



THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES: BOOSTING LOCAL JOBS AND BUSINESSES THROUGH A SOCIAL CHARTER

Paris, France—

- The Paris 2024 Social Charter represents a strong commitment to promoting long-term social, economic, and environmental objectives.
- The charter promotes local businesses, small and medium sized enterprises (SMEs), and actors in the social and solidarity economy (SSE), as well as promoting employment opportunities for hard-to-reach groups, including young people from priority neighbourhoods, people with disabilities, people in long-term unemployment, and senior citizens.
- The charter has been signed by the Paris 2024 Organizing Committee, the Olympic Works Delivery Company (SOLIDEO), trade unions, and employer organisations.

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City / metropolitan area
- **Keyword**
Inclusion | Place-based revitalisation | Reskilling and upskilling
- **Theme**
Culture, creative sectors and global events
- **Countries**
[France](#)

What are the objectives?

The Paris 2024 Social Charter sets out a commitment to foster inclusive employment and business opportunities. The Social Charter encompasses 16 commitments aimed at fostering decent working conditions, enhancing the occupational integration of vulnerable groups, and ensuring equitable access to project contracts for local businesses, small and medium sized enterprises (SMEs), and actors in the social and solidarity economy (SSE), such as the non-profit sector. The charter has been signed by the Paris 2024 Organizing Committee, the Olympic Works Delivery Company (SOLIDEO), trade unions, and employer organisations. The Social Charter is also designed to extend beyond the Games, contributing to long-term sustainable and inclusive

economic development. By fostering a robust framework for social responsibility, Paris 2024 aims to set a precedent for future international events.

How does it work in practice?

Originally signed in 2019, the Social Charter has helped to shape Paris 2024's approach to issues such as procurement, employment, volunteering, and contracting. The Social Charter Monitoring Committee meets twice a year and oversees the proper application of the Charter. In general, the content of the charter can be grouped around three themes: promoting SMEs and SSE entities, promoting employment opportunities for hard-to-reach groups, and ensuring decent working conditions free from discrimination.

The charter makes provisions to support businesses and organizations which may have historically struggled to gain access to large government tenders. The charter promotes access to Games-related tenders for an array of enterprises, notably very small SMEs, as well as SSE entities, and sets a target of 25% of total contract value to go to these business. To help achieve this, Paris 2024 partnered with local actors, the Yunus Centre, and Les Canaux to provide the SSE 2024 Programme, which identified over 6 000 SSE entities and worked to match their capabilities to the needs of the Games. The programme provides these organisations with detailed information on economic opportunities, training, technical assistance, and facilitates networking to promote collaborative responses to tenders. Similarly, in collaboration with SOLIDEO and MEDEF (the largest employer federation in France), Paris 2024 launched *Entreprises 2024*, an online platform which informs and advises companies wishing to bid on Games-related contracts. They also held over 70 business events across France, presenting Paris 2024's calls for tenders with Chambers of Commerce and Industry (CCI), Chambers of Trades and Crafts (CMA), Regional Economic and Social Committees (CRESS), local authorities, and business clubs.

Supporting hard-to-reach groups into sustained employment is one of the main goals of the Social Charter. As part of the Social Charter, Paris 2024 worked closely with local authorities, trade unions, and employer organisations to promote the employment opportunities for those facing long-term unemployment or those with disabilities. Concretely, the charter set out a commitment to reserve 10% of working hours on Games-related contracts for those struggling to enter the labour market. This is implemented through social integration clauses with suppliers which aims to develop qualifying pathways towards long-term employment. This is supported by national and local skills development programmes, such as the City of Paris' *EnJeux Emplois* action plan: a EUR 4 million initiative to implement actions for remobilisation, support, and training towards Games-related jobs, particularly in event management, security, construction, and sports.

The charter also sets out a commitment to decent working conditions and to combating discrimination. As part of the charter, signatories are committed to upholding and protecting fair

working conditions for employees, and to actively combating illegal labour, anti-competitive practices, and discrimination. This includes promoting compliance with international labour standards for subcontractors and suppliers and encouraging diversity in Games-related roles.

What has been the impact?

The initiatives launched to meet the commitments in the social charter have given new opportunities to thousands of SMEs, SSE entities and people far from the labour market. Almost 20 000 SMEs and SSE entities have registered on the *Entreprises 2024* platform, and over 6 000 SSE entities have benefited from SSE 2024 Programme's services. 78% of Paris 2024 suppliers are SMEs and SSE entities, and the original target of 25% of contracts awarded to SMEs and SSE entities have been surpassed, with 37% of committed amounts billed to these companies. The *Entreprises 2024* platform is intended to stay alive beyond the Paris 2024 Games to publicize calls for tenders related to the organization of future major sporting events held in France. In regard to jobs, over 11% of contracted hours for SOLIDEO had been taken up by those in professional integration programmes, as of March 2024. At the city level, over 4 000 Parisians have benefited from personalised employment pathways, with over 80% securing a job or continuing education.

What can other communities learn from this example?

- Integrating social commitments into public contracts can give a boost to local businesses, support social enterprises and help hard-to-reach group integrate in the labour market.
- Offering support for SMEs and social economy actors to form collaborations to respond jointly to public tenders can help overcome the capacity barrier for many SMEs to participate in public projects.
- Combining contractual requirements to employ a proportion of staff who are in hard-to-reach groups with training and upskilling programmes promotes a demand and supply side approach which can lead to more long-term employment gains.

Further information

- [Paris 2024 social charter](#)
- [Paris 2024 Sustainability & Legacy Pre-Games Report Summary \(May 2024\)](#)
- [Interim Evaluation Report on the "Legacy & Sustainability Strategy" of Paris 2024 \(November 2023\)](#)

OECD resources

- OECD (2023), How to measure the impact of culture, sports and business events: A Guide Part I. <https://doi.org/10.1787/c7249496-en>
- OECD (2023), Impact indicators for culture, sports and business events: A Guide Part II. <https://doi.org/10.1787/e2062a5b-en>
- OECD/IOC (2023), Guidelines on the Effective Delivery of Infrastructure and Associated Services for the Olympic Games. <https://doi.org/10.1787/7e3f4805-en>
- OECD (2021), Implementing the OECD Recommendation on Global Events and Local Development: A Toolkit. <https://doi.org/10.1787/efa5cf5f-en>
- OECD (2018), OECD/LEGAL/0444 Recommendation of the Council on Global Events and Local Development. <https://legalinstruments.oecd.org/en/instruments/OECD-LEGAL-0444>