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**Beyond the Games:
a systemic approach to sustainable
regeneration in Paris post-Olympics 2024**

Thesis advisor

Prof. Davico Luca

Co-advisor

Prof. Remondino Chiara

Foreign thesis advisor

Prof. Sarngsan Na Soontorn

Students

Antonicelli Martina
Cisilino Eleonora
Mancino Michela

In collaboration with

ENSCI
LES ATELIERS

ABSTRACT

The thesis aims at an urban regeneration of specific areas of Paris, the next host city of the Olympics, a great event par excellence. Big Events are considered the most important opportunity to attract investments, generate public works, and globally communicate with the host city. They drag a big problem still present: the management and planning of the post-event. The design process follows a methodology of Systemic Innovation Design: starting from a quantitative-qualitative analysis of the territory, the strengths and weaknesses, threats and opportunities are identified, useful to develop an innovative and socially, economically and environmentally sustainable project. The goal is the creation of value through an autopoietic project that is not an end in itself but that brings a continuous contribution. This happens by bringing into dialogue the different realities that an international city like Paris presents, so that they can develop and evolve in harmony with each other.

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INTRODUCTION

Research

This thesis aims at urban regeneration of specific areas in Paris, the next host city of the Olympics, a major event par excellence. Major events are considered the most important opportunity to attract investment, generate public works and globally communicate with the host city. However, they drag a major problem still present: post-event management and planning.

The planning process of this work follows a methodology of Systemic Innovation Design: starting from a quantitative-qualitative analysis of the territory, strengths and weaknesses, threats and

opportunities are identified, useful to develop an innovative and sustainable project from a social, economic and environmental point of view.

The collection, analysis, and visualization of data converge into a concept and its development through a process divided into three main phases (fig.01). These phases lead from understanding the needs and potentials of the territory to the materialization of sustainable innovation. Our thesis will go up to the development of the concept, in order to participate to a call for proposals of Terres des Jeux in Paris 2024 .

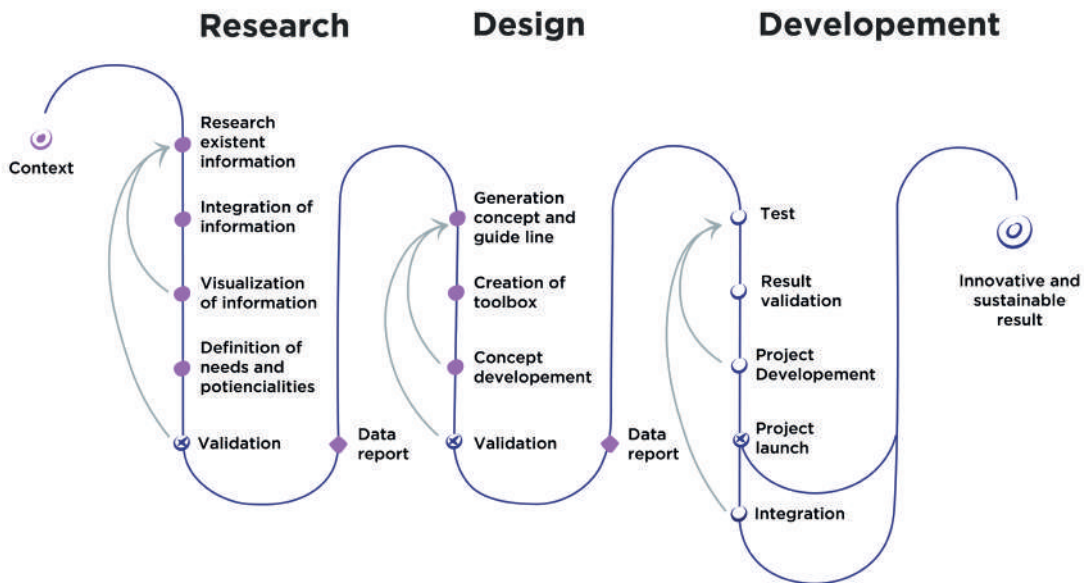


Fig.01 Innovation Design Lab, Turin ¹

(1) (2023), *The methodology*, Innovation Design Lab, <http://www.innovationdesignlab.it/la-metodologia/>

00 Introduction

The goal is the creation of value through an autopoietic project that is not an end in itself but brings a continuous contribution. This is done by bringing into dialogue the different realities that an international city like Paris presents, so that they can develop and evolve in harmony with each other. Creating a resilient city, especially in a very dense urban context such as Paris, requires a transformation based on the implementation of innovative and systemic design, modularity, energy, sobriety, and reversibility ². For this, it must adopt an “integrated” approach that considers how policies and infrastructure systems can be developed synergistically. The strength of this approach lies in the fact that resilience does not necessarily involve additional costs, but rather aims to meet a wider range of needs and generate greater benefits while maintaining the same budget. In this sense, the path to resilience offers significant opportunities for developers and engineers as well as for businesses and citizens ³.

Qualitative and quantitative approach

Data collection can be divided into two main approaches: the qualitative method and the quantitative method. Qualitative research involves the collection of information and data derived from personal experiences, behaviors and emotions, as well as the meanings attributed to these experiences by the people involved. This approach enables researchers to gain a deeper understanding of complex concepts, cultural phenomena and social interactions by analyzing the “how” and

“why” of events and actions, as well as exploring the underlying context and motivations.

On the other hand, quantitative research relies on numerical data that can be objectively measured, classified and analyzed through the use of statistical techniques. This type of research is effective in revealing patterns and relationships in the data, offering generalizations that can be applied on a larger scale. Quantitative research answers questions related to “how many,” “how much,” “how often,” and “to what extent.”

Finally, there are also research approaches that combine qualitative and quantitative methods, allowing the benefits from both approaches to be integrated. These mixed approaches offer a more comprehensive and in-depth view of research questions, harnessing the strengths of both paradigms ⁴.

(2) Mairie de Paris (2020), *Paris Resilience Strategy*, https://resilientcitiesnetwork.org/downloadable_resources/Network/Paris-Resilience-Strategy-English.pdf

(3) European Commission (2023), *The future of cities*, Urban Data Platform Plus, <https://urban.jrc.ec.europa.eu/thefutureofcities/the-resilient-city?lng=en#the-chapter>

(4) Arne Solberg Holger Preuss, H. (2007). Economics and finance: Major Sport Events and Long-Term Tourism Impacts Background and Definitions. Porter, https://www.researchgate.net/publication/266003775_Major_Sport_Events_and_Long-Term_Tourism_Impacts

Research

01.

**THE MEGA
EVENTS**

1.1 Classification of Mega Events

In physics, an event is a point in space-time. Each event that will be described in the following paragraphs responds, more or less voluntarily, to this objective: define a point so that we can refer to it as a watershed between a before and an after: an event that is itself the principle and motion of other events ¹.

Similarly, the definition of “event” in this context includes “a planned encounter in a given space and time, in which an experience is created and/or a message is transmitted” ². This definition can clearly be applied to different types of events, ranging from sports events to webinars.

The simplest definition of an event is “something that happens”. An event is defined by its nature with a beginning and an end and can generally be divided into two categories: planned and unplanned. Planned events, also known as “special events”, are characterized by detailed programs and they take place in a specific place and over a specific period of time. Unplanned events, instead, tend to occur spontaneously, without the intervention of official organizers or a dedicated organizational structure. Examples of spontaneous events can be sudden gatherings in squares or public streets, funerals of personalities, riots ³.

Despite the lack of formal planning, these kinds of events can receive significant media coverage and attract participants interested in the cause ⁴.

A further classification distinguishes “mega events” as events with a significant and often determining impact on the global economy and media. Mega events have the ability to attract large amounts of tourism, achieve wide media coverage, improve the image of the host city and significantly affect the economy. Moreover, according to Prof. Anthony S. Travis and Jean Claude Croizé, an event can be considered “mega” if it involves at least 500 thousand participants ⁵. Known examples of mega events include the Olympic Games and the FIFA World Cup ⁶.

(1) Pavone R. (2010), *Grandi eventi, trasformazioni territoriali e competitività internazionale*, tesi di dottorato, Università Sapienza di Roma <https://core.ac.uk/download/74323844.pdf>

(2) see note 1

(3) Fiore E. (2022), *L'assistenza sanitaria negli eventi e nelle manifestazioni programmate*, Ufficio Commercio <https://www.ufficiocommercio.it/lassistenza-sanitaria-negli-eventi-e-nelle-manifestazioni-programmate.html>

(4) Getz D. (2007), *Event Studies: Theory, Research and Policy for Planned Events*, Routledge, Londra https://books.google.fr/books?id=s153fykg5ulC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

(5) Travis A., Croizé J.C. (1987), *The role of impact of mega events and attractions on tourism development in Europe: a Micro Perspective*, <http://www.croizejc.com/MEGA-EVENTS.pdf>

(6) Bowden G., McDonnell I., Allen J. e O'Toole W. (2001), *Events management*, Oxford: Butterworth Heinemann <https://archive.org/details/eventsmanagement0000unse>

(7) Brent Ritchie J. R. (1984), *Assessing the Impact of Hallmark Events: Conceptual and Research Issues*, “Journal of Travel Research”, n. 23, pp. 2-11 <https://doi.org/10.1177/004728758402300101>

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From the next figure (fig. 02) it emerges that the “Hallmark events” can be described as “major events, both unique and recurring, with a limited duration, developed mainly to increase awareness, image and profitability of a tourist destination”⁷. The success of “Hallmark events” is based on the peculiarity of the place, the state or their temporal meaning, in order to attract attention and arouse interest.

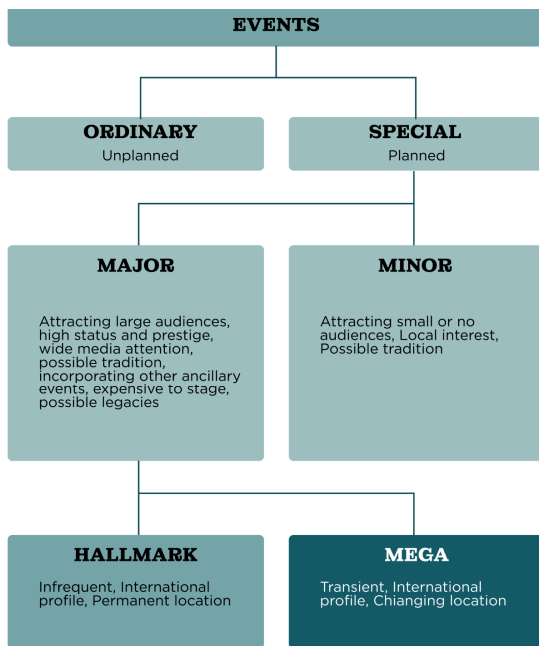


Fig.02 Classification of events ⁸

Usually the “Hallmark events” become synonymous with the host town, such as the Carnival of Rio de Janeiro or the Tour de France. Similar to mega events, “Hallmark events” have the power to give host cities a competitive advantage over similar venues that do not enjoy such prestige. However, visibility at international or regional level can have significant social and environmental consequences. Most of the literature devoted to this topic, however, focuses more on the economic aspects, devoting little attention to the social and physical impacts that are equally relevant to such events ⁹.

Another notable classification of major events is the 2007 Rota Report ¹⁰, which divides them into first-tier (mega), second-tier (special, large, etc.) events, and third-tier events. What distinguishes them is mainly the media relevance, even before the economic movement or the amount of physically present audience: first-class events count on a great global media relevance, while others appear on deferred broadcasts, individual TV services, niche and encrypted channels, with a maximum national prominence, if not local.

In addition, they can be further divided according to the type of event (sports, religious, cultural, ...), cyclical/ recurrence (one-off, annual, multiannual,...), etc. Among the first-tier events there are the Summer Olympics (absolutely the first event of world importance), the World Cup, the Winter Olympics, many international exhibitions, the Jubilee.

(8) Personal elaboration on: Jago L. e Shaw R. (1998), *Special Events: A Conceptual and Definitional Framework*, Festival Management and Event Tourism, vol. 5, n. 1-2, <https://www.ingentaconnect.com/content/cog/fmet/1998/00000005/f0020001/art00003;jsessionid=24rqnl17b5snn.x-ic-live-01>

(9) Sala C. M. (1989), *La definizione e l'analisi degli eventi turistici caratteristici*, GeoJournal, <https://link.springer.com/article/10.1007/bf00454570>

(10) Rota G. (2007) Senza rete 2007: ottavo rapporto annuale su Torino, pp. 44-47 <https://www.rapporto-rota.it/images/rapporti/docs/2007/eventi.pdf>

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Below there is the classification table of the major events by type and hierarchical bands (fig. 03).

SPORTING EVENTS	Participants	Average budget	Duration
1° BRACKET			
SUMMER OLYMPICS	5.000	6.000	WEEKS
WINTER OLYMPICS	1.500	3.500	WEEKS
WORLD CUP	3.300	500-3.000	WEEKS
2° BRACKET			
GRAND PRIX	100-200	500	DAYS
FORMULA 1 MOTO GP	100-150	10-15	DAYS
AMERICA'S CUP	1.100	4.000	WEEKS
EUROPEAN FOOTBALL CHAMPIONSHIP	900-1.000	500-700	WEEKS
WORLD SKI CHAMPIONSHIPS	100	45	WEEKS
WORLD ATHLETICS CHAMPIONSHIPS	400	45	1 WEEK
SUPER BOWL	75	N.D.	1 DAY
CULTURAL EVENTS			
1° BRACKET			
UNIVERSAL EXPOS	20.000	500	MONTHS
2° BRACKET			
EUROPEAN CITY OF CULTURE	2.835	60-80	1 YEAR
UNIVERSAL CULTURES FORUM	1.900	3.000	MONTHS
INTERNATIONAL TRADE FAIRS	500-1.000	VARIO	1 WEEK
TALL SHIPS RACE (SAILBOAT REGATTA)	1.000	0,5	MONTHS
RELIGIOUS EVENTS			
1° BRACKET			
JUBILEE	25.000	N.D.	1 YEAR
2° BRACKET			
WORLD YOUTH DAYS	800-1.500	100	DAYS
PILGRIMAGE TO MECCA	2.000	N.D.	DAYS
SHROUD HANGING	1-4.000	N.D.	MONTHS
POLITICAL EVENTS			
1° BRACKET			
-			
2° BRACKET			
G8	5	70-90	DAYS

Fig.03 Classification of major events by type and hierarchical bands ¹¹

(11) Personal elaboration on: Rota G. (2007) *Senza rete 2007: ottavo rapporto annuale su Torino*, pp. 44-47
<https://www.rapporto-rotait/images/rapporti/docs/2007/eventi.pdf>

01 The Mega Events

1.1.1 Touristic events

Events are considered as catalysts for tourism: tourism linked to events is not limited to the event itself, but can be exploited to build and develop the image and reputation of the place that hosts it. Increased attention and media coverage can positively influence the attraction of tourists long before the event, while encouraging visitors to prolong their stay, increasing the local economy ¹².

This thesis is focused on planned special events, especially mega-sporting events, in detail on the Olympics. This choice was made because such events have a significant economic impact and are capable of generating positive and negative structural changes in the host regions. The next mega event will be held in Paris, with the 2024 Olympics. Consequently, this thesis offers to analyze the recurring problems of the past editions of the Olympics and the territory that will host them in 2024, and propose alternative solutions to reduce some of the negative impacts of the upcoming Olympic Games.

1.1.2 Sporting events

Similar to generic events, sporting events can also vary greatly in size and prestige. These events can range from individual sports tournaments or daily school events to multi-sport events at regional, national or international level. It has been recognised that sporting events have the power to create something more valuable than just economic impact. Interest in

sport and the related sector is growing, which explains the increased interest in hosting such events ¹³.

Sporting events have deep historical roots, with ancient cultures such as Greece and Egypt laying the foundations for current mega events. It is known that the first Olympics were held in Olympia, Ancient Greece, and were part of a larger religious event held to honor Zeus, the king of the gods. In some images of Ancient Egypt instead, you can see reproductions of competitive races such as swimming, boxing or arm wrestling, which gave rise to the rumor that the Egyptians founded the basis for generating the rules of the games, give uniforms to participants in the races and decide winners.

The sports and sports events industry has turned into a multi-billion dollar market, influencing multiple aspects of people's lives around the world. In addition to its economic impact, its role in policy-making, addressing social issues and shaping current and future practices has been recognised ¹⁴. Of course, major sporting events also have significant economic, tourist and infrastructure impacts on the host regions. In recent years, the organizers of such events have focused on creating long-term legacy, with the aim of maximizing the lasting effects ¹⁵.

This type of event also has the power to inspire and thus increase participation in sport. They offer a special environment in which the best athletes can compete with each other, attracting the attention of numerous viewers through the media. They have also been used, in fact, to

(12) Masterman G. (2004), *Strategic Sports Event Management: An International Approach*, Routledge https://books.google.fr/books/about/Strategic_Sports_Event_Management.html?id=2M9PINcFwZgC&redir_esc=y

(13) Taylor, P. (2011), *Torkildsen's Sport and Leisure Management*, New York:Routledge, London

(14) see note 12

(15) Koskinen T. (2022), The economic impact of Tokyo 2020 Olympic Games that never happened, master thesis, JAMK University of Applied Science https://www.theseus.fi/bitstream/handle/10024/744986/The-sis_Tuomas_Koskinen_YHS2020SS_FINAL.pdf?sequence=2&isAllowed=y

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influence people's emotions, community feelings and patriotism that can be used to help achieve some public sector goals, how to encourage participation in sport and exercise¹⁶. An important example of such activities is the London 2012 Olympic Game legacy plan, according to which the organizers in 2008 had set themselves the goal of increasing the participation in sports activities of 2 million people before the advent of the London Olympics 2012. In this case, however, the target place was abandoned in 2011, a year before the Games¹⁷. Moreover, during the planning process of an event of this magnitude it is essential, or at least should be, to take into account the impacts on the public, businesses, various stakeholders and the environment, to create positive consequences and legacies for the future.

