



GAMES WIDE OPEN

Paris 2024 Olympic and Paralympic Games claim

26 july 2022

GAMES WIDE OPEN

This is the shared slogan for both the Olympic Games and Paralympic Games, unveiled by Paris 2024 on the 2 years to go.

Above all, since the beginning of this adventure, it is the ambition that drives us and inspires each of our actions.

It is an invitation to the world to come and experience new emotion together. Our Games are a commitment of new experiences and big thrills. New disciplines, outdoor competitions in the heart of Paris, a unique Opening Ceremony on the Seine, the Mass Event Running Marathon so that spectators can run this iconic Olympic event like the athletes...

EDI
TO

LET'S OPEN THE EMOTIONS OF THE GAMES.

It's a power. The power to open our hearts and minds, to stop seeing differences as obstacles. Between the Olympic athletes and Para athletes: there is only one French team. Between the Olympic Games and the Paralympic Games: there is only one emblem and one slogan. Between men and women: our Olympic Games will be those of parity.

The power to write the greatest collective story of a whole generation, through everyone's contribution, by providing opportunities for everyone: all the territories, and all those who wish to join us.

LET'S OPEN THE GAMES TO ALL ENERGIES.

It is also a dream, a dream shared by everyone who is building these Games. A Games, to reinforce the place of sport in our lives; to support the transformation of the territories, particularly in Seine-Saint-Denis.

Ground-breaking Games, which imagine the world of tomorrow, testing, creating, and shaping solutions that will serve society. And which place youth at the heart of their actions.

LET'S OPEN OUR EYES TO THE CURRENT CHALLENGES.

It is a collective ambition, to open the Games, to showcase to the world the best of France especially its boldness, its creativity and innovative spirit that makes up our country's identity.

To deliver inspiring Games that will help take the Olympic and Paralympic Movements into a new era.

Bold and creative Games that dare to take a step outside the box, to challenge the current models, our ways of seeing things, our paradigms; to give us the opportunity to come together, to be proud together, to experience together.

QUITE SIMPLY A GAMES WIDE OPEN.

Tony Estanguet

An Olympic Opening Ceremony
which breaks tradition. Set in
the heart of Paris, accessible to
more than 600,000 spectators
for the first time.

GAMES
WIDE
OPEN



PARIS 2024
OLYMPIC GAMES



GAMES

The walls between the city and the stadium vanish,

WIDE OPEN

and spectators feel themselves

TO THE

at one with the athletes;

POWERFUL

the magic of the Games spreads out

EMOTIONS

across the city and through the airwaves,

OF THE

warming the hearts of all who feel it.

GAMES

**By reinterpreting
the immutable
hallmarks of the
Games, Paris 2024
is creating an
unprecedented,
immersive
experience; a pure
moment of wonder,
celebration, joy,
and unity with the
whole world.**



Games wide open, to the passions of sport, with the Olympic Opening Ceremony held in the very heart of the city, with the majestic backdrop of the Seine and Paris' unequalled cultural heritage, involving 10,500 athletes and 600,000 spectators from all around the globe.

CEREMONY





OUT SIDE VENUES

Numerous Olympic and Paralympic competitions held outside the traditional stadium setting, at spectacular venues

In Paris and the surrounding region:

archery and Para archery at the Esplanade des Invalides;
• beach volleyball and blind football at the foot of the Eiffel tower • fencing, wheelchair fencing, taekwondo and para taekwondo at the Grand Palais • equestrian and para equestrian at the Château de Versailles...

Sailing in the Marseille marina; and surfing the legendary waves of Teahupo'o, in Tahiti.



Competitions will be held away from stadiums in temporary arenas in the heart of the city. These venues will dare to invite sport into an urban setting, bringing spectators closer to the athletes.





COMPETITIONS
OPEN TO PUBLIC
PARTICIPATION.
SPECTATORS ARE INVITED
TO PUT THEMSELVES
IN THE ATHLETES' SHOES,
AND PARTICIPATE
ALONGSIDE THEM
IN THE MASS EVENT
MARATHON AND THE ROAD
CYCLING.

BREAKING – A NEW
DISCIPLINE WHICH
STRADDLES THE BOUNDARY
BETWEEN SPORT AND ART,
HAS BEEN ADDED TO THE
PROGRAMME AT THE GAMES
PARIS 2024, ALONGSIDE
SURFING, CLIMBING AND
SKATEBOARDING, TO
RESHAPE WHAT IT MEANS
TO BE AN OLYMPIAN,
OPENING THE DOOR TO NEW
SPORTING COMMUNITIES.



The introduction of Breaking into the sport programme will bring a new generation with its dreams, ambitions and entire way of life to the legend of the Olympic Games.

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PARIS 2024
OLYMPIC GAMES

Perfect gender parity at the Olympic Games

As many women as men will be proving their prowess in their sports, for Games which truly mirror society – this comes 124 years after the Paris 1900 Games, when women were first allowed to compete.



2024



The largest Paralympic Games in history

In terms of the number of events (549), the number of tickets on sale (almost 3.4 million), the media coverage in the host country (300 hours of broadcasting by France Télévision, the official French broadcaster of the Paris 2024 Paralympic Games), and Paris 2024's unwavering ambition for this once-in-a-lifetime event to raise the bar in terms of popular engagement: a shared logo, a venue map built in parallel as the Olympic Games map, and more, will make these Games truly unforgettable...



