



Press release

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Economic and employment opportunities open and accessible to everyone

With more than five years to go before the big event, Paris 2024 and the Games' stakeholders have today launched a plan that is totally innovative in both its approach and scope and which seeks, through the Olympic Games, to create new tender and job opportunities.

Paris 2024 has today taken another step forward in its efforts to stage a different kind of Games. In conjunction with all the project's stakeholders, Paris 2024 has unveiled a plan that is groundbreaking in terms of its scope and foresight, **to ensure that everyone can benefit from the tender and employment opportunities afforded by the Games.** The plan is targeted in particular at organisations and people who are not usually given such opportunities, namely very small, small and medium-sized businesses, companies operating in the social solidarity economy, job-seekers and disadvantaged groups in the labour market.

"We have sought, right from the outset, to organise inclusive and socially committed Olympic Games that bring benefits for as many people as possible," **said Paris 2024 President Tony Estanguet.** "The plan we are embarking on today, well in advance of the event, will enable small firms (very small, small and medium-sized businesses and companies operating in the Social Solidarity Economy) to plan ahead and organise themselves with a view to winning Games-related tenders. The plan complements the mapping study that we are also unveiling today and which details the sectors and employment opportunities opened up by the Games and gives job-seekers the opportunity to start training now so that they can apply for Games-related openings in the future."

Since the start of the bid phase, **Paris 2024 has sought to organise economically and socially responsible Games** that seek to show France at its very best. **This unprecedented commitment, made in conjunction with social partners and Professor Muhammad Yunus, the 2006 Nobel Peace Prize winner, brings together all the Games' stakeholders:** the French government, the City of Paris, the Île-de-France region, the department of Seine-Saint-Denis, Greater Paris, regional and local authorities, as well as employment, social inclusion and training partners, and the voluntary sector, etc. **The success of the plan depends on hitherto unseen levels of collective involvement and shared responsibility.**

In an effort to make the plan as effective as possible and **in building on the pledges made in the bid phase, Paris 2024 has carried out its first specific actions, more than five years before the event, with the roll-out of the Yunus**



Charter, the Social Charter and the Social Inclusion Charter. These actions provide companies with an initial raft of specific support tools, with a single point of entry to Games-related tenders and enabling them to inform, prepare and organise themselves well in advance of the calls for tenders being issued. These actions are also designed to allow stakeholders to make their preparations, support disadvantaged groups in the labour market or people who are out of work (training, inclusion, etc.), train them and enable them to access jobs created by the Games.

Hundreds of tenders open to companies

Given their scale and projection, the 2024 Games represent a major challenge in terms of their organisation. They are, quite simply, the greatest event ever held in France.

The Games are also an outstanding opportunity, not least in terms of the economy and employment. Hundreds of calls for tenders will be issued over the next five years (the biggest contracts from 2021 and in a growing number through to 2024) by the Paris 2024 Organising Committee and SOLIDEO, the company responsible for delivering the permanent venues built for the Games. These tenders will cover a wide range of sectors, among them consultancy services, event planning, security, catering, medical services, hospitality, and construction.

In fulfilling these contracts and helping to make Paris 2024 unique, creative, inclusive and solidarity-oriented Games, the Organising Committee and all its stakeholder partners are looking to bring very small, small and medium-sized businesses on board along with companies forming part of the Social Solidarity Economy. These firms are the driving force and the lifeblood of the French economy today and account for 99% of French companies. Their flexibility, ability to innovate and their diversity are all attributes that will have a major part to play in the success of the Games.

150,000 jobs directly created over the next five years through the organisation of the Games

The plan launched today by Paris 2024 and the various Games stakeholders strives to create a level playing field that allows very small, small and medium-sized businesses and companies forming part of the social solidarity economy to bid for contracts with the same chance of success as major groups, who are more accustomed to responding to invitation to tender procedures. It also provides people who are out of work, at a disadvantage in the labour market, looking for work or who are in employment but wish to change careers with the chance to receive training and make the most of the opportunities afforded by the Games.

The second part of the plan is **the mapping study launched by Paris 2024 and conducted by Amnyos and the Centre for Law and Economics of Sport (CDES) in Limoges, which has revealed that 150,000 direct jobs will be mobilized over the next five years as a result of the organisation of the Games.** These jobs will come in three main areas: construction work conducted ahead of the Games, event planning and organisation, and tourism.