1.1.3 Sports tourism

Sport tourism is a form of tourism that takes advantage of the interest in sport as an engine of tourist activities. These activities can include both recreational and competitive sporting experiences, with the opportunity to practice physical activity individually or in groups. Sport tourism encompasses a wide range of activities closely related to sport and takes into account historical, geographical, political, economic and social aspects within each category of activity¹⁸. Sports tourism

is defined by Gisbon as "Leisure-based travel that takes individuals temporarily out of their communities of residence in order to participate in sporting events, or as spectators of sports activities or shows based on sports activities"¹⁹.

UNWTO (United Nations World Tourism Organization) has long recognised that tourism, particularly sport-related tourism, has a positive impact on the Sustainable Development Goals (SDGs). This form of tourism is able to promote participation in physical activity, foster social interactions and contribute to the progress of the regions through sporting events.

The sports tourism industry can generate new jobs and income opportunities for individuals and organizations linked to sporting events themselves. This inclusion can also promote gender equality by encouraging the participation of women in work and sport. According to the UNWTO, sporting events can improve the competitiveness of host countries, leading to an increase in tourist revenue that benefits the local economy²⁰.

The global sports tourism market is estimated at \$587.87 billion in 2022 and it is expected to reach a 17.5% growth rate by 2030. Europe is the largest sports tourism market in the world, accounting for 38.01% of revenues. The range of activities offered ranges from sports events to training camps to active holidays²¹.

But what are the most popular sports for active sports tourists? In Italy, skiing

(16) Sam M.P. (2014), *Performance regimes in sport policy: exploring consequences, vulnerabilities and politics*, "International Journal of Sport Policy and Politics", n.6 <https://www.tandfonline.com/doi/full/10.1080/19406940.2013.851103>

(17) Bretherton P. et al.(2016), *Olympic sport and physical activity promotion: the rise and fall of the London 2012 pre-event mass participation 'legacy'*, "International Journal of Sport Policy and Politics", n.8 <https://www.tandfonline.com/doi/full/10.1080/19406940.2016.1229686>

(18) Kurtzman J. (2006), *Sports tourism categories*, "Journal of Sport & Tourism", n.10 <https://www.tandfonline.com/doi/full/10.1080/14775080500101502>

(19) Centro studi turistici (2012), *Analisi di sistema propedeutico alla fattibilità di un modello organizzativo per l'acquisizione e la promozione di eventi sportivi per l'Emilia Romagna*, Osservatorio regionale per il Turismo

(20) UNWTO, <https://www.unwto.org/>, last consultation 18/10/2023

01 The Mega Events

remains their favorite activity (17.9%), followed by cycling (11.4%), hiking (8.5%), sailing (4.4%), surfing/windsurfing (4.3%), tennis (4.1%), mountaineering (4.1%), diving (3.4%) and horse riding (2.5%)²².

Among the main sporting events that promote sports tourism, the Olympics deserve special mention. These events, which take place regularly every two years, alternating between winter and summer editions, represent real mega sporting events. The International Olympic Committee (IOC) has long been committed to promoting events that are increasingly oriented towards social and environmental sustainability. To this end, in 2014, the Olympic Agenda 2020 was launched²³, followed a few years later by Agenda 2020+5²⁴ (see par. 1.4.3 “Olympic Agenda 2020+5”), based on 40 recommendations focused on the principles of credibility, sustainability and involvement of young people. Throughout the six years of implementing these recommendations, all stakeholders involved in the Olympic Movement have contributed to their success. At the end of this process, a positive picture emerged: 88% of the recommendations were implemented.

1.1.4 The Olympic Games

The Olympics are the complex of international sports competitions inspired by the sacred games of antiquity. They take place every two years in a different city from time to time, alternating Summer and Winter Olympics. Although these two events are distinguished from each other by different characteristics, including the number of tourists participating, about 5000 during the Summer Olympics and 1500 during the winter ones, the average budget, about 6 billion for the Summer Olympics and 3,5 for winter ones²⁵, etc. (see par. 2.4 “Summer and Winter Games”) both gather under one flag athletes from almost all countries in the world.

Historically, the offer and organization of the Olympic Games was a signal to the world: the host nation and the city were open to international investment, tourism and an effort to improve the reputation of their destination. However, it is important to note that the Summer Olympic Games require substantial infrastructure investments. In addition, the application process involves significant costs, often in the order of hundreds of millions of dollars, making it difficult for developing countries to host such events.

The Olympic Agenda 2020, the roadmap that the organizers propose for the planning of the Olympics through 40 reforms on different areas (see par. 1.4.3 “Olympic Agenda 2020+5”), has introduced important changes in the application process, ensuring that the

(21) Trabalski C. (2023), *Mercato in crescita del turismo sportivo: opportunità per tour operator e brand*, Ispo, <https://www.ispo.com/en/sports-business/growth-market-sports-tourism-opportunities-organizers-and-brands#>

(22) Tortelli A. (2017), *Turismo sportivo in Italia: sci e ciclismo le attività più amate dai turisti*, Centro Studi Turistici, <https://centrostudioturisticifirenze.it/blog/turismo-sportivo-in-italia-sci-ciclismo-attivita-piu-amate/>

(23) International Olympic Committee (2014), *Olympic Agenda 2020*, <https://olympics.com/ioc/olympic-agenda-2020>

(24) International Olympic Committee (2021), *Olympic Agenda 2020+5*, <https://olympics.com/ioc/olympic-agenda-2020-plus-5>

(25) see note 10

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organization of the Games is aligned with the long-term priorities and plans of future host nations.

An essential part of these reforms aims to enhance the sustainability of the Games through the use of existing and temporary structures. For example, the Paris Olympic Games aim to use 95% of existing or temporary venues, helping to make the Olympics sustainable by 2030. In addition, governance has been strengthened to ensure the integrity of sports organizations through transparency and risk management programmes²⁶.

As for athletes, reforms stemming from the 2020+5 Olympic Agenda²⁷ have placed greater emphasis on promoting clean athletics (Recommendation n° 5 of the 2020+5 Olympic Agenda) and supporting athletes beyond the end of their active career (Recommendation n° 3 of the Olympic Agenda 2020+5). This results in programs such as the Business Accelerator, designed to enhance the professional opportunities of athletes. This project, specifically, is promoted by the IOC and is divided into 3 phases, of which the first two open to all elite athletes who can speak French, English or Spanish: follow a virtual bootcamp of 3 hours and an online course of 6 lessons. The third phase, however, is open only

to selected Olympians, and includes individual mentoring and monthly training by experts from around the world²⁸.

In addition, more opportunities are created to allow athletes to express their opinions and engage in social issues. The promotion of gender equality is also a goal, with greater involvement of athletes in the Olympic Games. In Paris 2024, 28 out of 32 sports will be fully balanced between males and females, arriving numerically, for the first time in the history of the Olympics, at the same number of athletes and athletes, and greater female representation in the IOC Commission²⁹. In addition, Paris 2024 wants to support women in sports: with the Club of 300 women leaders of the CNOSCF they identify, promote and support a significant number of women by 2024 to help them access management positions³⁰. Another project that Paris 2024 supports is named “les Kombattantes”, which offers traumatized women following sexual violence the opportunity to rebuild themselves and regain confidence through the practice of sport³¹.

The IOC also stresses the importance of sport in society. A recent UN General Assembly resolution recognises “sport as a global accelerator for peace and sustainable development for all”³².

(26) Redazione Achab (2017), *Giochi Olimpici di Parigi: obiettivo sostenibilità*, “AchabGroup.it” <https://achabgroup.it/notes/giochi-olimpici-di-parigi-2024-obiettivo-sostenibilita/#cnt>

(27) (2021) *Olympic Agenda 2020+5 15 Recommendations*, CIO <https://stillmedab.olympic.org/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Olympic-agenda/Olympic-Agenda-2020-5-15-recommendations.pdf>

(28) Business accelerator, Olympics.com <https://olympics.com/athlete365/businessaccelerator/>

(29) Santangelo R. (2020), *Parigi 2024, il programma: equilibrio di genere tra gli atleti, confermata la breakdance*, “Eurosport.it” https://www.eurosport.it/olimpiadi/parigi-2024-il-programma-equilibrio-di-genere-tra-gli-atleti-confermata-la-breakdance_sto8023498/story.shtml

(30) *Lancement de l'appel à candidature pour participer au club des 300 femmes dirigeantes*, France Olympique, <https://cnosf.franceolympique.com/cnosf/actus/8669-lancement-de-lappel--candidature-pour-participer-au-club-des-300-femmes-dirigeantes-.html>

(31) *Lasciare una società più inclusiva dopo i giochi*, Paris 2024 <https://www.paris2024.org/fr/leguer-une-societe-plus-inclusive-apres-les-jeux/>

(32) (2019), *L'ONU riconosce il ruolo dello sport nel raggiungimento dello sviluppo sostenibile*, “Peace ed campaign.org” <https://www.peace-ed-campaign.org/it/un-recognizes-role-of-sport-in-achieving-sustainable-development/>

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Furthermore, sport has been highlighted as an important tool to achieve the UN Sustainable Development Goals (see prf. 1.4.2 “The role of sport in promoting the Sustainable Development Goals”). This demonstrates the power of sport in bringing people together in peaceful competitions, as highlighted in the 2020 Olympic Agenda.

The main objective of the “CIO Digital Strategy”³³ is to strengthen direct relations with the public through the promotion of the Olympics on digital channels. This strategy focuses primarily on the involvement of youth communities and volunteers, with the aim of establishing a lasting engagement with these groups. The use of digital platforms has also improved the communication of the IOC with the general public, helping to increase interest in the Olympic Games outside the host country.

In addition, the Committee is actively working to further unite sport and culture. An example of this initiative is the creation of the Olympic House³⁴: a cultural destination during the Olympic Games that allows the public to explore Olympic history, culture and values.

However, these good intentions are not always put in place, indeed often the legacy that drags behind this event is negative. An example of this is the displacement of residents of the host community. In fact,

despite the fact that one of the objectives is the protection of vulnerable communities through the provision of affordable social housing, Olympic regeneration plans very often become alibis to facilitate the gentrification process: existing residents are considered “unpleasant” individuals and are consequently forcibly displaced by the Olympic communities out of the city context to make room for the wealthiest social classes and thus raise the value of property³⁵. This means that promises for the betterment of the lives of current residents leave room for accumulation by expropriation: once residents are out, the land can be traded at higher prices³⁶. In recent years, as a demonstration of what has just been written, local governments have chosen disadvantaged areas of cities to build Olympic venues, such as the London district of Newham, Jacarepaguá in Rio and Seine Saint Denis in the upcoming Paris Olympics.

In this context, the IOC cannot allow cases of human rights violations to pass into the host cities/countries of their most important event. Thus, the recognition of evictions and displacement of residents as their problem, can be the first step in showing practical support for SDG 11³⁷ which reads “Making cities and settlements inclusive, safe, resilient and sustainable”.

(33) Sacolick I. (2018), *5 critical roles for CIOs in defining digital strategy and executing digital transformation programs*, “CIO.org” <https://www.cio.com/article/222231/5-critical-roles-for-cios-in-defining-digital-strategy-and-executing-digital-transformation-program.html>

(34) (2019), *Il CIO inaugura la Casa olimpica di Losanna*, “Swissinfo.ch” <https://www.swissinfo.ch/ita/tutte-le-notizie-in-breve/il-cio-inaugura-la-casa-olimpica-di-losanna/45050198>

(35) Favro E. (2022) *Olympic Urbanization: riorganizzazione urbana e impatti sociali dei mega-eventi sportivi*, master thesis, Università Ca’ Foscari Venezia <http://dspace.unive.it/bitstream/handle/10579/21994/858129-1272485.pdf?sequence=2>

(36) Rocha, M., Xiao, Z. (2022). *Sport Mega-Events and Displacement of Host Community Residents: A Systematic Review*. Faculty of Health Sciences and Sport, Sport Management Programme, University of Stirling, Stirling, UK

(37) *Rendere le città e gli insediamenti umani inclusivi, sicuri, duraturi e sostenibili*, Global compact Network Italia <https://www.globalcompactnetwork.org/it/il-global-compact-ita/sdgs/business-sdgs/1376-sdg-11-rendere-le-citta-e-gli-insediamenti-umani-inclusivi-sicuri-duraturi-e-sostenibili.html#:~:text=L'SDG%2011%20punta%20alla,per%20le%20persone%20pi%C3%B9%20vulnerabili.>

1.2 Why host Mega Events

1.2.1 Economic impact and inheritance

The public perception of the economic gain from hosting mega sports events is usually positive, but many studies carried out a few years after the end of these have shown that many countries have borrowed to host the Olympics, the mega sporting event par excellence, with the risk of underusing the infrastructure built specifically ³⁸. One of the main problems is the misforecasting of planned expenditure, often much lower than the

costs actually incurred. An emblematic case of this problem is the Olympic Games in Athens in 2004, which had to ask the EU for help in cleaning up its accounts ³⁹. All of this is particularly critical, especially for a developing nation, as these sums could be allocated to education, health and the enhancement of infrastructure that a country really needs for its economic growth. Below the figure 04 shows how much the host cities spent the Summer Olympics from 1964 to 2016 for the organization of this mega event (See chapter 2.6 “Final considerations”).

SUMMER OLYMPIC GAMES SPORTS RELATED COSTS 1964-2016

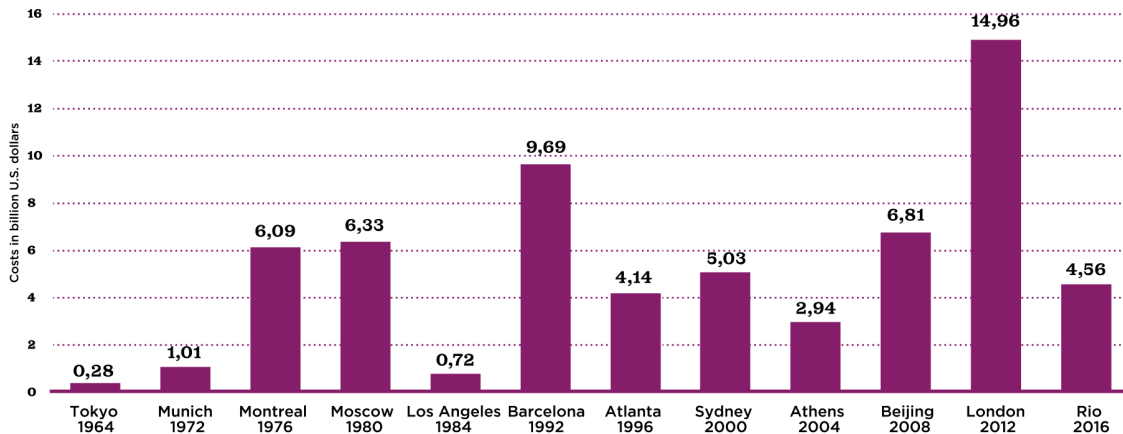


Fig.04 Sports-related costs of the Summer Olympic Games ⁴⁰

(38) Del Col D. (2017), *La valutazione dell'impatto socio economico sui mega eventi sportivi*, Master thesis, Università Ca' Foscari Venezia <http://dspace.unive.it/handle/10579/11740>

(39) Inferred s. (2016), *L'impatto dei mega eventi sportivi sull'economia nazionale*, Human europe capital <https://www.humaneuropecapital.com/economia/l-impatto-dei-mega-eventi-sportivi-sull-economia-nazionale.html>

(40) Personal elaboration on: (2021) *Sports-related costs of the Summer Olympic Games*, Statista <https://www.statista.com/statistics/632762/summer-olympic-games-sports-related-costs/>

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The economic impact of mega sporting events can be broken down into short-term impacts, involving pre-event, during and immediate post-event, and long-term impacts, which include the application process and extend into the future indefinitely. This long period of time can also be considered as the period in which the legacies of sporting events are researched and evaluated. Much of the literature available limits the assessment of inheritances to the ten years following the event. In addition, to assess the economic impact and legacy of mega sports events, there are several methodologies, each of which has received criticism and considerations.

As mentioned above, the concept of inheritance refers to long-term changes in the host region. According to research conducted by Preuss et al.⁴¹, inheritance can be defined as: “Regardless of the time and place of production, the legacy consists of all structures, both tangible and intangible, created for and by a sports event, planned or unplanned, with positive or negative impacts, that remain beyond the duration of the event.”

From a financial point of view, there are several common methods for the economic evaluation of future mega sporting events. Two of these methods include benchmarking and the use of top-down macroeconomic indicators⁴².

In the case of benchmarking, past experiences of other mega events are examined in order to predict what the legacy of a new one might be. However, mega sporting events are unique in that they take place in a specific place and for a limited period of time. Moreover,

unlike many services and sectors, mega events are characterized by a high level of uncertainty and numerous variables that make an objective assessment of their legacy difficult, based exclusively on the two methods expressed above. Therefore, the assessment of the inheritance of mega events requires a more comprehensive and detailed analysis that takes into account the specificities of each event and the particular circumstances surrounding it.