ONE SLO GAN

A single slogan for both the Olympic and Paralympic Games 2024, because our desire for openness pervades everything we do, and everything we put in place, for both events.





GAMES

The Paris 2024 Games will be the fruit of an immense

WIDE

collaborative effort, which spotlights France



with all its characteristic diversity and contrast.

TO ALL

Olympic and Paralympic history is being written with contributions from

TYPES OF

everyone, and is made richer by the individuality of all those involved.

ENERGY

The Olympic and Paralympic spirit will inspire the entire country even from the smallest city and get people all over France into sport, which is why we created the Terre de Jeux 2024 label.

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PARIS 2024



PARIS 2024

In all of France's territories, from the smallest to the biggest, from Versailles to Saint-Denis, in mainland France and in the Overseas Territories, the entire nation;

People are already feeling the vibes of the Games, with the label Terre de Jeux 2024 bringing together over 3000 regional organisations and actors from all corner of the sporting world. Soon, the celebration will be redoubled, as the Olympic Torch Relay and the Paralympic Torch Relay make their way across the globe.

Breath-taking performances can only be magnified by breath-taking scenery. The Olympic surfers will take the outstanding Teahupo'o wave in Tahiti.

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PARIS 2024
OLYMPIC GAMES

KNOWLEDGE

To different types of knowledge and expertise – in particular, those of small businesses, and businesses operating in the Social and Solidarity Economy (ESS).

Thanks to the support schemes ESS2024 and Entreprise2024, over 140 ESS organisations have been awarded a contract in relation to the Games. $\frac{3}{4}$ OF SUPPLIERS for Paris 2024 are MICRO-ENTERPRISES or SMEs.

Over €5 billion in contracts will be awarded to make the Games a reality, and over 150,000 people will be employed in organising the event.

**More broadly,
Games wide
open to all
who are
willing to work
alongside us
to make the
Games the
greatest they
can be**



ENCORE

Through Club Paris 2024, a community nearly 500,000 strong, sharing in the adventure, as they attempt to win outstanding prizes;

Or in the huge team of over 40,000 volunteers, of all ages, origins, abilities, who will be working alongside us to create the unique atmosphere that will characterise the Games.

HYPERMEMENT

Inviting millions of people across France to enjoy unique experiences and go behind the scenes at the world's biggest sporting event. That is Le Club Paris 2024's promise to invite the public to be part of the Games.

Le
club
PARIS 2024

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Le
club
PARIS 2024



PARIS 2024



PARIS 2024



GAMES

Imbued with the values of the host country – liberty, equality,

WIDE OPEN

fraternity – the Paris 2024 Games are being conceived as a

TO FACE THE

testing ground to try out new, more sustainable, more inclusive

CHALLENGES

solutions, which will be of service to society as a whole.

OF TODAY

Break down barriers and change attitudes towards people with a disability. Welcome with open arms all forms of diversity, embrace each other's differences and ensure people from all walks of life are immersed into society.

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PARIS 2024



THE POWER OF SPORT TO BRING ABOUT CHANGE IN SOCIETY.

Sport is a formidable tool to bring about improvements in all important areas of society: health, education, inclusion, social and professional integration, gender equality, etc.



Thanks to the **30 minutes of physical activity a day at school** initiative enacted by Paris 2024 and the national education system to combat a sedentary lifestyle from an early age, **1.3 million children get moving every day**, which significantly benefits their health, wellbeing and learning. This scheme will be rolled out to all primary schools in France when they resume after the 2022 summer holidays.

Thanks to the **fonds de dotation Paris 2024** (Endowment Fund), **2 million beneficiaries who have received support**, to improve their health, to recover after an ordeal, to find their place in the world of work or society, through more than 600 projects, across all territories, which have received funding.

PARIS 2024



The challenge of inclusion:

The Paralympic Games are unmatched in terms of their power to change the world. They are the only global event which spotlight people with disabilities and gives their performances the chance to shine.

All of Paris 2024's projects include a Paralympic aspect, with a view to changing the way in which disability is seen in society. In 2022, 85% of projects for OLYMPIC AND PARALYMPIC WEEK in schools focused on Para sport.

The Games present the opportunity to get disabled people into practising sport, helping improve their independence and wellbeing. Paris 2024 and the CPSF support the initiative by the City of Paris municipal authorities, which will soon be extended to other municipalities as well, to open up sections of sporting clubs which cater for Para sports.

TER RIT ORY

The challenge of effecting change in the territories

95% of the sporting infrastructure that the Paris 2024 Games needs is already in place, or temporary infrastructure can and will be used. The only facilities newly built for the Games will, in the long term, serve the needs of the localities and their residents.

Thus, the Paris 2024 Games will leave a legacy in Seine-Saint-Denis which includes: **4000 units of accommodation, some twenty new swimming pools that will be used for local population, and a further twenty local facilities renovated.**



Sharing the energy of the
Games with Seine-Saint-Denis.
Creating opportunities for all,
ensuring nobody is left behind
and building a lasting legacy.

GAMES WIDE OPEN



ECOLOGY

The challenge of an ecological shift, reinventing the template for the staging large-scale sports events.

At every step of the organisational cycle, and for each area of activity (transport, energy, catering, construction, etc.), we shall be actively seeking to reduce the environmental impact of the Paris 2024 Games:

- electricity from 100% renewable sources for all venues;
- 100% of sites accessible by public transport;
- catering with 80% of ingredients sourced within France;
- a carbon footprint half that of previous Games.







Paris 2024 thanks its Partners for their dedication.

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