This innovative plan does not come to an end with the Games. It looks far beyond. Paris 2024 and all its stakeholders wish to leave behind them a plan and tools that will remain in place long after the Games are over, for use at the major international sporting events of the future

Annexes

The plan launched today by Paris 2024 and the Games' stakeholders is founded on two major phases:

- The first directly involves companies, providing them with a single point of entry to all Games-related calls for tenders.
- The second focuses on jobs and is targeted at professional branches, employment stakeholders and directly at job-seekers and people already in employment.

1) Single point of entry to all Games-related calls for tenders

As of today, companies will have access to two tools, two dedicated platforms where they can access all the information they need to win Games-related calls for tenders:

- The **Entreprises 2024** platform for very small, small and medium-sized businesses, created in association with MEDEF (Movement of French Enterprises).
- The **Solidaire Paris 2024** platform for companies operating in the Social Solidarity Economy.

In very specific terms, these platforms provide a single point of entry and information source that offer companies the following:

- A website listing all Games-related calls for tender;
- Email alerts every time a new call for tender is issued;
- Games-related legal watch and news;
- A sourcing platform where very small, small and medium-sized businesses and companies forming part of the Social Solidarity Economy can demonstrate their expertise;
- Support tools and advice enabling companies to respond to calls for tender.

These tools will allow companies to anticipate needs for the jobs they will be required to create, identify any sectors experiencing labour shortages with a view to highlighting training needs, and assess the state of the labour market in the various sectors and occupations in question, all with the aim of enabling stakeholders to anticipate needs and make a contribution to the success of the Games.

2) A mapping study that allows companies to plan and prepare

The mapping study will enable improved planning for recruitment needs and allow as many people as possible to take advantage of the opportunities offered by the Games. It will also provide a platform for offering improved training pathways that enhance the employability of people holding Games-related jobs.

- **Professional branches:**
 - Identify the number of jobs mobilized in relevant sectors between 2019 and 2024 and by sector (construction, tourism, and event organisation);
 - Identify areas where there are labour shortages so that recruitment and training needs can be anticipated;
 - Set up training pathways tailored to their employees.
- **Training stakeholders**

- Identify Games-related training needs. The mapping study identifies the necessary pre-qualification pathways in each Games-related occupation to allow job-seekers and people already in employment to train or develop their skills.
- **Social inclusion and public employment service stakeholders**
 - Organise themselves so they can prepare disadvantaged groups in the labour market for targeted job and training opportunities.

Scope of the mapping study

- ✓ An initial assessment study was conducted in 2016 by the CDES. The study looked at aspects of the bid and the direct, indirect and induced jobs created as a result of the organisation of the Games and over the Games lifecycle (2017-2034), all with a view to assessing the long-term impact on occupations in the tourism industry in particular. The study estimated that between 119,000 and 247,000 Games-related direct, indirect and induced jobs would be created over this period.
- ✓ The mapping study process made use of the **database that has been developed** since the bid phase, **consisting solely of direct jobs mobilized** by the Games and **solely in the period in which preparations are made for the Games (2019-2023) and they are hosted (2024)**.

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Paris 2024

The Organising Committee for the Paris 2024 Olympic and Paralympic Games (Paris 2024) has the task of planning for, organising, financing and delivering the Olympic and Paralympic Games in Paris in 2024 in accordance with the host city contract signed by the International Olympic Committee (IOC), the French National Olympic and Sports Committee (CNOSF) and the City of Paris.

The Olympic and Paralympic Games are the first sports event in the world with a unique media impact, bringing together some 15,000 athletes (10,500 Olympians, 4,350 Paralympians) from 206 delegations hailing from five continents. They are followed by over 13 million spectators and 4 billion viewers over the world through more than 100,000 hours of TV broadcasts. The Games' impact is unparalleled among all sports, economic and cultural events in the world.

Created in January 2018, Paris 2024 is headed by Tony Estanguet, three-time Olympic champion and IOC member. It is administered by an Executive Board (EB) that includes the project's founding members: CNOSF, the City of Paris, the State, the Ile-de-France Region, CPSF, Métropole du Grand Paris, the Seine-Saint-Denis Departmental Council and representatives of the local authorities involved in the Games.



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