Events can have significant impacts on the local community and can be both positive and negative, both short-term and long-term. For event organizers, it is critical to maximize positive impacts and minimize negative ones through effective planning. This process should include analysing past experience, forecasting future needs through both internal and external analysis and setting clear objectives.

With the increasing size of events increasing, stakeholder management and communication becomes even more crucial to ensure effective event organization and implementation⁴³. Figure 05 shows how building the legacy of events begins with the decision to apply for a specific mega event (step 1 figure). When applying, you need to have in mind what additional facilities are required and how they will meet the long-term needs of the city. The second step concerns the candidate’s teaching process, in which some of the required structures and some optional measures are developed, which will be those through which the competition committee determines the position of the city in the competition of the candidacy. During the preparation of the event (step 3 figure) the mandatory

(41) Preuss H (2010), *The Conceptualisation and Measurement of Mega Sport Event Legacies*, “Journal of Sport & Tourism”, n.12 <https://www.tandfonline.com/doi/abs/10.1080/14775080701736957>

(42) Kang Y & Perdue R. (2010), *Long-Term Impact of a Mega-Event on International Tourism to the Host Country: A Conceptual Model and the Case of the 1988 Seoul Olympics*, “Journal of International Consumer Marketing”, n. 6 https://www.tandfonline.com/doi/abs/10.1300/J046v06n03_11

(43) see note 12

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infrastructure must be completed and the optional measures integrated to improve the post-event legacy for the city. While the event takes place (step 4 figure) the perception of the host city is changed thanks to the emotions and influence dictated by the presence of this. At the

end (step 5 figure), some of the structures are demolished, while most of them will remain intact for a more or less long period (see chapter 2.2 “Management pre-during-post Olympics”).

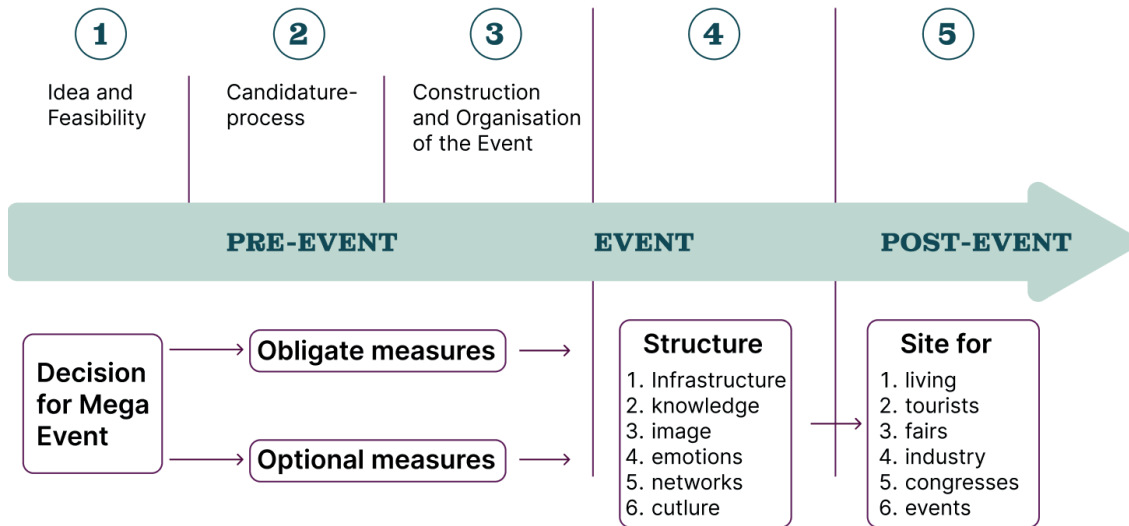


Fig.05 Process of building planned events ⁴⁴

1.2.2 Positive and negative impacts

It is important to note that key figures involved in organizing a major event often focus only on the immediate aspects of the event itself, leaving out the long-term effects on the local community and residents ⁴⁵.

Usually the main motivation for the organization of an event of this magnitude is the prediction of positive impacts, such

as the strengthening of competitiveness and the increase in economic activity of the city and, consequently, the country. Over the years, the main focus has often been on increasing the visibility of the host city, with a tendency to neglect the long-term effects, without considering how the investments could have been directed towards a more sustainable perspective.

(44) Personal elaboration on: Preuss H. (2007) *The Conceptualisation and Measurement of Mega Sport Event Legacies*, "Journal of sport and tourism" https://www.researchgate.net/publication/240535313_The_Conceptualisation_of_Measurement_of_Mega_Sport_Event_Legacies

(45) see note 41

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Figure 06 illustrates how each impact sector can be assessed differently according to the stakeholders' point of view. Considerations on the impact of sporting events clearly show that there are significant nuances between the positive and negative impacts that can vary depending on the context and stakeholders involved. For example, the increase in expenditure in a region due to a major sporting event can lead to a positive economic impact for local entrepreneurs, but could at the same time cause an acceleration of price inflation, reducing the purchasing power of local residents.

The construction of new sports facilities could initially lead to many positive impacts, including the ability to host the event in question and offer local residents more opportunities for sports and the organization of cultural events. However, if such facilities are not strategically located, lack adequate support infrastructure, or do not have a subsequent deployment plan, they can become a financial burden to the local community due to maintenance and management costs ⁴⁶.

Impact area	Positive	Negative
Economic, Tourism, Commercial	Increased expenditure	Price inflation
	Economic benefits in form of tax revenues	Increase in local tax (to construct facilities needed for the event)
	Employment opportunities	Mismanagement of public funds
	Education and training	Real estate speculation
	Marketing of the host region as a tourism destination	Short-term contract work
	New opportunities for potential investors	
Infrastructure & Physical resources	New and improved infrastructure and local facilities	Infrastructural congestion
	Rejuvenation of urban areas	White elephants - Underused sports and associated facilities after the event
	Increased security	Limited access and redistribution of resources
Political	Propagation of political values and ideology	Suppression of human rights
Sport & Recreation	Introduction of programmes, services and facilities (e.g. "Football for Hope" in Kayelitsha)	Lack of sustainability of these programmes and services after the event
	Education and training	Access to needs-based accredited training to enhance employability
Environmental	Participation opportunities	Bias towards elite performance
	Attention to the natural environment	Loss of control over local environment
	Preservation of elements of physical landscape and local heritage	Pollution of nature in and around host region

Fig.06 Positive and negative impacts in sporting events ⁴⁷

(46) Knott, Brendon & Swart, Kamilla & Visser, S. (2015), *The impact of sport mega-events on the quality of life for host city residents: Reflections on the 2010 FIFA World Cup.*, "African Journal of Hospitality, Tourism and Leisure", n.4 https://www.researchgate.net/publication/280932770_The_impact_of_sport_mega-events_on_the_quality_of_life_for_host_city_residents_Reflections_on_the_2010_FIFA_World_Cup

(47) Personal elaboration on: note 46

A clear example of a negative legacy is the abandoned Olympic venues, which have become a symbol of waste and lack of long-term planning. These cases, such as the 2004 Athens Olympics (see par. 2.5.4 “Athens 2004”), clearly illustrate the importance of careful and sustainable management of sporting events, in order to maximize positive impacts and minimize the risks of negative impacts.

The increasing attention to environmental issues in recent years has led the Olympic Games to be seen as a means of promoting a more sustainable perspective for the future. However, it is important to recognise that while the Games can inspire ecological initiatives, on the other hand the increase in tourism and business activities associated with the organization of events can lead to an increase in pollution and have a negative impact on the environment during the preparation phase.

Therefore, it would be essential to develop a methodology of analysis that allows us to compare different mega events in a systematic way and to examine their positive and negative aspects. This approach would provide a comprehensive view of how such events affect the host city and what legacy they leave in the long term. The systematic environmental, social and economic impact assessment of the Olympic Games and other mega events can help inform future decisions and ensure more sustainable management of these events ⁴⁸.

1.2.3 Evaluation of the Olympic heritage

The International Olympic Committee (IOC) adopts a framework developed by Professor Holger Preuss (Fig. 07) to assess the long-term impacts and legacy of the Olympic Games. In this context, heritage is defined as “any outcome involving people and/or spaces caused by structural changes resulting from the Olympic Games”. This framework divides heritage into six categories: urban development, environmental enhancement, policies and governance, human development, intellectual property and social development.

Since the Olympic Games have a wide scope and influence, inheritances are assessed according to each Games-specific inheritance plan, taking into account the infrastructure and needs of the host country’s population. To validate a legacy, it is necessary to demonstrate that structural changes were introduced as a direct result of the Games. For example, if a structural change in a city was already part of its long-term development plan, that change would still have happened, regardless of the organization of the Games, and therefore cannot be considered an Olympic legacy. Causality is a key element in assessing Olympic Games legacies ⁴⁹.

(48) see note 46

(49) Preuss H. (2018), *Event legacy framework and measurement*, “International Journal of Sport Policy and Politics”, n. 11, pp.1-16 <https://www.tandfonline.com/doi/abs/10.1080/19406940.2018.1490336>

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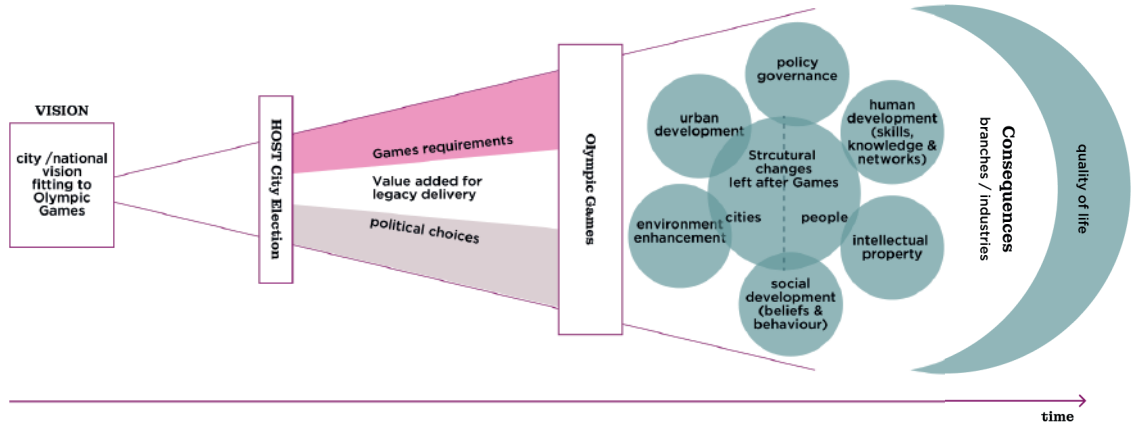


Fig.07 Overview of inheritance⁵⁰

To get a complete and detailed view of the Olympic legacies it is important to consider the whole scope of the legacy through the work of Preuss. This allows a better understanding of the long-term impacts and structural consequences of the Olympic Games, providing a broader and more detailed perspective on the assessment of inheritances⁵¹.

Thanks to the valuable work of Preuss, below are listed the main legacies that can be obtained from mega sporting events, especially the Olympics:

1. Urban development represents any change to infrastructure in the host city of an event that may lead to economic growth and/or construction. This aspect of inheritance is one of the most studied since changes are often quantitatively

measurable. There are two main categories of infrastructure change: basic infrastructure and advanced infrastructure. The first are the building structures that are used for the performance of fundamental tasks for the existence of the State, such as defense, the management of justice, legislative, executive and administrative activity in general. This category includes military, ministerial and government buildings, military airports, prisons, police stations, etc.⁵². The latter include telecommunications, security improvements, the creation of hospitals and the implementation of smart city (smart city) solutions. Since the Olympic Games involve the construction of sports facilities, these too are part of the legacy of urban development. It should be noted that the implementation of such infrastructure changes is influenced by the context in which stakeholders operate and thus create value through such changes.

(50) Own processing on source: Preuss H. (2018), *Event legacy framework and measurement*, "International Journal of Sport Policy and Politics", n. 11, pp.1-16 <https://www.tandfonline.com/doi/abs/10.1080/19406940.2018.1490336>

(51) Flyvbjerg B., Budzier A., Lunn D. (2021), Regression to the tail: Why the Olympics blow up, "Environment and Planning A: Economy and Space", n. 2, pp. 233-260 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3686009

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For example, the expensive sports facilities built for the Olympic Games, which require considerable maintenance costs but are used in a limited way after the event, could be considered a negative legacy. Therefore, it is essential to plan for these infrastructure changes taking into account long-term use in order to maximize benefits.

2. Environmental improvements include various initiatives to improve air and water quality in the host region of a sporting event. These improvements can be achieved through the adoption of low-carbon technologies, as well as through efforts to reduce the carbon footprint of the entire area. Examples of environmental improvements include the creation of green spaces, the establishment of clean zones and the implementation of recycling programmes. These changes have direct impacts on the environment and can indirectly benefit the health of the region's residents, helping to reduce pollution and improving the quality of life.

3. Policies and governance in sporting events include a number of changes that affect laws, regulations, guidelines and policies. These changes may involve the reform of organizational structures, the improvement of quality control measures, as well as issues relating to intellectual property and other regulations. For example, one of the issues often discussed through sport is the improvement of human rights. Although it is often argued that politics and sport should remain separate, the reality is that sport and mega-sporting events can provide a platform for discussion of political issues and media attention can amplify the

voices of numerous stakeholders.

4. Human development in relation to sporting events can be divided into three main groupings⁵³. First, individuals can learn new skills, developing skills that generate talent in different sectors of society. Second, you can acquire new knowledge, for example, foreign visitors can learn more about the host nation and its culture, helping to improve the image of the host destination. Finally, people can create new networks of contacts. These networks can be formed between volunteers, sports organisations and providers of tourist services, for example. All these changes in human resources can generate value, but this value again depends on the context in which stakeholders need these skills. For example, if a newly acquired skill is never used, it will not create value. However, in a long-term perspective, if newly acquired skills, knowledge or networks are used in the future, they can be considered a positive legacy.

5. Intellectual property (IP) includes everything that is invented or created again through the Olympic Games. This innovation can cover various areas, such as the development of new materials, technologies, business initiatives in the field of sport and so on. For example, a patent concerning an ecological method to clean up competition areas could be considered a legacy of intellectual property. Another common example during the Olympics is the development of new sports equipment by nations to gain a competitive advantage. In the field of athletics, shoes with carbon fiber plates represent a recent example of heritage of

(52) Bognetti G. (1994) *Infrastrutture*, Treccani https://www.treccani.it/enciclopedia/infrastrutture_%28Enciclopedia-delle-scienze-sociali%29/

(53) Hautbois C., Djaballah M., Desbordes M. (2019), *The social impact of participative sporting events: a cluster analysis of marathon participants based on perceived benefits*, "Sport in Society", n.23, pp.335-353 <https://hal.science/hal-03550843/document>

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intellectual property.

6. Social development concerns personal beliefs, habits and how sporting events can create social and cultural benefits. This implies that people's perspectives and actions can be transformed through the organization of the Games, leading to changes in habits and behaviors. For example, improving public transport infrastructure may influence people to prefer public transport rather than private cars. This type of behavioral change has a significant impact on various legacies. Moreover, such structural changes have the power to influence people's emotions and feelings towards their nation, arousing a sense of patriotic pride and community membership. Sporting events are often used as instruments of cohesion and social inclusion⁵⁴. The pride of local citizens can help to improve the image of the host destination and, consequently, lead to an increase in tourism. Similarly, confidence that the Olympic Games will improve the economic situation of the host country can generate happiness and thus a positive legacy.

The assessment of inheritance must embrace all changes arising from the event over a prolonged period of time.

Typically, the measurement focuses on the economic aspect, being quantifiable and crucial in the argument for the allocation of public resources needed to organize an event⁵⁵.

However, Holger Preuss suggests that although the economic impact of mega events is significant, it remains short-term and therefore cannot be considered a true legacy. Economic inheritance refers to long-term economic growth, resulting from fundamental structural changes in the host country, which generate a sustained increase in economic activity. However, the increase in demand in the region must be supported by an increase in supply, which can lead to sustainable growth⁵⁶. A continuous flow of resources is needed in the host region, which can only be guaranteed if the event has made permanent structural changes to the city, such as tourist infrastructure, museums and accommodation facilities. So in this context, we understand that the main difference between impacts and inheritance lies in the temporal dimension: the former are short-term, while the latter represents the long-term effects of the event⁵⁷.

1.3 Planning the legacy of Games

As mentioned above, legacy planning can be defined as the "systematic and strategic design of the event, in collaboration with all stakeholders, in order to maximize benefits and minimize negative impacts." The organizer of the Olympic event, in particular, should give top priority

to heritage planning, as the Olympic Committee requires a legacy plan from all candidate cities to host the Games.

The IOC has proposed the "Olympic legacy": a document in which the benefits that a country would have in hosting the Games are explained. Although the

(54) see note 12

(55) see note 40

(56) see note 12

(57) Solberg H. & Preuss H.(2007), *Major Sport Events and Long-Term Tourism Impacts*, "Journal of Sport Management" n. 21 https://www.researchgate.net/publication/266003775_Major_Sport_Events_and_Long-Term_Tourism_Impacts

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Olympic legacy is a vast and complex concept that covers all the factors related to the organization of the Olympics, the literature has not yet provided a concrete and coherent definition of “Olympic legacy”, but instead focused on subsets of the inheritance, such as urban development and social behavior ⁵⁸.

