Zero SUP for Olympics and Paralympics games

Sommaire

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THE ZERO SUP

AMBITION BY 2024

PARIS

WHAT IS THE ZERO SUP AMBITION ?

 # WHERE DOES IT COME FROM ?

2019 -> A POLITICAL VISION « TRANSFORMATIONS OLYMPIQUES »

20 measures (employment, education, sport practices, accessibility, etc) to have a positive and sustainable legacy of the Olympics games for parisians

 # WHAT IS AT STAKE ?

A SUP is a packaging totally or partially made of plastic

Cans, cardboard packaging, biobased/compostable plastics are SUP

 # HOW DO WE ADDRESS IT ?

Reduction & reuse

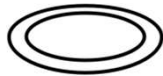Recycled plastic is not a solution

DELIVERABLES BY 2024

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.
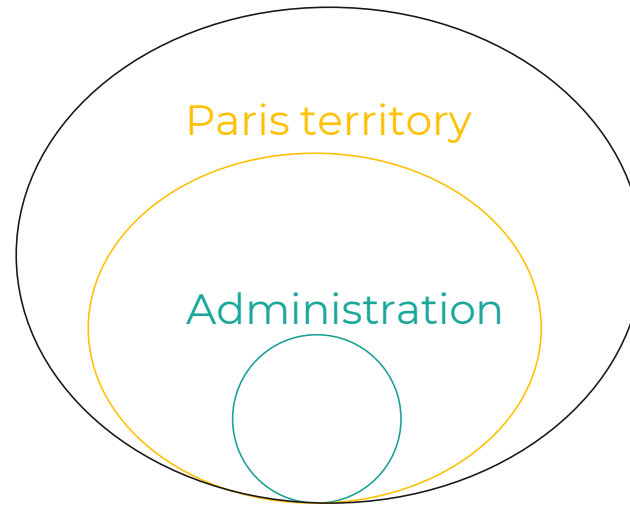
3 targets

Beverages

Food

Goodies

3 levels of action

Olympic & Paralympic Games

Paris territory

Administration

→ Deliverables

PARIS

Deliverables 2024

VISIBLE OUTPUTS

Olympic and Paralympic games celebrated without SUP for food and beverages

Seine river banks preserved from plastic pollution

Foster reuse packaging for Paris shopkeepers

Develop Paris as a plastic free tourist destination

Engage and mentor the transition of economical actors through a network

Take part to the UN Plastic Treaty negociations

NECESSARY ACTIONS

An exemplar parisian administration

Offer sport facilities with available tap water fountains

Daily life services dedicated to reuse/bulk: engage shop keepers, food markets, refill Paris program

Raise awareness among kids and students

PARIS

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PARISIANS AMBITIONS ON PLASTICS

2024

Beverages

Food

Goodies

ZERO SINGLE USE PLASTICS

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

PARIS

02

ZERO SUP
AMBITION FOR
PARIS GAMES

PARIS

OLYMPICS AND PARALYMPICS WITHOUT SUP

PARTNERSHIP WITH COCA COLA

- Premium 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)

PARIS

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

PARIS

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

PARIS

03

PARIS AS A PLASTIC
FREE DESTINATION

PARIS

HOW TO TRANSFORM PARIS DESTINATION ?

In the aftermath of Olympics games

Specific tools for Paris territory

TARGET SPECIFIC USES/ SPORT

- ➤ Ban races with single-use plastic for refreshments station (1st sept 24)
- ➤ Will concern 650 000 runners every year
- ➤ Reduction of 20 tons of SUP plastic/year

TARGET SPECIFIC NEIGHBOURHOOD

- **Seine river banks zero plastic**: reusable containers for food and beverages for shopkeepers along the Seine river
- **Northern Paris - Bassin La Villette**: reusable cups for bars around Bassin de la Villette

PROMOTE TAP WATER

Campaign "Je choisis l'Eau de Paris" (1000 shopkeepers engaged)

MENTOR THE TRANSITION

- ➤ Plastic Free label for tourist destination: museums, cruisers, restaurants, theaters, etc
- ➤ More than 150 venues already engaged

PARIS

THANKS

PARIS