

UEFA EURO 2016: Paris lifts the veil on its sustainable development action plan

On the occasion of the European Sustainable Development Week, the City of Paris revealed its sustainable development action plan for the reception of UEFA EURO 2016 and its commitment to a sustainable approach of eco-design and eco-management of the event.

From June 10th to July 10th, Paris will host UEFA EURO 2016, one of the world's most followed sports competitions that gather the best nations of European football. The City of Paris revealed its sustainable development action plan for this competition upon the European Sustainable Development Week.

The City of Paris defined 4 major issues: improve the social reception acceptability for great international sports events, favour the inclusion of every Parisian during the event, reduce the environmental footprint and prove the responsible innovation capacity through solutions meant for the events and the city of tomorrow.

These approaches offer 150 solutions, here are a few examples:

- Resort to temporary work integration companies;
- Promotion of adapted sports and parasports in sports activities;
- Setting up of a mobility plan in the highly frequented areas in order to reduce the greenhouse gases emissions;
- Experiment of seven innovative tourist tours, five of which carried out by a Parisian school of design;
- Eco-design of the Paris Sports Parc;
- Waste repurposing (reuse/recycling) and redistribution of the food surplus in the Fan Zone;
- Use of eco-designed equipment with recyclable components, and establishment of a green purchasing policy;
- Promotion of a few start-ups on the Fan Zone with the installation of a "Wall of Innovation";
- Rallying Parisian associations around the hosting of the event in the metropolis: Call on for associative projects "A chacun son foot".

“In the light of UEFA EURO 2016, Paris proves its will to organise the reception of great international events in an environmentally responsible approach” underlines Célia Blauel, Deputy Mayor for sustainable development, environment and Paris Climate and Energy Action Plan.

The City of Paris will lean on its experience from UEFA EURO 2016 to extend these actions of “responsible organisation” to the next competitions and events it will host.

This commitment is part of a national plan organised by the Club of reception sites of UEFA EURO 2016, in charge of organising sustainable actions in the 10 French cities hosting the competition, and in compliance with the Charter of environmentally responsible events, adopted in 2015 by the Council of Paris.

The European Sustainable Development Week is a European initiative which aims to encourage and improve the visibility of activities, projects and events in favour of sustainable development, from May 30th to June 5th 2016.

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