The IOC introduced the Olympics’ long-term benefits as a “legacy framework” after consulting stakeholders. They defined Olympic heritage as all lasting benefits for people, cities, and the Olympic Movement, proposing 7 dimensions and 39 related elements.

1.3.1 Urban development

Infrastructure and buildings built or renovated to host major sporting events are often regarded as a long-term legacy. It is important that the parties involved in event planning carefully plan how they will be used after the event, in order to justify their investment. The next use can be of two types: aimed at sports or dedicated to leisure and recreational activities of the local community. However, projects often involve potential users only after infrastructure design and construction ⁶⁰. Much of a facility’s operating costs are determined at the planning stage, which underlines the importance of carefully

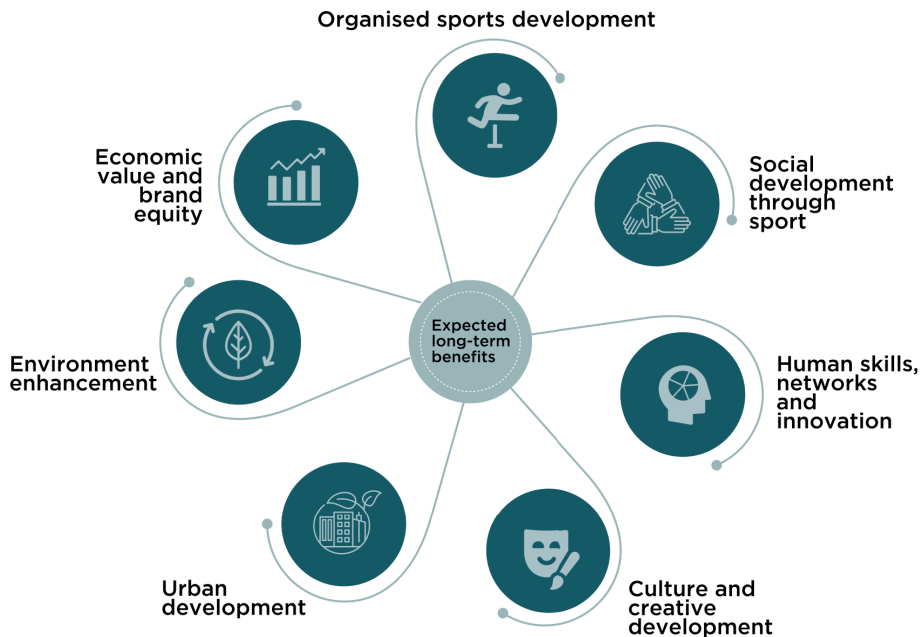


Fig.08 Long-term benefits expected from the Olympic Games⁵⁹

(58) Scheu A. (2019), *The Legacy of the Olympic Games: A Review*, “Journal of Global Sport Management”, n.6 <https://www.tandfonline.com/doi/abs/10.1080/24704067.2019.1566757>

(59) International Olympic Committee (2017), *Legacy Strategic Approach Moving Forward*, https://stillmed.olympics.com/media/Document%20Library/OlympicOrg/Documents/Olympic-Legacy/IOC_Legacy_Strategy_Full_version.pdf

(60) see note 12

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considering its future use to create a positive long-term legacy.

The International Olympic Committee does not require host cities to build new facilities for the Olympic Games, thus avoiding demands for physical heritage. However, if a host city plans to build new facilities, the IOC requires long-term plans to avoid the creation of “desert cathedrals”⁶¹. The candidate city is also evaluated on the basis of the planning details included in the Games Facilities Plan.

Major sporting events often act as catalysts to accelerate urban regeneration processes, increasing the attractiveness of hosting the event. However, this accelerated planning may involve risks, as it may not be sufficiently assessed in economic, social or environmental terms. For example, planning for new facilities in disused or peripheral areas must include consideration of the necessary infrastructure, such as transport systems, to ensure long-term success⁶².

1.3.2 Environmental enhancement

When planning large-scale sporting events, it is essential to carefully consider the environmental impact, as this type of event has a significant influence on the surrounding environment. The goal is to integrate operational policies during the event and create a positive environmental legacy for the host area.

Some of the environmental issues to be considered include waste water management, the use of environmentally friendly and sustainable buildings, the protection of the natural habitat and the restoration of the affected areas after the event. Waste water management is crucial to prevent water pollution, while the construction of green buildings aims to reduce energy consumption and use renewable resources. It is also important to assess the impact of the event on local natural habitats and to take measures to protect them. After the event ends, it is essential to restore the areas involved, removing temporary structures and ensuring the return to the original state.

The overall objective is to reduce the environmental impact of the sporting event and contribute positively to the long-term sustainability of the host city. Environmental management must consider the complete life cycle of the event, including the post-event phase, to ensure responsible and environmentally friendly management⁶³ (See prf. 2.3 “Can we talk about sustainable Olympics?”).

Starting from the event in Sydney in 2000, considered the turning point of the “greening” of the Olympics by Furrer⁶⁴, the Games have increasingly appeared as opportunities to develop and experiment with new “environmental” standards for the set of infrastructure listed above⁶⁵, but studies⁶⁶ have shown that the Olympics

(61) Olympic Solidarity (2005), *Aligning strength*, “2005-2008 Quadrennial Plan” <https://stillmed.olympics.com/media/Document%20Library/OlympicOrg/IOC/Who-We-Are/Commissions/Olympic-Solidarity/2005-Report-Plan-Aligning-Strength.pdf>

(62) Koskinen T. (2022), *The economic impact of Tokyo 2020 Olympic Games that never happened*, master thesis, JAMK University Department of Sport Business Management, https://www.theseus.fi/bitstream/handle/10024/744986/Thesis_Tuomas_Koskinen_YHS2020SS_FINAL.pdf?sequence=2&isAllowed=y

(63) see note 12

(64) Furrer P. (2007) *Giocchi Olimpici Sostenibili: Utopia o Realtà?*, Bollettino Della Società Geografica Italiana Roma - Serie XII, vol. VII (2002), pp. 795-830

(65) Galderisi A. (2008) *Grandi Eventi e mobilità: gli impatti sulla qualità dell'ambiente urbano*, Dipartimento di Pianificazione e Scienza del Territorio Università degli Studi di Napoli Federico II

(66) M. Müller, S.D. Wolfe, C. Gaffney, D. Gogishvili, M. Hug & A. Leick (2021) An evaluation of the sustainability of the Olympic Games, Nature sustainability <https://www.nature.com/articles/s41893-021-00696-5>

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have generally become more harmful to the environment in recent years, mainly because they have expanded in size and scale. More athletes, spectators, events and places emit more carbon and consume more natural resources⁶⁷. An emblematic case was the Olympic Games in Rio de Janeiro in 2016, a real environmental disaster (see par. 2.5.7 “Rio De Janeiro 2016”), in particular with regard to the city’s water, highly polluted even before the Olympics. During the event, it became a real health hazard: the concentration of viruses and bacteria in waterways and at sea was so high that, according to a study by the Associated Press⁶⁸, it would have been enough to swallow three teaspoons to get seriously ill⁶⁹.

1.3.3 Economic value and brand equity

The economic aspect is one of the key parameters for assessing the success of a major sporting event and is of crucial importance when it comes to justifying the investments needed to host such an event. However, it is important to recognise that economic impacts can have both positive and negative effects in the short and long term.

Often, the achievement of short-term revenue and profits from the event itself

may not be as important as the long-term economic benefits. These include the increase in sustained tourism and the continued use of post-event sports facilities. It is known that the host regions may initially suffer losses as regards initial investments, but could focus on the long-term economic development objective, which should ultimately bring wider and more lasting benefits to the local community⁷⁰.

Going into a little more detail, just to apply for the Olympic Games, cities typically spend between \$50 million and \$100 million on commissions for consultants, event organizers, and travel related to hosting tasks. For example, Tokyo lost about \$150 million for its 2016 Olympic bid and spent about \$75 million on its bid for 2020. Hosting games is even more expensive than the bidding process. For example, Athens, Greece, spent \$15 billion hosting the 2004 Olympics. Payments of approximately \$56,635 per year will continue to be imposed on private taxpayers in Athens until the debt is fully paid. In addition, these expenses leave some aftermath to the cities that hosted the Olympics: many of the arenas built for the Olympics remain expensive because of their size or their specific nature. For example, Sydney Stadium maintenance costs \$30 million a year⁷¹ (See par. 2.5 “Case studies”).

(67) Cheng N. (2021) *Le Olimpiadi sono dure per l'ambiente. I Giochi di Pechino 2022 continueranno questa tendenza?*, Council on foreign relations <https://www.cfr.org/in-brief/olympics-are-hard-environment-will-2022-beijing-games-continue-trend>

(68) Barchfield J. (2016) Rio 2016: Swimmers need to ingest only three teaspoons of water to be almost certain of contracting a virus, Independent <https://www.independent.co.uk/sport/olympics/rio-2016-water-pollution-virus-risk-danger-swimming-sailing-rowing-chance-of-infection-almost-certain-a7165866.html>

(69) (2020) *Gli impatti ambientali delle olimpiadi*, Impact School Magazine <https://magazine.impactschool.com/cambiamento-climatico-e-ambiente/gli-impatti-ambientali-delle-olimpiadi/>

(70) Coates D., Humphreys B. (2003), The effect of professional sports on earning and employment in the services and retail sectors in US cities, “Regional Science and Urban Economics”, n. 33 https://www.researchgate.net/publication/222688898_The_effect_of_professional_sports_on_earning_and_employment_in_the_services_and_retail_sectors_in_US_cities

(71) Wills J. (2021) *L'impatto economico dell'ospitare le Olimpiadi*, Investopedia <https://www.investopedia.com/articles/markets-economy/092416/what-economic-impact-hosting-olympics.asp#toc-costs-incurred-when-hosting-the-olympics>

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1.3.4 Organized sports development

The development of sport as a result of the organisation of major sporting events is another legacy whose value is difficult to measure precisely. National and international sports authorities recognize the importance of media exposure through sporting events, as the wide coverage of mega events, such as the Olympics, can increase potential involvement in sport. Moreover, the so-called “home benefit”, that is the benefit/advantage of “playing at home”, can lead to a better athletic performance of the host teams or athletes, generating a greater promotion of the sport within their own nation ⁷².

To see if the Olympics actually had a real impact on the level of physical activity of people, a research was conducted by a team of epidemiologists and public health experts from various nations, which presented the results of research on The Lancet, in a special series dedicated to physical activity. The authors examined the documentation proposed by the candidate cities, compared data on epidemiological surveillance before, during and after the Olympics, for London 2012 also collected data Google trends to test the trend of interest in sports issues. Since Beijing 2008, the will to leave a lasting mark on the sedentary nature of the population has been put in place. The Chinese project included a national program dedicated to physical fitness and emphasized the benefit of the experience of the Games on younger citizens. According to the study conducted on all the Olympic Games from Barcelona 1992

to Tokyo 2020, the only Olympic venue to achieve this objective was Beijing 2008, where there were significant increases in the level of physical activity in the adult Chinese population. In London, there was a spike in interest in exercise, thanks to Google’s trend, but it turned out not to lead to real sports. The same thing happened on the other side of the world, after Sydney 2000, where Australian men said they were willing to practice more movement, but without putting into practice their claims ⁷³.

1.3.5 Social development through sport

Sport is a powerful vehicle for engaging the community and promoting diversity and inclusion. Participation in sporting events and/or related programs can break down social and ethnic barriers, encouraging interaction between individuals of different backgrounds.

The sports sector plays a key role in education, as it promotes Olympic values such as excellence, respect and determination. Sport can be an effective tool for education as it conveys lessons in leadership, discipline and teamwork. The inclusive aspect of sport translates into the promotion of gender equality and the reception of minorities, people with disabilities and LGBT communities. Over the last thirty years, in fact, homosexuality has gradually become less and less taboo, and many athletes have decided to come out during or after their career. For example, in the 2020 Tokyo Olympics, held a year apart and behind closed doors because of Covid, 161 LGBT athletes

(72) see note 12

(73) Barus D. (2021) *Effetto-Olimpiadi: grande occasione (mancata) contro la sedentarietà*, Fondazione Veronesi <https://www.fondazioneveronesi.it/magazine/articoli/cardiologia/effetto-olimpiadi-e-se-ci-rendes-se-tutti-meno-sedentari>

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participated in the disciplines of the thirty-second Olympic Games ⁷⁴.

Support for all forms of diversity should be an essential part of the social heritage of international sporting events. Unfortunately, this is not the case in all sporting events: the 2022 World Cup held in Qatar is not known for purely sporting issues, but for news of discrimination against different categories of people, such as women, LGBTQIA+ people and migrant workers ⁷⁵.

It is also known that the world of sport is not immune from gender bias, as shown by the particularly unbalanced media coverage of male sports at the expense

of female sports and the disproportionate level of expenditure on brand sponsorship for men's sports. Compared to other sporting events, however, in fig. 09 it can be seen that the Olympics are the ones that, compared to others, receive more equal interest than men and women. The research carried out by the Nielsen Company shows in fact in percentage the media coverage found by male and female sports during major sporting events ⁷⁶. The balanced nature of the Olympic audience has not gone unnoticed by the brands, who have adapted their campaigns to make them inclusive and meaningful for a wider audience base.

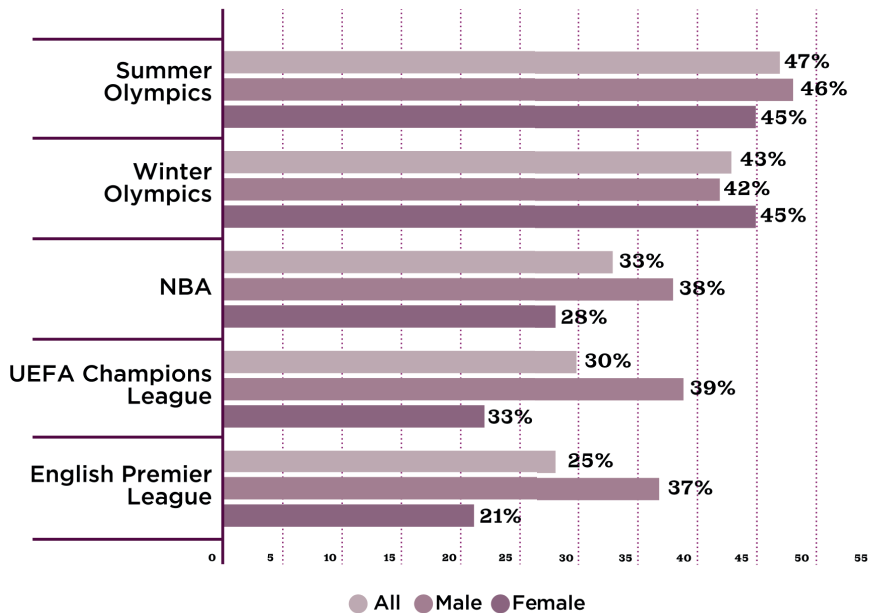


Fig.09 Media interest in major sporting events ⁷⁷

(74) Basile P. (2022) *LGBT e Sport: Due mondi a braccetto*, The Shield of Sport <https://www.theshieldof-sports.news/lgbt-e-sport-due-mondi-a-braccetto/>

(75) (2022) *Mondiali di calcio Qatar 2022 e diritti Lgbt negati: cosa sappiamo?*, Ability channel <https://www.abilitychannel.tv/mondiali-calcio-qatar-2022-lgbt-diritti/>

(76) (2021) *Le Olimpiadi sono la più grande piattaforma per la parità di genere nello sport globale*, Nielsen <https://www.nielsen.com/it/insights/2021/the-olympics-is-the-biggest-platform-for-gender-equality-in-global-sports/>

(77) Personal elaboration on: (2021) *Le Olimpiadi sono la più grande piattaforma per la parità di genere nello sport globale*, Nielsen <https://www.nielsen.com/it/insights/2021/the-olympics-is-the-biggest-platform-for-gender-equality-in-global-sports/>

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Despite this, even today many athletes are accepted by the company and receive media coverage only if they participate in traditionally female sports. If a woman practices a male sport, very often her sexuality is questioned ⁷⁸.

The road to total sports inclusiveness is still long, but we are trying to go in that direction.

1.3.6 Human Skills, networks and innovation

The benefits of mega-event renovation programs and new construction can become a driving force for social activities, generating long-term benefits. Events can help improve the cultural identity of the host city, promote community involvement, diversity and inclusion. Social regeneration can also lead to increased security, as already pointed out in fig 06 (see par. 1.2.2 “Positive and negative impacts”), helping to strengthen the image of the host region. This improved image can, in turn, have a positive impact on tourists, generating local economic benefits ⁷⁹.

In the process of planning an event, the legacy of social regeneration and local community involvement must be a priority. When building new facilities or renovating areas, it is crucial to consider the economic situation of local residents. It is essential that new opportunities are economically accessible to local residents in order to avoid tensions within the communities themselves ⁸⁰.

1.3.7 Culture and creative development

Hosting a large sporting event can also provide a platform for a wide range of socially beneficial and cultural programs. The International Olympic Committee recognizes the importance of such programs and has therefore established that cultural events are “a fundamental element of the celebration of the Olympic Games”. This directive requires all host cities to include such plans in their proposals (IOC, 2002). This perspective suggests that all tangible benefits, such as infrastructure, sports facilities, tourist facilities, etc. in addition to intangible benefits, such as strengthening the national profile and political development, are considered as a form of accumulated cultural capital ⁸¹.

