



## LEVERAGING THE PARIS 2024 GAMES

To ensure that the hosting of the 2024 Olympic and Paralympic Games is a lever for employment and territorial development, Plaine Commune and its partners have set ambitious targets in terms of professional integration, access for local companies to all Games contracts and corporate social responsibility.



## THE CHARTER FOR EMPLOYMENT AND TERRITORIAL DEVELOPMENT

Applying to all project developers as well as public and private contracting authorities supervised by the Société de livraison des ouvrages olympiques (Solidéo) to carry out construction operations linked to the organization of the Games, this charter was approved in 2018.

It has 3 main objectives:

- -10% of hours worked to be set aside for professional integration (people far from employment, work-study students or residents of priority urban neighborhoods). For Plaine Commune, 467 residents are benefiting from a work-integration contract and are working on the Olympic structures, and 270,701 hours of work-integration have already been carried out in the area. In fact, 68 local companies have signed a contract linked to the 2024 Games, including 43 SMEs and 5 Social and Solidarity Economy structures.
- -25% of the value of contracts to be made accessible to VSEs, SMEs and social economy and integration structures.
- Socially exemplary worksites

To achieve these objectives, Plaine Commune provides support to project owners working on its territory.

## A SERIES OF MEASURES TO PROMOTE EMPLOYMENT AND LOCAL DEVELOPMENT

### 1 DEVELOP PROFESSIONAL INTEGRATION AND PROMOTE LOCAL EMPLOYMENT.

- Generalize the use of integration clauses to cover up to 10% of the working hours involved in the construction of Olympic and Paralympic facilities. Since January 1, 2021, 1,821,447 integration hours have been worked on JOP projects in the Plaine Commune area, representing **114% of the overall target**.
- In conjunction with the Region and the Seine-Saint-Denis department, develop an appropriate local employment and training policy, as part of an action plan with quantified objectives for each territory.
- Prepare and train people in job-creating sectors, and anticipate how jobs can be sustained after the Games.

### 2 MOBILIZE LOCAL RESIDENTS AROUND THE OPPORTUNITIES OFFERED BEFORE, DURING AND AFTER THE GAMES

- A platform called "EMPLOIS 2024" run by **Pôle emploi and all Paris 2024 partners to bring together job offers related to the Games**.
- Since 2021, special job forums for the Olympic Games and 2024 "Toutes championnes, Tous champions".
- Contribute with partners (DRIEETS, Paris 2024) to major recruitment events "Les Jeux recrutent". 26/09: 6,000 visitors, 15,000 job offers, 1,500 Plaine Commune residents
- Communicate with local residents, using the positive image of sport and the Games to make training and jobs attractive, particularly in priority urban neighborhoods. Between **now and 2024, 1,000 students** from Saint-Ouen's Lycée Marcel-Cachin will be trained in trades related to the organization of the Games.



- Rely on local resources and skills (especially languages spoken).

### 3 PROMOTE ACCESS TO ALL GAMING MARKETS FOR SMALL AND MEDIUM-SIZED BUSINESSES, LOCAL SOCIAL ECONOMY PLAYERS AND INTEGRATION STRUCTURES.

- Disseminate information to companies about contracts linked to the 2024 Olympic Games (Solideo, Paris 2024 in particular) and organize information sessions on access to contracts for small and medium-sized businesses, players in the social economy (SSE) and local integration structures.
- Mobilize local economic players to take part in events designed to put them in touch with major Games contractors (Solidéo "Meet-up", Seine-Saint-Denis Games Factory "Economic Opportunities" workshop, etc.).
- Sourcing, supporting and promoting local companies to contractors involved in the organization of the 2024 Olympic Games (SOLIDEO, PARIS, builders and promoters).
- Collect all information and data from all partners concerned to measure the economic impact of the PARIS 2024 Olympic Games on the Plaine Commune area.

### 4 STIMULATE INNOVATION AND THE CREATION OF NEW SUSTAINABLE INDUSTRIES

- Identify the economic opportunities generated by hosting the Games and support the development of new activities (eco-construction, river logistics, digital).
- Develop the circular economy, particularly in light of the potential of the Games' construction sites.
- Encourage innovation by Seine-Saint-Denis companies.
- Use the Games as an opportunity to think about digital development and the connected city.

### 9 BILLION IN INVESTMENTS BY 2024

That's over 6,000 full-time equivalents and potentially over 2 billion euros in business for small businesses and SSE players.

**2,5 MDS €** > Development of the Pleyel district

**1,5 MD €** > Major regional projects

**2 MDS €** > Grand Paris Express

**1,5 MD €** > Transport infrastructure

**1,5 MD €** > Games-related developments

## JOBS ZOOM

### THE SECTORS MOST INVOLVED IN THE GAMES

Between 2019 and 2024, 180,000 jobs directly linked to the Games could be created across France in 3 major sectors:

#### ORGANIZATION AND EVENTS: 89,300 JOBS, INCLUDING

- 26,600: private security
- 18,600: catering in the Athletes' Village and at sports venues
- 6,000: audiovisual and live entertainment
- 13,500: marketing and communications

#### TOURISME : 62 000 EMPLOIS, DONT

- 14,400: catering and 13,500: room service
- 8,000: transport and logistics

Tourism will account for 40% of the total economic impact of the Games, mainly in 2024 and in the months leading up to the event.

#### CONSTRUCTION: 11,700 JOBS, INCLUDING

- 3,100 in finishing work and 2,300 in structural work
- \*Updated mapping of jobs directly mobilized by the 2024 Olympic and Paralympic Games, CDES, Amnyos, 2022.*

« 2024, TOUTES CHAMPIONNES, TOUS CHAMPIONS ! » / « ALL CHAMPIONS! »

Winner of the French government's "100% inclusion" call for projects, this scheme run by Plaine Commune's Maison de l'emploi and the City of Paris is the ideal tool for achieving the desired professional integration objectives. Objective: 1,000 integration and training courses over 3 years in the construction, hotel and catering, tourism, security, digital, sports and entertainment, cleaning and other sectors... **In the Plaine Commune area, 471 applicants joined the program, 50% of them under 30.**

## IN FIGURES