; Town Hall esplanade; Invalides Esplanade;
Champ-de-Mars (Eiffel Tower)

**Partners**

City of Paris and its different branches involved
French NOSC
Paris 2024 Organizing Committee
Sport federations
Conception and Production Agencies (Sportmarket & Oconnection)

**Mobilisation & visibility**
- Press conference on May 29th on the boat Le FLOW and press release
- Local Volunteers: Team Paris (more than 100 people)
- Mobilisation of actors involved in the Paris 2024 bid: former and actual athletes, OCOG PARIS 2024 and NOC members, 30 sport federations
  - 450 000 participants
  - 3679 #journéeolympique
  - 1500 accreditations
  - 250 000 square meters dedicated to sports in the public area
  - 40 athletes

Focus on mostly Paris inhabitants, with a special focus on families.

**Combination with other events**

- International Olympic Day
- World Refugee Day

**INVENTORY OF ACTIVITIES**

**Sport**
- Race of 2024m
- Canoe, kayak, sailing, archery, baseball, softball, table tennis, golf, handball, tennis, football, rugby, volleyball, sit volley, triathlon, swimming, cycling, climbing, shooting, pole vaulting, judo, adapted judo, fight, karate, taekwondo, blind football, basketball chair, field hockey, boxing, fencing, wheelchair fencing, modern pentathlon, skateboard, badminton, weightlifting.

**Culture**
- Exhibition about Olympic values set by the French NOSC;
- Panels with quizzes about Olympic values

**Urban renovation**
- Reorganisation of the banks of the river Seine into an Olympic and Paralympic area. In particular, the famous Arcole bridge turned into a pole-vaulting competition site with the participation of famous athletes like Renaud Lavillenie.

**Use of Olympic Symbols & Brand**
- Olympic Rings
  - The Olympic rings ordered by the City of Paris after winning the hosting of the 2024 Games were installed in the public area, near the City Town Hall.
  - Their installation was the main challenge because of the weight and the scale. Many handlers were mobilized.

**HISTORY & STORY**
A historical moment in the spotlight

The 2018 International Olympic Day represented an opportunity to showcase an Olympic discipline. A unique and spectacular pole vault competition took place on the Pont d’Arcole, one of the most famous bridge in Paris. The contest got together a line-up of French pole vaulters (Stanley Joseph, Alioune Sene, Baptiste Boirie, Mehdi Amar Rouana, Julie Cyprés, Mathieu Collet et Romain Gavillon) with the exceptional participation of Renaud Lavillenie, world record holder and 2012 Olympic champion.

Zoom on an (extra)ordinary story

Special focus was put on engaging the local population in their daily life environment around the upcoming Games. Read the annexed text for more information.

LEGACY OF THE CELEBRATIONS

Linking Past, Present and Future

If the main aim of the 2018 Olympic Day was to celebrate Olympic and Paralympic sports in the City of Paris, the organization also transmitted civic values to all participants.

People were first invited to separate their waste in order to raise awareness on sustainability. Recycling bins were installed all along the event’s route on the riverbanks, as an incentive for people to sort paper and plastic.

Education was also at the forefront of Thursday’s events in the 14 Parisian districts, with children getting initiated to gender equality questions through explanatory panels tackling the place of women in sports and society. They also received quizz booklets about Olympic history and 4 Olympic sports, namely gymnastics, athletics, boxing and ping-pong.

Paralympic sports were finally put on the centre stage of the 2018 edition. Several of them, such as blind football and sitting volleyball, were installed in front of the Paris City Hall, the heart of the event. It was the opportunity for a very large public to discover and try less well-known disciplines, and chat with athletes about the core rules and challenges of their sports.
FEEDBACK SECTION

Key challenges

Ensuring security

450,000 people participated in the 2018 edition of Olympic Day, generating important crowd management issues. The main objective of the day was to create a pedestrian route in the heart of the capital city, with no cars tolerated to preserve free and safe access to sports practice and family time during the celebration.

In this context, the 250,000m² public area was closed and secured by fences and security officers. High security restrictions were taken at the different entrance gates, including individual physical pat-downs and bag-checking.

Each stakeholder involved in the organisation of the event was accredited for an easier access to sports facilities.

Technical implementation

The 2018 Olympic Day in Paris was a highly ambitious event, with more than 30 sports scheduled in one day. Aside from this, the banks of the river Seine, a narrow paved path alongside water, do not consist in a perfectly adapted site for sports animations, and the articulation of the different sport stands was a challenge.

Several sport federations requested specific installations such as a swimming pool for the triathlon, or the full use of the river for sailing. The organization worked together with two private agencies through a design and production market in order to fix most operational and technical questions.

Evaluation

The success of the program was evaluated through combined quantitative and qualitative data. The number of participants was a way to measure enthusiasm generated by such an event and the efficiency of the communication campaign. Participants’ feedback on social networks (through #journéeolympique) and in the press were also studied in a “best practice” spirit. Finally, Parisian representatives, national federations as well as athletes’ comments and observations allowed the organization to have a more professional evaluation of the event.

Replicability

The City hopes to replicate the project in the following years (every June 23rd) to maintain the engagement of Parisians until 2024.

Not only will this project be replicated on the Parisian scale, it will also be developed at the metropolitan level and in the French overseas departments and territories. This project is materially replicable in any Olympic City.

PRACTICAL INFORMATION

Project Management - Timeline

The decision to organize this event was made in March, three months before the event. In this context, the project management was a real challenge for our operational team regarding public contract deadlines.

- Definition of the vision and objectives of the celebration: starting point of the project.
- Fundraising plan: March
- Agenda of celebrations: April/May
- Mobilisation plan: May
- Communication plan: April/May
- Booking of venues: April/May/June

Finance and Cost

Internal resources: City of Paris (600,000€). This financial participation represents the reinvestment of the 2024 Olympic bid’s budget leftover.

External resources: French NOSC, Paris 2024 (600,000€ each)

Human Resources and Time

2 global project managers
4 project managers (volunteer program, implementation of the activities, organization of the 2024-meter race, implementation of the activities in the districts)
2 staffs on D-day (accreditations and runner)
7 colleagues from the General Delegation of the Olympic and Paralympic Games and Major Events were also mobilized on D-day to help the organization overcome operational issues.

Many internal departments of the City of Paris were also involved:
- Department of Hygiene and Water
- Department of Prevention, Security and Protection
- Department of Information and Communication
- Department of Roads and Movements
- Department of Youth and Sports + the Events Service
- Municipal Automobile Transportation

3 months of preparation and 1 month of reporting were needed to complete this project.

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