(78) Bounous G. (2019) *Donne e sport: la lunga strada per superare le differenze di genere*, Bskilled <https://www.bskilled.it/donne-e-sport/>

(79) Getz D. (2014), *Trends and Issues in Sport Event Tourism*, “Tourism Recreation Research”, n. 22 <https://www.tandfonline.com/doi/abs/10.1080/02508281.1997.11014804>

(80) see note 12

(81) Masterman G. (2021), *Strategic Sports Event Management*, Routledge, Londra <https://www.taylorfrancis.com/books/mono/10.4324/9781003046257/strategic-sports-event-management-guy-masterman>

1.4 Sustainability and the Olympic Games

1.4.1 The sustainable legacy of Mega Events

An event is sustainable when “designed, planned and implemented in a way that minimises the negative impact on the environment and leaves a positive legacy to the host community” (United Nations Environment Programme-UNEP 2009)⁸². Major cultural, musical or sporting events are undoubtedly a source of considerable benefit for tourism and local economies. However, it is important to recognise that such events can have significant negative impacts on the environment and on the sensitive ecosystems hosting such events. The importance of the eco-sustainable design of these major events is evident according to a recent survey conducted in Europe. The results show that 50% of respondents would be willing to pay a higher price for the ticket if this would help reduce the environmental impact of the event. In addition, 71% of respondents would be willing to use public transport to reach the venue of the event if this option were included in the cost of the ticket, and 86% would be willing to do the separate collection if appropriate containers were available near the event venues⁸³.

These figures show that there is considerable public interest in supporting events that take into account the environment. Italian companies are beginning to understand this growing environmental awareness of the public and marketing and communication managers are increasingly trying to present their events as “Green events”. However, it

is important to note that not all events labeled “green” are actually sustainable and some do not meet the necessary environmental standards. This can disappoint the expectations of the public, especially the younger generations who are increasingly attentive and demanding about environmental issues.

As a result, the need to establish shared standards and international guidelines to distinguish truly eco-sustainable initiatives from those that simply do “greenwashing” or declare themselves more sustainable than they really are.

In 2005, when the International Olympic Committee chose London as the venue for the XXX Olympic Games, the LOCOG (London Olympic Organizing Committee) took an important step forward in promoting the sustainable management of major events, drawing the attention of the international scientific community. This reminder stressed the need to develop globally agreed guidelines to ensure that such events were managed in an environmentally responsible manner.

In response to this need, the international UNI ISO 20121 certification was introduced, created specifically to regulate the sustainable management of major events. Its first use was at the 2012 London Olympics, when the standard was officially issued. This was a milestone, representing the first major event to be certified in accordance with this standard, thanks to the efforts of the Organizing Committee several years before the event itself.

In Italy, the first major event to obtain the certification of sustainability according

(82) UNEP (2009), *UNEP 2009 annual report*, “UNEP.org” <https://www.unep.org/resources/annual-report/unep-2009-annual-report>

(83) Capelli S. et al. (2016), *La gestione ecosostenibile di grandi eventi*, “GSA - Igiene Urbana”, <https://www.gsanews.it/wp-content/uploads/Art.-la-gestione-ecosostenibile.pdf>

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to ISO 20121 was the Milan Expo in 2015. This shows how the approach to the organization of major events is changing and how sustainability has become a fundamental criterion for their planning and management ⁸⁴.

Another crucial issue for cities hosting large events is the ability to do so without endangering their cultural heritage. It is essential to adapt and reuse existing infrastructure and spaces to contain the costs of major events and maximize their long-term impacts. To this end, the HOMEE project ⁸⁵ was developed by four research centers: the Polytechnic University of Milan, the University of Hull (UK), the Neapolis University of Pafos (Cyprus) and the International Cultural Center (Poland). This project was carried out in collaboration with 16 associated partners selected from public institutions and non-profit organizations from different regions of Europe.

The HOMEE project aims to provide recommendations and advice on how to integrate the structures of major events in the existing one of the city. This includes the widespread involvement of local actors, the mobilization of resources and the enhancement of historical sites. The aim is to ensure that major events are not only economically advantageous in the short term, but also contribute to preserving and enriching the cultural heritage of host cities in the long term. In this way, we aim to promote a balance between the success of the event and the long-term well-being of the local

community.

Three years of research have included the analysis of case studies concerning mega cultural events throughout Europe, including Expo 2015 in Milan and Matera European Capital of Culture 2019 ⁸⁶.

These research efforts have led to the creation of the “Charter for major events in cities rich in cultural heritage” (Charter for mega-events in heritage-rich cities)⁸⁷. This document, through four general themes, thirteen principles, 51 recommendations and various concrete examples, provides an essential guide for cities preparing to host major events. The aim is to enable cities to exploit the opportunities offered by these events without compromising the cultural heritage and well-being of local communities.

The four themes addressed by the Charter address several key issues. First, there is the theme of “context”, which emphasizes the importance of selecting, sizing and integrating mega events so as to respect the places where they take place. This implies the reuse and adaptation of existing buildings, as well as the design of interventions that harmonize with the surrounding environment. Second, long-term planning is emphasized as a tool to ensure that mega event plans are aligned with long-term urban and territorial strategies. The third theme is “inclusive governance”, encouraging the involvement of a variety of actors during the application, planning and legacy phases of events. This involvement includes experts, policy makers and

(84) (2022), *ISO 20121: la gestione degli eventi sostenibili*, “Rete Clima” <https://www.reteclima.it/iso-20121-eventi-sostenibili/>

(85) (2022), *Heritage Opportunities/threats within Mega-Events in Europe (HOMEE)*, “European Heritage Europa nostra awards” <https://www.europeanheritageawards.eu/winners/heritage-opportunities-threats-within-mega-events-in-europe-homee/>

(86) Politecnico di Milano (2023), *HOMEE - Heritage Opportunities/threats within Mega-Events in Europe*, “Transnational Architecture and Urbanism - Politecnico di Milano” <http://www.tau-lab.polimi.it/research/homee/>

(87) International Cultural Center (2021), *Charter for mega-events in heritage-rich cities HOMEE*, “Cultural Heritage and Global Change” https://mck.krakow.pl/images/upload/HOMEE-Charter_FINAL.pdf

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cultural heritage practitioners. Finally, the fourth theme focuses on the active involvement of local communities and the preservation of local identity, stressing that this is crucial to creating a fair and lasting urban heritage.

The “Charter for great events in cities rich in cultural heritage” is an important tool to guide cities in balancing the opportunities and challenges related to hosting major events, while safeguarding the cultural heritage and the well-being of local communities.

1.4.2 The role of sport in promoting the Sustainable Development Goals

“The values expressed by sport are universal and recognized worldwide. Through respect, integration and understanding the UN supports the role of sport in achieving the SDGs”⁸⁸.

The Sustainable Development Goals (SDGs) are a global call for all countries to unite in action to promote prosperity while preserving the planet. They recognise that the fight against poverty must go hand in hand with strategies that foster economic growth and address a range of social needs, including education, health, social security and employment opportunities. In addition, addressing the challenges of climate change and environmental protection is crucial⁸⁹.

Sport is a universal language that unites peoples, cultures and genres. It is a powerful and direct language that the United Nations wants to use as a tool to

pursue SDGs. As pointed out by Audrey Azoulay, general director of UNESCO, “The values of sport embody universality and harmony, based on principles such as respect, understanding, integration and dialogue. It contributes to individual development regardless of age, gender, origin, creed or opinion. Sport is a unique forum for action and reflection, enabling the transformation of our societies”.

In line with these principles, in 2017 UNESCO, during the Sixth International Conference of Ministers and Senior Officials responsible for Physical Education and Sport (Mineps VI), implemented the Kazan plan⁹⁰. It is a global agreement that links sports policies to the Sustainable Development Goals. In particular, sport contributes in various ways to achieving these objectives, promoting healthy living and well-being for all, ensuring quality education, promoting gender equality, supporting economic growth and decent work, reducing inequalities between countries, making cities more resilient, safe and sustainable, and contributing to the promotion of peaceful societies. This synergy between sport and the SDGs represents an extraordinary opportunity for countries and sports organizations around the world.

In 2018, Amsterdam hosted the event “Sustainable Innovation in Sport 2018”, organized by the Climate Action program, dedicated to the world of sport. During this event, stakeholders discussed the crucial role of the sports industry in inspiring and promoting the fight against climate change. The sports industry is one of the most significant markets in the

(88) Tautonico T. (2018), *Il ruolo dello sport nella promozione degli Obiettivi di sviluppo sostenibile*, “ASVIS” <https://asvis.it/approfondimenti/22-2896/il-ruolo-dello-sport-nella-promozione-degli-obiettivi-di-sviluppo-sostenibile>

(89) 17 Goals to Transform Our World, “Sustainable Development Goals” <https://www.un.org/sustainabledevelopment/>

(90) (2023), Kazan Action Plan, “Unesco.org” <https://www.unesco.org/en/kazan-action-plan>

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world, with an estimated value between 350 and 450 billion dollars, and counts millions of fans around the world ⁹¹.

However, it is essential to recognise that sporting events play a significant role in contributing to the problem of global warming. According to a report by the Rapid Transition Alliance, the global sports sector has an environmental impact equal to that of a medium-sized country due to carbon emissions from transport, construction, sports facilities and supply chains for sports equipment.

For example, it has been calculated that the 2016 Olympics in Rio emitted about 3.6 million tons of carbon dioxide, while the World Cup in Russia in 2018 released about 2.16 million. However, these estimates could underestimate the overall impact of climate change, as they do not take into account the effects of building new stadiums, water and energy consumption to support events, and waste produced, including food, plastic and other materials ⁹².

However, measures are being taken to reduce the carbon footprint of sporting events. For example, the International Olympic Committee aims, by 2030, to overcome carbon neutrality and make carbon negative games. It also developed a sustainability strategy that focuses on aspects such as infrastructure and natural sites, sourcing and sustainable resource management, mobility, workforce and climate. Sustainability has become one of the three pillars of the 2020 Olympic Agenda (see par. 1.1.4 “The Olympic Games”) and Agenda 2020+5,

demonstrating the IOC’s commitment to addressing environmental issues through sport.

1.4.3 Olympic Agenda 2020+5

During the 2021 session of the International Olympic Committee (IOC), the “2020+5 Olympic Agenda” was unanimously adopted as the new strategic roadmap of the IOC and the Olympic Movement for a period of five years, until 2025. This Agenda consists of 15 recommendations and is based on the results of the 2020 Olympic Agenda ⁹³.

IOC President Thomas Bach stressed that the coronavirus crisis had a profound and lasting impact on the world, changing it significantly. He said that the world will never return to its former state and even after overcoming the health crisis, the world’s population will face far-reaching social, financial, economic and political consequences.

The motto “change or be changed”, which inspired the 2020 Olympic Agenda, remains more relevant than ever. Some near-universal trends have recently emerged, many of which have been accelerated by the COVID-19 health pandemic: solidarity, digitisation, sustainability, credibility, economic and financial resilience⁹⁴.

(91) (2018), *About Sustainable Innovation In Sport*, “Sustainable Innovation in Sports 2018”, <http://www.sustainableinnovationinsport.org/>

(92) (2022), *Climate and Environment-The Role of Sport*, “UN News - Global perspective Human stories” <https://news.un.org/en/story/2022/04/1115642>

(93) (2021), *La sessione del CIO ha approvato l’Agenda Olimpica 2020+5 come roadmap strategica per il 2025*, “Canottaggio.org” <https://www.canottaggio.org/news/2021/la-sessione-del-cio-ha-approvato-lagenda-olimpica-20205-come-roadmap-strategica-per-il-2025/>

(94) see note 24

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The Olympic Movement is uniquely positioned to capture these trends and turn them into opportunities, thus realizing a vision to build a better world through sport. In the 2020+5 Olympic Agenda, 15 recommendations for 2025 were presented, based on the key trends mentioned above ⁹⁵:

1. Strengthening the uniqueness and universality of the Olympic Games
2. Promoting Sustainable Olympic Games
3. Strengthening the rights and responsibilities of athletes
4. Continue to attract the best athletes
5. Further strengthen the protection of “clean” athletes and safe sport, safeguarding the physical and mental well-being of athletes through several proposals, one of which aims to increase mental health support programs for athletes and their entourage.
6. Strengthen and promote the road to the Olympic Games
7. Coordinate the harmonization of the sports calendar, planning the number, frequency and scope of multi-sport events to adapt to the post-COVID-19 world
8. Increase people’s digital engagement by creating a digital platform focused on them and providing content and communications to people for the benefit of the CIO, NOC, athletes and OCG
9. Encourage the development of virtual sports and further engage video game communities
10. Strengthening the role of sport as an important enabler for UN sustainable development goals
11. Strengthening support for refugees

and displaced populations

12. Connect with people beyond the Olympic community, engaging with different social groups by focusing on different demographic, geographical and interest data through culture and education, leveraging programs beyond the Olympic community (e.g. visual, performing, literary, architectural, designer, educator)

13. Continue to set an example in “corporate citizenship”, becoming a leadership within the “sustainability” field, inspiring and assisting the Olympic Movement in the development of sustainable sports around the world, promoting gender equality and inclusion, strengthening the human rights approach.

14. Strengthening the Olympic movement through good governance

15. Innovate revenue generation models to ensure the long-term viability of the Olympic movement. This is planned to be done through considering alternative broadcasting methods, such as free digital, to complement traditional television; ensuring that official Olympic broadcasters, sponsors and other business partners and programmes support and benefit from the IOC’s digital strategy; evolving and enhancing the TOP programme; creating a centralized Olympic hospitality programme for the benefit of all Olympic stakeholders; continue to develop programs and commercial platforms for the direct benefit of athletes; diversify Olympic sources of income thanks to e-commerce and marketing of social media.

(95) International Olympic Committee (2020), *Olympic Agenda 2020+5 15 Recommendations*, “Olympic Agenda 2020+5” https://stillmed.olympics.com/media/Document%20Library/OlympicOrg/IOC/What-We-Do/Olympic-agenda/Olympic-Agenda-2020-5-15-recommendations.pdf?_ga=2.261589518.280183009.1690555958-1821818376.1690555958

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Some of these points, however, are questionable because they do not directly affect sustainability, although this should be the main theme of the document. Point 9, for example, encourages the development of virtual sports, trying to involve the world of video games more. This, however, seems to go against promoting physical activity that contributes to personal well-being. Another questionable point is the number 8, as it says that the communications on the new digital platform will benefit the IOC and other bodies, therefore it is in doubt the objectivity of the information discussed, a problem already found in the official website of the Olympics. The last controversial point is the number 15, which promotes new Olympic revenues thanks to e-commerce and the marketing of social media. It is unclear, however, whether this money would go to the state, which would use it to relieve citizens of the cost of the Olympic Games, preventing the increase in taxes in subsequent years, or will be used for other purposes. The Agenda 2020+5 at the environmental and social level encourages improvement, and if these points were respected they would lead the mega events to make a great leap forward in sustainability. However, we must make a critical analysis and study how the resulting projects will actually bring changes to the host cities and especially to the residents.

There are several solutions to make the Olympics more sustainable, focusing on various key aspects. First, there is the importance of designing and building Olympic structures by applying the principles of ecology. Olympic venues can be planned and built according to sustainable building principles: use of renewable materials, maximization of energy efficiency and integration of green spaces and natural features. This approach would significantly contribute

to reducing the environmental impact of the Olympics.

Another key area is the promotion of active transport, such as cycling, walking or using low-emission vehicles. These means can help reduce transport-related carbon emissions, considering that the transport sector is one of the main sources of pollution during mega events.

A different aspect to be addressed is the management of waste generated during the Games, including food waste, packaging and discarded materials. Effective waste management systems, such as recycling and composting, could help reduce environmental impact.

Finally, the Olympics represent a unique opportunity to invest in sustainable infrastructure and other projects developed with an eye to the Olympic heritage, which would benefit the city and the host region long after the conclusion of the Games. These projects could include initiatives related to renewable energy, the creation of urban green spaces and the implementation of sustainable transport infrastructure. In this way, the Olympics can have a long-term positive impact on the environment and the host community.

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02.

OLYMPIC

GAMES

2.1 The Olympic Games

2.1.1 The story

The first Olympic competitions were held in Greece, in 776 b.c. They were held at the foot of Mount Olympus, the home of the Gods because initially these Games were considered a religious celebration.

In the beginning, the Olympics consisted of a single race, which was called the Stadion. Over time, other disciplines such as boxing and wrestling were introduced. In 708 B.C. the pentathlon entered, a competition that embraced five different tests: the race, the Greek fight, the long jump, the throwing of the disc and the javelin. Among these, boxing emerged as the most prestigious and applauded discipline. In 648 B.C. horse racing was also introduced, further enriching the variety of Olympic competitions.

The winners of these challenges were rewarded with a sacred olive wreath, and the celebrations culminated in extraordinary celebrations and banquets. Returning champions from the Games also received considerable awards and honors, becoming true heroes.

In addition to their religious significance, the Olympic Games of ancient Greece also marked the period known as the “Sacred Olympic Truce”. During this period, all conflict and war were temporarily suspended, promoting peace throughout Greece.

Note that participants in the ancient Olympic Games were limited to those belonging to high social classes in Greek society. Slaves, criminals and foreigners were excluded from such competitions. In practice, only those who had the opportunity to devote time and resources

to training could participate in these extraordinary sporting events.

