



Paris, France - 24 April 2017

Paris 2024 unveils Zero Waste Games Strategy with official partner SUEZ

Goal to deliver the most sustainable Games ever - first of three-part Zero Waste programme developed in cooperation with utility giant SUEZ.

The **Paris 2024 Olympic and Paralympic Bid Committee** has today unveiled the first of a three-video series promoting a unique **'Zero Waste'** programme, alongside official bid partner **SUEZ**.

The first video, released today across social media, is part of a series entitled **"Circular Economy and Resource Management"** which brings to life Paris 2024's plans to ensure 95% of all waste is recyclable during the Games, by offering sustainable packaging, strengthening recycling and reuse chains, and engaging French people in 'Zero Waste' promotions.

The three films – to be unveiled in the coming days - will show how the programme will be delivered before, during and after the Games.

SUEZ, a world leader in environmental management, will help Paris 2024 to become the most sustainable Games in history, and the first to align itself with the Paris Climate Agreement.

Paris 2024 bid co-Chair and 3x Olympic Champion, Tony Estanguet, added:

"The launch of this initiative underpins our goal to ensure a lasting, sustainable legacy from Paris 2024. We want to make sure that, during the Games, waste is recycled and reused as much as possible, and to do so we need to begin educating people now on this cause. We don't just want to deliver a brilliant Games, but we want to ensure that the future of France, for Generation 24, is brighter than ever and that we set an environmental benchmark for future Games.

"The work our partners are doing to help us on this journey is immeasurable. Each of our 18 official partners was chosen to give something back to our bid, to help ensure the legacy was as strong as possible. We want to thank Suez for their innovative work in helping to shape a better France for all and the way future Host Cities address sustainability."

SUEZ CEO, Jean-Louis Chaussade, added:

"We are proud to support Paris' bid to host the 2024 Olympic and Paralympic Games, and to look forward to working alongside all stakeholders, sportsmen and partners on the project.

"Thanks to our know-how, skills and expertise, SUEZ is committed to making Paris a more sustainable and resourceful city. It will be able to generate and preserve its essential resources, making it a unique candidature. With all stakeholders, SUEZ wishes to share in the vision of making Paris 2024 the most sustainable Games in history."

-ENDS-

Notes to Editors

Please find attached three .pdf files outlining the proposed Zero Waste Strategy for before, during, and after the Paris 2024 Olympic and Paralympic Games.

For further information:

Raphaël Leclerc

Paris 2024 Bid Committee

Email: rleclerc@paris2024.org

Phone: +336 73 16 88 06

Sujit Jasani

VERO Communications

Email: sjasani@verocom.co.uk

Phone: +44 (0)207 812 6589 / +44 (0)7940 375 282

Engage with the Paris 2024 bid here:

Website: www.paris2024.org

Twitter: @Paris2024

Facebook: <https://fr-fr.facebook.com/Paris2024/>

Instagram: <https://www.instagram.com/paris2024/>