With the advent of Christianity, the attractiveness of the Olympic Games and their religious significance gradually began to diminish. In particular, when Christianity became the official religion of the Roman Empire, church leaders expressed a growing aversion to pagan religious practices. This change of attitude culminated in 393 AD, when the Roman emperor Theodosius I issued a ban that ended the Olympics. Theodosius I's decision was partly influenced by a tragic episode in 390 A.D. during the Olympic games. On that occasion, an anti-Roman revolt broke out during the event and the emperor responded by killing about 7,000 inhabitants of the city of Thessalonica.

Almost a millennium after their first celebration, Theodosius I, under the influence of the Bishop of Milan, the future Saint Ambrose, definitively closed the chapter of the history of the Olympics ¹.

2.1.2 The rebirth

In 1884, the French baron Pierre de Coubertin organized an international congress in which he proposed the revival of the Olympic Games, emphasizing the importance of sport as a valuable educational tool. Towards the end of the nineteenth century, in fact, the European social environment was permeated by a growing interest in physical activity: sport was becoming not only a popular pastime, but also a hallmark, especially among the young bourgeois. This era saw the emergence of various sports such as gymnastics, cycling, rowing and

(1) (2020), *La storia delle Olimpiadi: dalla nascita ai giorni nostri*, “Sport Magazine”, <https://www.sportmagazine.it/altri-sport/2020/12/15/olimpiadi-storia/>

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the emergence of collective sports such as football and rugby. In this fervor of new physical activities and sporting competitions, De Coubertin recognized the opportunity to promote values such as competition, competition and sporting spirit. His initiative in founding the modern Olympic Games not only fit into this growing sporting landscape, but also helped channel and celebrate this new passion for sport, embodying ideals of peace, brotherhood and fair competition between nations. And so it was that the second edition of the modern Olympic Games took place in Athens in 1896 and, as in previous editions, would be held every four years.

Pierre de Coubertin introduced an innovative perspective about the Olympics, emphasizing a different approach that prioritized the importance of participation rather than the end result. This vision promoted the eternal maxim, “the important thing is not to win, but to participate”. This combined the principles of competition, competition and competition with the sporting spirit and acceptance of defeat. The maxim proposed by De Coubertin accompanied the invitation of the preacher Henri Didon to achieve excellence with the formula “faster, higher, stronger” (in Latin: “Citius, altius, fortius”), adopted by the IOC in 1894. About this, recently, in 2021, the International Olympic Committee, under the leadership of President Thomas Bach, made a change to this motto. In fact, the adverb “Communiter” (cum munus, ie mutual gift) has been added to underline the importance of the shared effort against Covid-19. This update aims to highlight how only through a collective effort, even in sports at all levels, can emerge from the pandemic crisis in a better and supportive

2.

The first edition of the modern Olympics proved to be an undisputed success. In 1896, Athens hosted the event, attracting about 250 athletes from 13 of the 21 nations that had joined the initiative. In that context, Greece expressed a desire to become the permanent seat of the modern Olympics, as it had done in ancient times. However, the International Olympic Committee (IOC) later ruled that the “Modern Olympics” would be hosted annually in several cities, thus promoting the idea of peace and unity between nations. In addition, under the new regulation, athletes from all over the world could have participated in the Olympic Games.

A significant moment occurred in 1928, at the Olympic Games in Amsterdam, when athletics and women’s gymnastics competitions were first introduced. This marked an important step towards gender equality in the Olympics.

The goal of Pierre de Coubertin and the International Olympic Committee, which still organizes the Games today, was to unite athletes from every corner of the planet, regardless of ethnicity and social class. The five concentric circles in the Olympic logo represent the five continents that make up the Earth: blue for Oceania, black for Africa, red for America, yellow for Asia and green for Europe (fig. 01).

(2) (2021), *La quarta parola*, “L’osservatore Romano”, <https://www.osservatoreromano.va/it/news/2021-07/quo-165/la-quarta-parola.html>

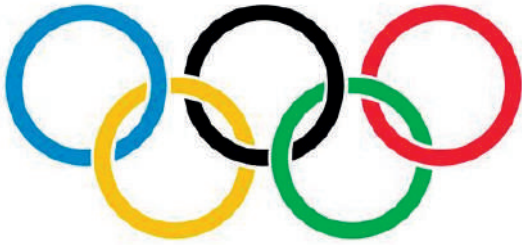


Fig.01 Logo of the Olympic Games³

Although the rebirth of the Olympic Games was intended to promote peace among nations, there have been events that have compromised the noble principles on which these restored events

were based. While in ancient Greece wars were suspended to allow the Olympics to take place, in the modern era it is the Olympic Games that suffer interruptions due to global conflicts.

In 1916, the Berlin Olympics were canceled due to the outbreak of World War I. The same fate, albeit in a different war context, came to the 1940 and 1944 editions, which were to be held respectively in Tokyo and London. The most recent event that interfered with the Olympic Games took place in 2020. The Tokyo Olympics were canceled and later postponed to 2021 because of the health emergency for the Covid-19 pandemic.

2.2 Management pre-during-post Olympics

The decision-making and organizational process of the Olympics is a complex collaborative effort involving several crucial stages. It all starts with the selection of the host city: the International Olympic Committee (IOC) meets and evaluates the applications submitted by the cities concerned. The choice is made through a voting process by IOC members who take into account various factors, including the existing infrastructure, the enthusiasm of the city, budget proposals and other key elements.

Once the host city has been chosen, a local organizing committee is set up to take responsibility for planning and managing every aspect of the event, from the construction of sports facilities to the organization of ceremonies, from security to transport logistics.

During this process, the local committee works closely with the IOC to ensure that Olympic standards are respected and that athletes, spectators and the media

receive the hospitality they need. This collaboration is essential for the success of the Olympics.

Over the years, the decision-making and organizational process of the Olympics has evolved to address ever-changing challenges and opportunities, but its goal remains to provide a global stage for sport, culture and Olympic values.

More than 120 years have passed since the first Olympic Games and history offers many food for thought on the growing link between this prestigious sporting event and the urban fabric of the city that hosts it.

Since the 1896 Games, the Olympics have been an opportunity to carry out urban redevelopment works, with extraordinary cleaning or improvement of the public lighting system. Over time, the Games have become a catalyst for ambitious projects of urban transformation and construction of entire sports complexes.

The authorities of the candidate cities must

(3) Perotto V. (2019), *La storia del logo delle Olimpiadi*, "Sagrafica.it" <https://www.sagrafica.it/la-storia-del-logo-delle-olimpiadi/>

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carefully assess the potential benefits, but also the costs and the necessary works, as well as the long-term impact on the host territory. These interventions can range from the construction of sports facilities to the implementation of transport infrastructure, often involving considerable costs, the main legacy of which is generally not an economic gain. Since the first edition, the stadium has been a fundamental architectural element in the organization of all the Olympic Games. Initially, it was common to adapt sports facilities to buildings and facilities previously used for other purposes. However, over time, the need for increasingly large and complex plants has become apparent. This has led to a broader town-planning approach, departing from the practice of punctually adapting existing land ⁴.

Organising the Olympic Games today is both a challenge and an opportunity. The environmental impact, economic costs and social implications can be extremely significant for a host city. On the other hand, in an era of rapid urbanization, the organization of the Olympics can serve as a platform to promote sustainability and environmental awareness, helping to leave a positive legacy to future generations. This may include reducing greenhouse gas emissions, supporting social cohesion and justice, promoting sustainable mobility and containing urban expansion.

Therefore, this approach requires a careful balance between the economic, social and environmental aspects of the event, ensuring that the long-term benefits outweigh the costs incurred. The considerable expense and the incredible political resonance offer ample opportunities for experimentation, considering the Games as a vast urban

project. The Summer Olympics, in particular, often cost between 12 and 28 billion dollars, which is not unusual for this type of event. As a result, the Olympics become one of the most expensive large-scale projects in the world.

Their high political priority and the global focus they generate give the Games the potential to influence decision-making at national and even international levels, as well as to communicate with people around the world.

(4) (2019), *L'architettura e l'urbanistica delle Olimpiadi: il legame tra sport e città*, "InfoBuild"
<https://www.infobuild.it/approfondimenti/architettura-urbanistica-olimpiadi-legame-sport-citta/>

2.3 Can we talk about “Sustainable Olympics”?

As can be seen from the above (see Chapter 1), the sustainability of the Olympics is now a requirement laid down in the contract between the host cities and the International Olympic Committee (IOC). Sustainability is one of the three pillars of the IOC’s roadmap for the future, with Olympic Agenda 2020 and its continuation Olympic Agenda 2020+5. The IOC’s sustainability strategy aims to “ensure that the Olympic Games are at the forefront of sustainability”.

In 2018, the United Nations adopted a resolution recognising sport as a key element for sustainable progress. This resolution was accompanied by a letter of intent highlighting the significant contribution of the Olympic Games to the achievement of the United Nations Sustainable Development Goals (SDGs). This initiative underlines the crucial role of sport in promoting objectives such as peace, equality, education, health and international cooperation.

The International Olympic Committee (IOC) launched an effort in the 2000s to implement a systematic assessment of the impacts of the Olympics in each host city, extending this analysis over a period of more than ten years. The aim was to highlight the sustainability aspects of these events. However, only the 2010 Winter Olympic Games in Vancouver managed to complete the full evaluation cycle (probably thanks to the presence of the Fraser Basin Council, a non-governmental organization whose mandate is precisely to ensure the social, economic and environmental sustainability of the Fraser

Basin area, in British Columbia, of which Vancouver is part ⁵). The entire analysis cycle consisted of four reports, which constituted the study known as “Olympic Games Impact” (OGI). However, the host cities expressed their discomfort about the complexity of the OGI, leading the CIO to reduce the number of reports and finally to completely eliminate the OGI in early 2017. In its place, a series of sustainability reports issued by the Olympic organizing committees were introduced.

This shows that, despite initial efforts to assess the impacts of the Olympics, its practical and ongoing implementation in all host cities has been complex and uneven.

In this context, a study conducted by geographers and researchers from the University of Lausanne in Switzerland ⁶, and published in the journal *Nature*, found a decreasing trend in the sustainability of Olympic events. This statement is based on the analysis of the sustainability of the last 16 summer and winter editions of the Olympic Games, from 1992 in Barcelona to 2020 in Tokyo, focusing on the aspects of economic efficiency, ecological impact and social justice.

This sample includes total sports-related costs of over \$70 billion, not to mention the costs of ancillary infrastructure, often much higher. This study represents a significant step in sustainability research and policies. It provides a model for the conceptualization and empirical analysis of often conflicting claims about the sustainability of the largest and most expensive human event. For decision-

(5) Vanwynsberghe R. (2015,) *The Olympic Games Impact (OGI) study for the 2010 Winter Olympic Games: strategies for evaluating sport mega-events’ contribution to sustainability*, “International Journal of Sport Policy and Politics”, n.7, pp. 1-18 <https://www.tandfonline.com/doi/abs/10.1080/19406940.2013.852124>

(6) Müller M. et al. (2021), *An evaluation of the sustainability of the Olympic Games*, “Nature Sustainability” n. 4, pp. 240-348 <https://www.nature.com/articles/s41893-021-00696-5>

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makers, it provides empirical data that can help assess how much the organization of the Olympics can or cannot contribute to the achievement of sustainability goals.

Sustainability remains an elusive concept in the Olympic Games and other mega events. Although many editions of the Olympics claim to be oriented towards sustainability, there is often a lack of a cohesive definition of what a “sustainable event” means and a definitive model for independent evaluation is lacking.

To fill this gap, it is essential to develop a conceptual model for the sustainability of the Olympic Games, such as that developed by researchers at the University of Lausanne: “Have a limited ecological and material footprint, enhance social

justice and demonstrate long-term economic efficiency”.

In figure 02, an analysis of the “Sustainable Olympic Games” is carried out through the three mentioned dimensions: the limitation of the ecological and material footprint, the improvement of social justice and the demonstration of economic efficiency. This definition reflects contemporary debates on sustainability, which seek to balance the minimization of resource use with social and economic welfare.

In addition, the conceptual model divides each of the three dimensions of sustainability (ecological, social and economic) into three distinct indicators which were used to evaluate all editions of the Olympics from 1992 until today.

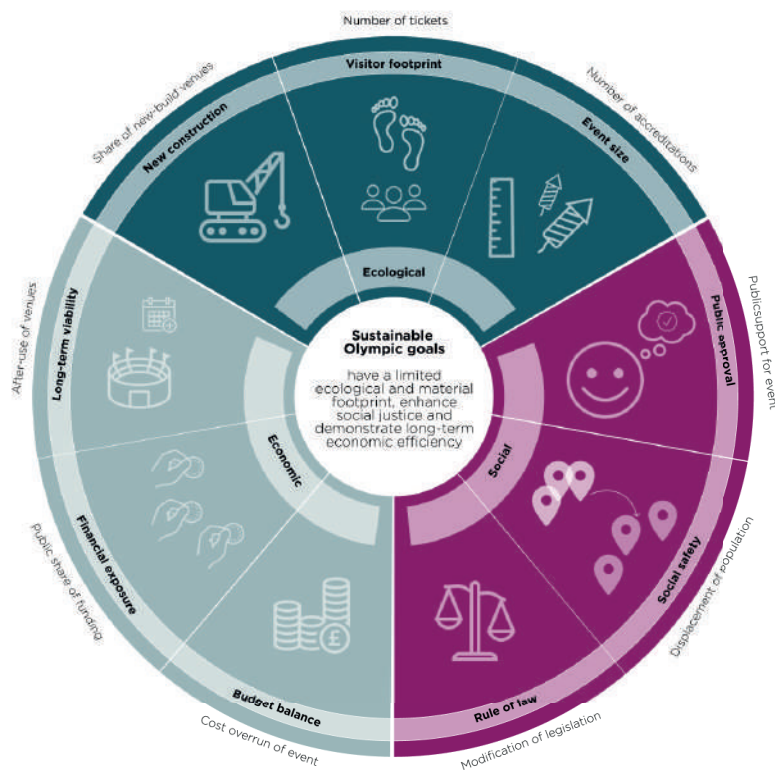


Fig.02 Definition and conceptual model of sustainability in the Olympic Games⁷

(7) Personal elaboration on: Müller M. et al. (2021), *An evaluation of the sustainability of the Olympic Games*, "Nature Sustainability" n. 4, pp. 240-348 <https://www.nature.com/articles/s41893-021-00696-5>

Research

Based on this conceptual model, an assessment tool is created to measure overall sustainability. The nine indicators are evaluated on a scale from 0 to 100, where the value 0 represents a lower level of sustainability and the value 100 represents a higher level of sustainability. By giving equal importance to each of the three dimensions, it is intended to correct the excessive focus of existing studies on the economic impacts of events and on environmental sustainability practices, such as “greening” (waste reduction, environmental impacts, eco-certification, etc.), to the detriment of the social aspect. In statistical terms, the Los Angeles Olympics in 1984 represented a turning point, transforming these events from simple sports competitions to complex action plans that included urban, journalistic and promotional aspects. However, 1992 marks the beginning of a period in which the size of the Olympic Games is growing considerably, bringing sustainability-related challenges to the fore. At the same time, ideas about sustainability are beginning to gain in importance, as demonstrated by the Earth Summit held in Rio de Janeiro that same year and the increased focus on environmental issues in the Olympic Games.

This important research of the University of Lausanne takes into consideration all the Olympics, both winter and summer, from 1992 to 2020.

The overall results highlighted in Figure xxa indicate that the sustainability of the Olympic Games from 1992 to 2020 can be considered average, with a total score of 48 out of 100 possible. Average scores for each of the three dimensions fall within a narrow range, ranging from 44 (in the ecological dimension) to 47 (in

the economic dimension) and 51 (in the social dimension). This therefore indicates significant consistency in sustainability between the three dimensions.

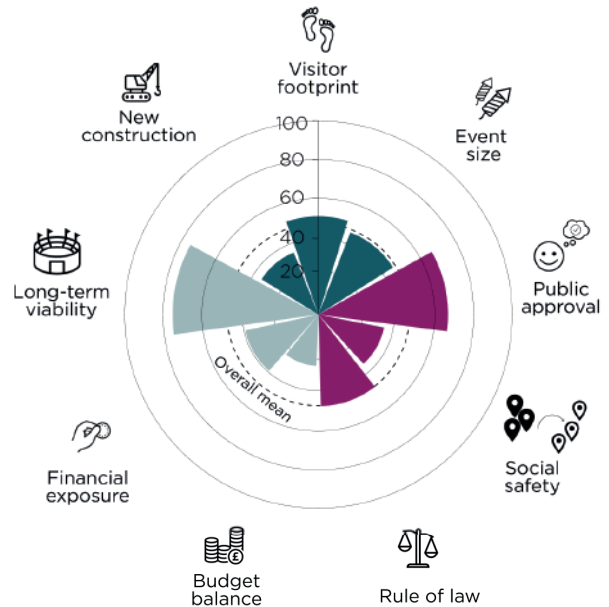


Fig.03 Overall sustainability of the Olympic Games 1992-2020 by indicator ⁸

(8) Personal elaboration on: Müller M. et al. (2021), *An evaluation of the sustainability of the Olympic Games*, "Nature Sustainability" n. 4, pp. 240-348 <https://www.nature.com/articles/s41893-021-00696-5>

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2.3.1 A comparison of the Olympics from 1992 to 2020

Figure 04 categorizes Olympic event scores into four sustainability levels (green=more sustainable, red=less sustainable). Notably, sustainability

encompasses economic, social, and environmental aspects. Only 3 editions, 2 Winter Games, fully reach the yellow zone; Atlanta, Sydney, and Tokyo touch the orange-yellow border, while the rest fall into the orange, indicating lower sustainability levels.

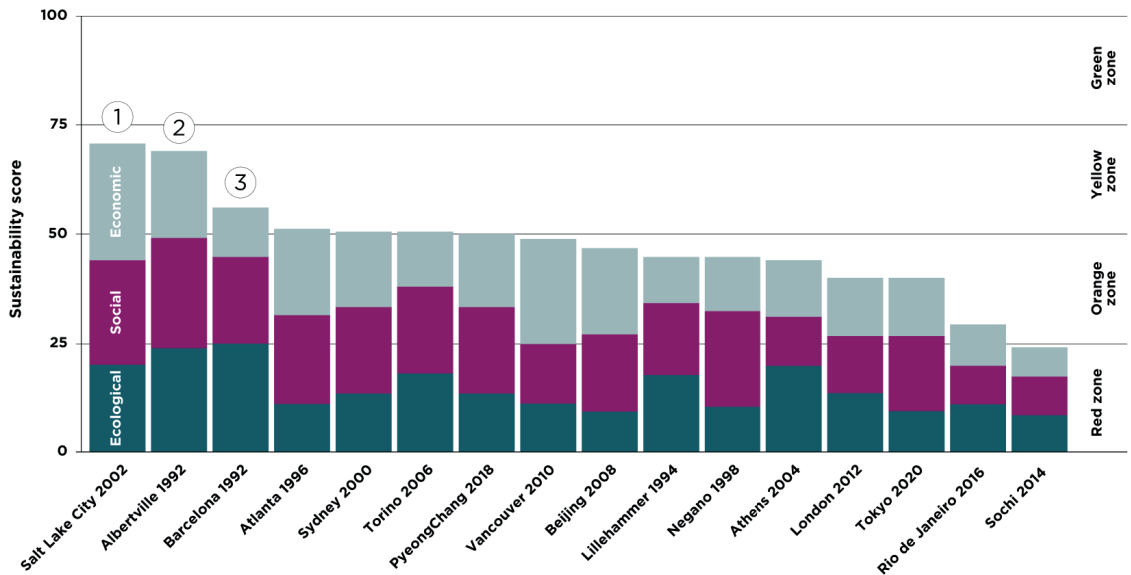


Fig.04 Ranking according to total scores ⁹

The most sustainable Olympics are those of Barcelona in 1992, although the score does not allow them to reach the green zone. They also have the highest average score in the ecological dimension among all cities of the sample.

Last but not least are the 2016 Rio de Janeiro Olympics with the lowest sustainability scores of all editions. As the data shows, these Games caused the displacement of a large number of residents for the development of infrastructure: the resulting sports facilities remained poorly used after the event and the cost overruns were the highest in the

sample (for further details, see par. 2.5.7 “Rio de Janeiro 2016”).

Comparing the different Olympic editions in temporal order, we can see that there is a decreasing trend of sustainability (fig. 05). Net of this achievement, it is important to highlight the urgent need for incisive reforms to improve the sustainability of the Olympics before these events can inspire and influence an unsustainable future. These reforms must aim both to reduce the use of resources and to improve the management of the Olympic Games.

(9) Personal elaboration on: Müller M. et al. (2021), *An evaluation of the sustainability of the Olympic Games*, “Nature Sustainability” n. 4, pp. 240-348 <https://www.nature.com/articles/s41893-021-00696-5>

Research

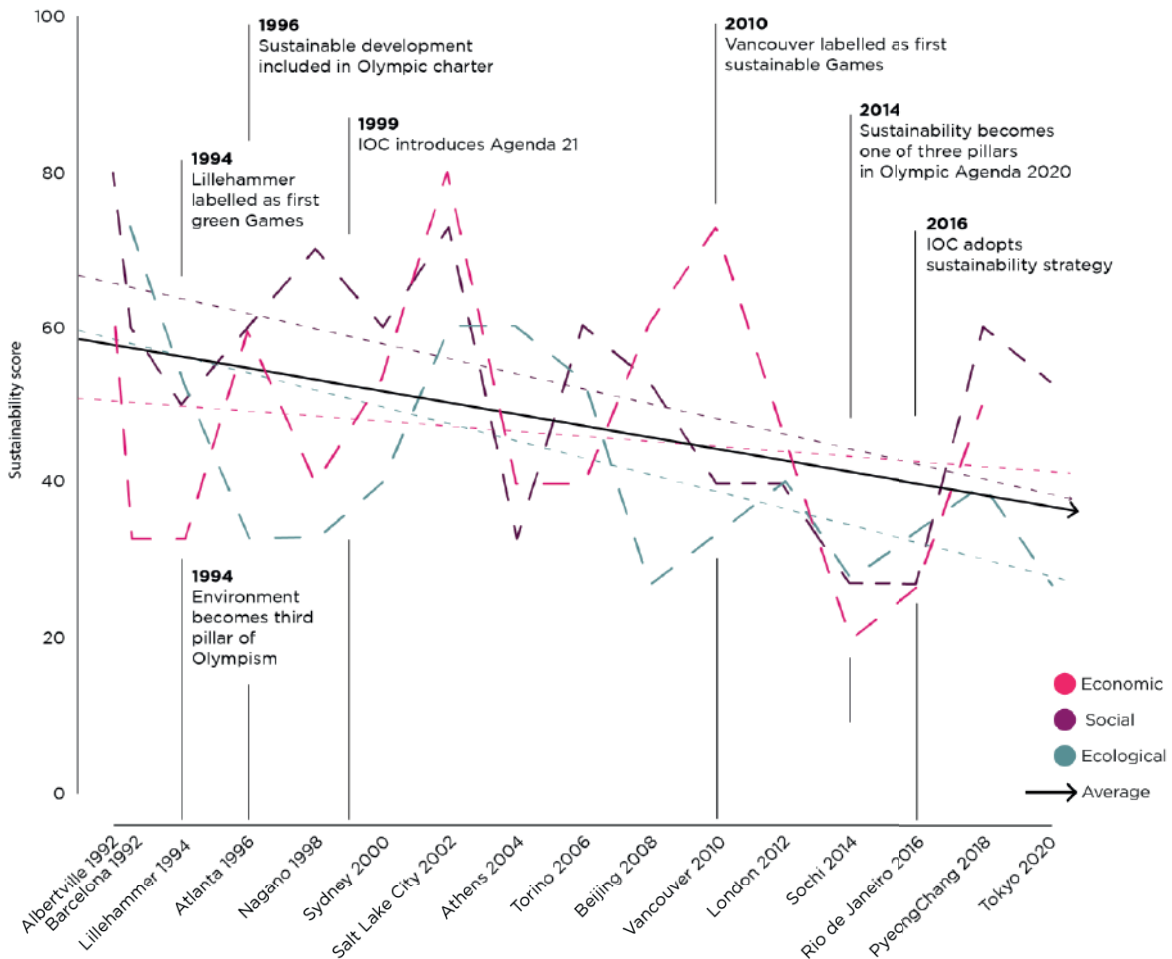


Fig.05 Trends and important stages of sustainability in the Olympic Games, 1992-2020 ¹⁰

Thanks to an in-depth analysis and a direct comparison with Paolo Revellino, expert consultant in environmental and social sustainability who collaborated with the IOC for the Winter Olympics in Turin 2006, Improvements could be made to make the Olympics more sustainable:

1. Curbing the “race to gigantism”

It is crucial to review the business model of the Olympics: there is, in fact, ample room for improvement in the downsizing

of the event. A significant solution involves limiting spectators during competitions, thereby reducing the tourist influx into the host cities. This strategy promotes improvement on multiple fronts of sustainability: it reduces resource consumption, lowers carbon emissions by visitors and allows you to control the size and cost of the new infrastructure required. The reduction in the physical presence of spectators could be offset by

(10) Personal elaboration on: Müller M. et al. (2021), *An evaluation of the sustainability of the Olympic Games*, “Nature Sustainability” n. 4, pp. 240-348 <https://www.nature.com/articles/s41893-021-00696-5>

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offering sports content in digital format.

2. Giving priority to the real needs of the territory

Prioritize as much as possible the needs of the territory, moving from a perspective that includes a design “for the Olympics” to one “for the city”. In fact, often there is a risk of designing infrastructures or solutions that do not solve real problems or needs of a territory, but contribute to increasing the pockets of degradation already present (see the case of Athens).

3. Exclude harmful sponsors

The selection and acceptance of sponsors often put a strain on the sustainable ethics of organizational committees. While there is a strong and evident will to adopt sustainable practices, there is a considerable “temptation” to accept investments from sponsors not aligned with the principles of sustainability. It is essential to introduce a rigorous selection and to make a firm commitment to exclude sponsors from sectors that do not comply with the regulatory code of sustainability. An example of this action was taken by the WWF, which, in collaboration with the 2016 UEFA organization, refused to continue the partnership due to the acceptance of an Azerbaijani oil company as sponsor of the sporting event.

In academia, there is a division of opinion about the sustainability of mega events, such as the Olympic Games. Some scholars have doubts about the actual sustainability of mega events, while others praise the benefits. The first group criticizes mega events because they consider that, despite declaring a formal commitment to sustainability, they actually follow a business model that is based on elite interests, global consumption and transnational investment flows,

without real sustainable implementation.

The second group, on the other hand, sees mega events as opportunities to propose and develop innovative solutions to global challenges, as well as policy tools to promote sustainable living and consumption practices ¹¹.

(11) (2015), *Grandi eventi, strategie di gestione sostenibile nel resto del mondo*, “AR Magazine” <https://www.ar-architettiroma.it/ar-archivio/archivio/120-ar-113-tematiche/457-grandi-eventi-strategie-di-gestione-sostenibile-nel-resto-del-mondo.html>

2.4 Summer and Winter Games

2.4.1 The differences

The two Olympic Games, summer and winter, are undoubtedly two very different cultural and sporting products. While the Summer Games attract wide public interest, the Winter Games have a more limited appeal. In addition, the Winter Games are closely linked to places suitable for winter sports and, as a result, must be housed in mountain environments generally smaller and with more remote settlements.

These disparities affect the infrastructure and requirements required to host both editions, although the difference in infrastructure needs between the two events is not too marked. In both cases, in fact, investments are required for the construction or renovation of existing sports facilities, the expansion of transport networks, the increase in available hotel capacity and other additional costs to ensure the smooth running of competitions¹².

According to research conducted by the University of Lausanne, both the Summer and Winter Olympic Games show a similar overall level of sustainability. However, there are significant differences in the scores of the indicators specific to each Olympic edition. The Winter Games are characterized by a significant reduction in the number of visitors compared to the summer editions. This leads to a consequent reduction in environmental impacts, as the necessary resources and

carbon emissions generated by transport are reduced.

2.4.2 A common problem

As far as infrastructure is concerned, the Winter Games call for a higher share of new specialist facilities, such as ski jumping slopes and bobsleigh runs. This situation often provokes protests from residents and environmental associations who criticize especially the costs, environmental and economic, related to the construction of these structures. After the conclusion of the Games, these infrastructures risk remaining unused and abandoned, mainly because in most cases they are not easily adaptable for other uses. Moreover, the number of enthusiasts able to exploit such structures for their original purpose may not be sufficient to justify their construction¹³.

An example close to us, temporally and geographically, are the future Winter Olympics that will be hosted in Cortina in 2026. On this occasion, the organizers have planned the construction of a new bobsleigh track that is causing more and more discussions because, in addition to missing a forward-looking design, it needs staggering costs. A more advantageous solution would be to use the nearby bobsleigh track of Cesana (TO), built for the 2006 Winter Olympics and now in disuse, or that in Sankt Moritz, Switzerland or Innsbruck, in Austria, but the organizers do not seem to take this proposal too seriously¹⁴.

(12) Pavone R., *Grandi eventi, trasformazioni territoriali e competitività internazionale*, PhD thesis in economic geography, Università Sapienza di Roma, <https://core.ac.uk/download/74323844.pdf>

(13) see note 3

(14) Ferraino G. (2023), *Milano Cortina 2026, perché nessuno vuole fare la pista da bob? L'Olimpiade non trova costruttori*, "Corriere della sera" https://www.corriere.it/economia/aziende/23_settembre_21/milano-cortina-2026-perche-nessuno-vuole-fare-pista-bob-l-olimpiade-non-trova-costruttori-d4803f-dc-5846-11ee-98ee-0e778b3872af.shtml

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These dynamics are very common when it comes to big events and especially the Olympics. For example, the Sarajevo bobsleigh track, built for the 1984 Olympics, is now “a long, sleeping concrete dragon on the slopes of Mount Trebevic that houses it” (Dedic et al. 2016). This track is not currently used, although in recent years there have been plans to re-evaluate the entire area, such as the reconstruction of the cable car and the construction of the restaurant attached¹⁵. The cases of abandonment of Olympic infrastructure so celebrated and then left to themselves do not only concern the Winter Games but also the summer. Emblematic is the example of the Athens Games of 2004 where, to date, most of the buildings, structures and spaces built is abandoned and in ruins¹⁶ (for further details, see par. 2.5.4 “Athens 2004”). The list could sadly continue, and in part it will happen in the next chapters, but what we are interested to underline here is the urgency of a far-sighted and careful planning after the event. While Olympic villages can easily be transformed into tertiary, accommodation or residential facilities, with no particular difficulty, permanent sports facilities raise concerns. In particular, for the winter editions, the facilities built in the mountains (such as bobsleigh tracks and jumping boards) are problematic. These structures, in addition to incurring high costs for their construction, require significant funding for management. Moreover, since they are intended for disciplines with few practitioners, mainly at a competitive level and concentrated in specific valleys, their economic sustainability is even more

compromised¹⁷.

We don't know what will happen to the brand new infrastructure in Paris that is preparing to host the 2024 Games, but history is giving us some clear clues as to how the future of these venues can be.

2.5 Case studies

On the following pages all the Summer Olympics from 1992 to 2021 will be analyzed in order to understand the differences, the aspects that worked and the recurring problems. Visualization cards were created in order to have a visual comparison, allowing a more immediate understanding, as well as a more discursive concluding part in which were exposed the weaknesses and strengths, selected on the basis of careful analysis and research, accompanied by case studies. Each strength/weakness was classified according to when they impacted the Olympics (pre, during, post) and the type of impact: environmental, social, urban, economic.

The visualizations enclose and summarize a thorough research done both from a quantitative and qualitative point of view. (see annex: Olympics 1992-2024)

(15) Miralem D. (2016), *Memoriale dell'assedio di Sarajevo, lungo le rovine della pista olimpica di bob*, master thesis, Politecnico di Milano <https://www.politesi.polimi.it/handle/10589/132466>

(16) (2014), Cosa resta di Atene 2004, “Il Post” <https://www.ilpost.it/2014/08/14/cosa-resta-atene-2004/>

(17) Rota G. (2007), *Senza rete 2007: ottavo rapporto annuale su Torino*, pp. 80-82 <https://www.rapporto-rota.it/images/rapporti/docs/2007/eventi.pdf>

BARCELONA 1992

“Amigos para siempre”

Sport has been placed within urban regeneration projects. Through these it is possible to understand how the desire to build equipment for sport has been the key through which some abandoned places have been re-evaluated (fig. 06).

Communication

The **official coat** of arms (fig. 7) designed by Josep Maria Trias, represents a dynamic human figure ready to jump an obstacle. It has simple lines that make up the figure: the head (blue as Mediterranean), the arms wide open in the sense of hospitality (yellow as the sun) and the legs (bright red)¹⁹.

The **torch** (fig.8) is asymmetric, the axes point symbolically in the direction of Barcelona. The circular shape of the upper part is reminiscent of the brazier and that is the destination on which the flame points. The conical and triangular shape in the design of the torch is inspired by an amphora and a Latin sail, giving a Mediterranean touch¹⁹.

The **mascot** Cobi (fig. 09) was designed by Javier Mariscal. The name Cobi is an allusion to COOB'92, an abbreviation of the Barcelona '92 Olympic Organizing Committee. The name was chosen because it was simple and easy to pronounce in most languages. Cobi is a humanized Cubist Pyrenean mountain dog¹⁹.

The **medals** (fig. 10) have on one side, the traditional goddess of victory, with a palm in the left hand and the winner's crown in the right. The figure of the victory is modernized and accompanied by the engraving: “XXV OLIMPIÁDA BARCELONA 1992”. On the other side, the coat of arms of the 1992 Barcelona Games. Medal designed by sculptor Xavier Corberó¹⁹.

As for the **pictograms** (fig. 11), the typical geometric shape of Olt Aicher is abandoned in favor of the characteristic line of the emblem created by Josep. M. Trias, adopting its representative simplification of the human body in three parts (head, arms and legs)²⁰.

An ambitious project has been developed that includes 58 **posters** (fig. 12) divided into four collections: the official posters, the painters' posters, the designers' posters and the posters with sports photographs. Here is one of the posters with the coat of arms created by Josep M. Trias¹⁹.

(18) Nappi-Choulet I. (2016), *The Urban and Real Estate Legacy of Mega-Events*, ESSEC Business school, <https://hal.science/hal-03735991/document>

(19) *Olympic Games Barcelona 1992*, “Olympics” <https://olympics.com/it/olympic-games/barcelona-1992/logo-design>

(20) *Olympic Games 1992 Barcelona*, “Olympic Games museum”, <https://olympic-museum.de/pictograms/olympic-games-pictograms-1992.php>

(21) (2012) *Intervenir en la ciudad consolidada: La Villa Olímpica de Barcelona*, “Urban network”, <https://urban-networks.blogspot.com/2012/05/intervenir-en-la-ciudad-consolidada-la.html>

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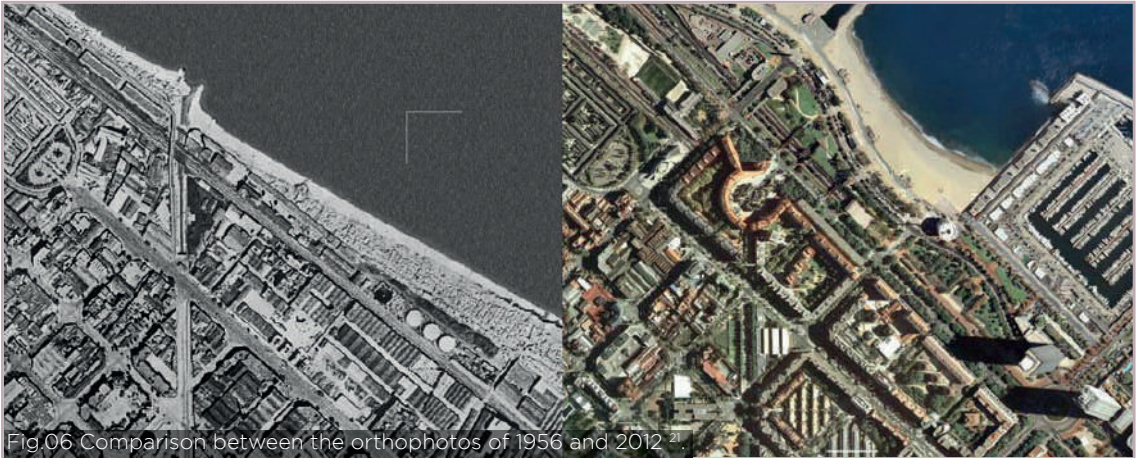


Fig.06 Comparison between the orthophotos of 1956 and 2012 -.



Fig. 07



Fig. 08

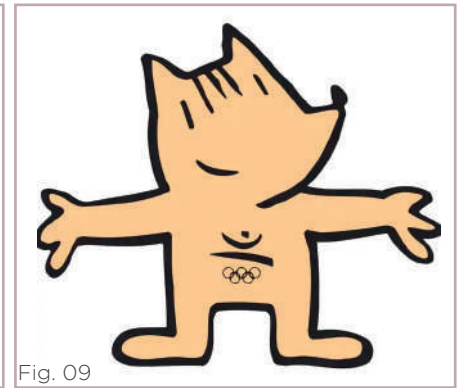


Fig. 09



Fig. 10



Fig. 11



Fig. 12

Research

Barcelona 1992

Accessibility

As you can see from the official map of the Olympics (fig.13) the games take place directly on four areas, urban and periurban. The most important are the hill of Montjuïc and the promenade of Poblenou. Other interventions are located in Vall d'Hebron and Diagonal Mar ²².

The decision to build the Olympic infrastructure at four points that delimit the boundaries of the city led to the construction of a gigantic ring that

surrounds the city, allowing the flow of traffic from one point to another without it channeling itself inside Barcelona ²³.

The Olympics have made it possible to revive disused areas, especially the coast. This design did not stop with the arrival of the Olympics but still continues through projects by many architects and international studios such as EMTB, Jean Nouvel, Herzog & de Meuron, Frank O. Gehry and David Chipperfield.



Fig.13 Official map Barcelona Olympics 1992, source IBM, 1992 ²⁴

Infrastructures

Total 12

Already in existence 8

New 4

Demolished after the Olympics 3

Reconverted in the post-event 1

Maintain the same function 8

(22) Milan L. (2021), *Olimpiadi e trasformazione urbana, l'esempio di Barcellona*, "Teknoring" <https://www.teknoring.com/news/riqualificazione-urbana/olimpiadi-e-trasformazione-urbana-esempio-di-barcellona/>

(23) Reineri G. (2004), *Olimpiadi estive: Barcellona 1992*, "Treccani", https://www.treccani.it/enciclopedia/olimpiadi-estive-barcellona-1992_%28Enciclopedia-dello-Sport%29/

(24) (2017) *Barcelona 1992; Barcelona architecture walks*, "Architectures of the games", <https://architecture-ofthegames.net/tag/barcelona/page/4/>

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Infrastructure conversion

The RBTA team has been awarded the project of the National Institute of Physical Education of Catalonia (INEFC), built on the western border of the Olympic ring. Initially, the building was used for holding various Olympic events, later going on to be a school for specialization and

specialization of graduates in physical education and sports (fig.14, 15, 16). Thanks to its proximity to the rest of the sports facilities located on the hill of Montjuic, INEFC contributes significantly to promoting the practice of sport in the area ²⁵.

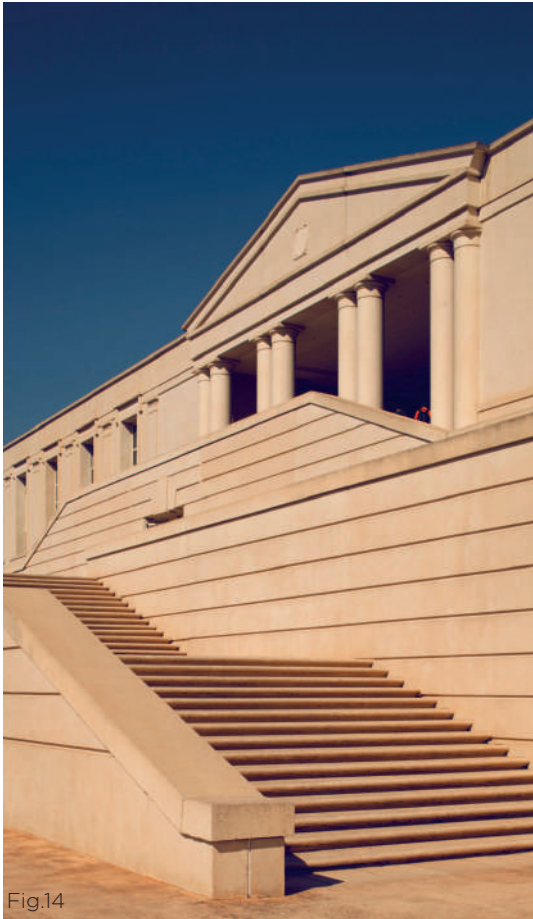


Fig.14



Fig.15



Fig.16

Project: INEFC (INSTITUTO NACIONAL DE EDUCACIÓN FÍSICA DE CATALUÑA)

Year: 1990

(25) INEFC, "Ricardo Bofill", <https://ricardobofill.com/es/projects/inefc-instituto-nacional-de-educacion-fisica-de-cataluna/>

Research

Barcelona 1992

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation ²⁶					
Reorganization of the railway		●		●	●
Expansion of the airport		●		●	●
Increase in the road network		●		●	●
New ring road		●		●	●
Hotel establishment					
Villa Olimpica			●	●	
Housing					
Media village			●		●
High quality residential area		●			●
(Tele)communication					
Construction of media centre		●			●
Implement communication and telecommunications infrastructure		●			●
Natural healing ²⁶					
Redevelopment Giardino de Barceloneta		●		●	●
Requalification of the pier Ibosch Alsina				●	●
Parks and beaches increase 78%		●			
Sea-side regeneration		●		●	●
Extension of sewerage system by 17%	●	●			●

Consideration

Most of the services provided or improved for the 1992 Olympic Games were designed for the residents of Barcelona and remained almost unchanged, so that they could benefit over time. This is an example of how the Olympic Games can also have positive consequences for the resident population for a period of time that is not limited to the Games.

(26) see note 18

02 Olympic Games

The Games in numbers

Cost ²⁷

9,1 billion euro
+266% overrun

From Barcelona 1992 the Olympics become a real

business that, involving both public and private funds. This also meant the beginning of a new system of corruption.

169
participating countries
29
sports disciplines
257
sporting events

Olympic budget ²⁷

A feature of the budget of the organisation of the Olympic Games in Barcelona was that it had a high percentage of costs covered:

29,78% to sponsor

27,74% to television rights

Tourist flows

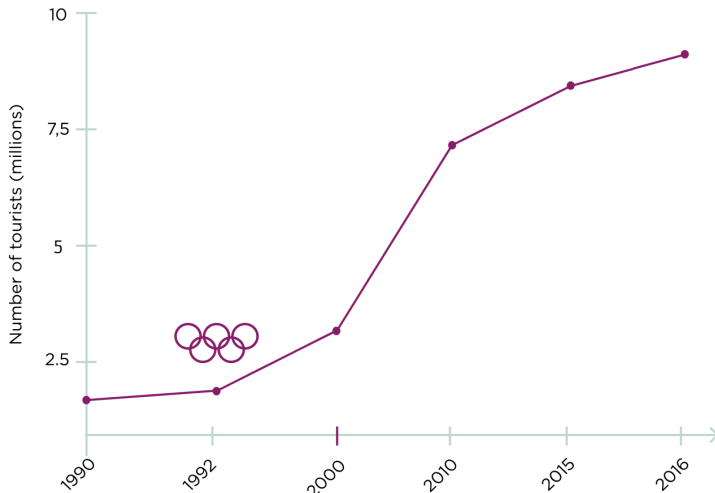


Fig.17 Trend number of tourists ²⁸

Decisive change ²⁷

Tourism, which until 1992 created less than 2% of the city's GDP, generated the

15% after Olympic Games

Number of athletes

9.356 total athletes

Broadcast data ²⁷

2.800 hours

broadcast feed of the host of the Summer Olympic Games

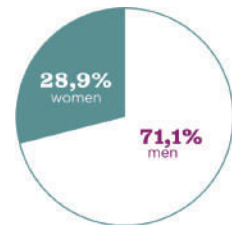


Fig.18 Percentage between men and women athletes ²⁸

The 1992 Barcelona Games allowed the city to change its face and multiply the number of tourists. Consider that in 2002, ten years after the games, Barcelona managed to beat Madrid for summer tourist presences.

(27) Own elaboration: <https://docs.google.com/spreadsheets/d/1VLGkKLU1UmO481YL2vNRC6F3xaPTtHf-5Q76iVOA5Yxw/edit#gid=2025306563>

(28) Own elaboration on source: (2023) Olimpiadi 1992-2024, <https://professional.barcelonaturisme.com/en/media-center1/studies-and-statistics/archive-and-statistical-studies>

Barcelona 1992

Strengths

New promenade

Urban - Social / During - Post

The Catalan city has undergone a remarkable transformation that has radically changed its status. Currently, it is one of the world's major tourist destinations, mainly thanks to the changes made during the Games. Among these changes, one of the most significant concerns the redevelopment of the

coastal zone, highlighted in figure 19. If in the past the city turned its back to the sea and the coast was surrounded by port warehouses, today, thanks to a process of cleaning and renovation, urban beaches offer a new coastal promenade for over 5 kilometers, representing one of the main attractions of the city, easily accessible via the metro ²⁹.



Fig.19 Barcelona beach: pre and post Olympics ²⁹

(29) Catanzaro M. (2012), *Come Barcellona riconquistò il mare*, "la Repubblica", https://www.repubblica.it/ambiente/2012/05/07/news/mare_barcellona_olimpiadi-34610174/

Regeneration of urban voids

Urban - Social / Post

Two main projects that share a common principle: transforming industrial areas into green spaces open to the public³⁰.

Case study: Parc de l'Espanya Industrial

The initial project involves Parc de l'Espanya Industrial (see fig. 20), built on

a former textile industrial site, serving as a notable urban planning example. Divided into two complementary sections, the park features recreational areas alongside a sports complex offering various facilities such as a gym, multipurpose field, and swimming pool, catering to a diverse range of sports activities³¹.



Fig. 20 Parc de l'Espanya Industrial, top view and design plan of the building³¹

Case study: Parc de Clot

Another example is Parc del Clot (fig. 21), converted from an industrial plant into a park for the 1992 Barcelona Olympics. The park's distinctiveness lies in preserving the old factory's perimeter wall, retaining

historical significance and defining its urban presence. It features two main areas: a playful green space with informal design and a rectangular paved square with rows of steps³².



Fig. 21 Parc de Clot top view and detail of elevated walkway³²

(30) Troncone S. (2017), *Sport and leisure as elements for the regeneration of public spaces in the Catalan region*, *Atti del congresso Changing Cities*, Milano, pp. 278-288 <https://re.public.polimi.it/handle/11311/1030349>

(31) Troncone S. (2017), *Sport and leisure as elements for the regeneration of public spaces in the Catalan region*, *Atti del congresso Changing Cities*, Milano, pp. 278-288 <https://re.public.polimi.it/handle/11311/1030349>

(32) see note 30

Barcelona 1992

Public investment

Economic / Pre

From 1986 to 1993, EUR 12.47 billion was invested in urban infrastructure. Of the total investments, 40.3% were guaranteed by the public sector, the rest by private ³³.

Increase in GDP

Economic / Post

Tourism, which contributed less than 2% of the city's GDP until 1992, saw a significant increase, reaching 15% of GDP in the years following the Olympic Games ³⁴.

Weaknesses

Lapsed industrial assets

Urban / Post

The 1992 Olympics caused considerable damage without giving due consideration to the city's industrial heritage. Barcelona in that period has oriented its development towards large-scale urban tourism, causing a certain distortion in the structure of the city that has not been able to value its industrial past ³⁵.

A similar situation could occur during the upcoming Olympic Games in Paris, as the city has already been deeply influenced by real estate investments aimed at speculation. In addition, in the French city there is a widespread presence of short rentals for tourist purposes, such as those offered by Airbnb, which have helped to overcome the limits of livability ³⁷.

Property prices rise

Economic / Pre - During - Post

In general, property prices at local and national level have increased significantly. The effects of this increase in real estate are related to the new economy based on tourism in the city. The organisation of the Olympic Games had a negative impact on the accessibility of housing in Barcelona, as shown by the significant increases in rental prices (+145%) and sales (+139%) in the period between 1986 and 1993 ³⁶.

Gentrification

Social / Pre - Post

On the one hand, the construction of many new infrastructures has had a positive impact on Barcelona, but on the other hand it has contributed to increasing social inequalities and uneven access to the city. The construction of many Olympic structures has involved the demolition of residential buildings and the relocation of residents of less affluent social groups. Similarly, several locally owned restaurants along the coast were demolished to make way for the Olympic Village and two new skyscrapers ³⁸.

(33) Finizio M. (2015), Infrastrutture e stadi, l'eredità dei grandi eventi internazionali, "Il Sole 24 ore", <https://st.ilssole24ore.com/art/notizie/2014-03-14/l-eredita-grandi-eventi-internazionali-barcellona--olimpiadi-1992-160322.shtml?uuid=ABxjO62>

(34) (2015), L'esempio di Barcellona, "Metropolitano" <https://www.metropolitano.it/leempio-di-barcellona/>

(35) Ballester P. (2018), The 1992 Olympic and Paralympic Games in Barcelona, Essec Business school <https://essec.hal.science/hal-03735991/>

(36) Rocha C. M. and Xiao Z. (2022), Sport Mega-Events and Displacement of Host Community Residents: A Systematic Review, "Sports Management, Marketing, and Economics", n. 3 <https://www.frontiersin.org/articles/10.3389/fspor.2021.805567/full>

(37) Maselli F. (2021), L'importanza (e il costo) di dirsi parigini, "Marat", <https://marat.nightreview.it/p/abitare-a-parigi-folle-mercato-immobiliare>

(38) Samuel Rosenthal (2017), Olympic cities and the legacy of infrastructure: Barcelona 1992 and Athens 2004, Senior Capstone Project <https://docslib.org/doc/7214530/barcelona-1992-and-athens-2004-samuel-rosenthal-vassar-college>

Indeed, gentrification is the most problematic aspect of the legacy of infrastructure projects linked to the Barcelona Olympics. This has had a significant impact on the affordability of housing and has led to residents moving to economically disadvantaged positions. 147 families, mostly elderly, widows and low-income families, were forced to leave their homes to make room for the Olympic Village. Despite promises to maintain low-cost housing for economically disadvantaged residents, the remaining prices were still out of reach for most households. This has led to the purchase of low-income housing by the upper class, triggering a rise in housing prices in the surrounding neighborhoods³⁹. Since the onset of the economic crisis and recession of 2008, there has been a “state of social emergency” that has amplified the persistent problems related to mass tourism and gentrification. Tens of thousands of families, unable to bear the costs of mortgages, were forced to abandon their homes following forced evictions. Unemployment rates have risen considerably, especially among young people, making it difficult for many people to pay electricity and water bills. Moreover, the risk of social exclusion has become a real threat to many families⁴⁰.

(39) see note 36

(40) see note 38

ATLANTA 1996

“Centennial Olympic Games”

One hundred years of the Olympics with an edition that has been among the most criticized in history. The criticism began the day they were assigned to the American city, continuing because of the massive presence of sponsors that, according to some, would pollute the Olympic spirit (fig. 22) ⁴¹.

Communication

The base of the **logo** (fig. 23), consisting of the Olympic circles and the number 100, recall a classic Greek column and pay homage to the centenary of the Games. The flame evolves into a perfect star that symbolizes the pursuit of excellence by athletes. The colors of the logo represent the gold medals, while the green reminds the laurel branch given to the winners at the ancient Olympics ⁴².

The **torch** (fig. 24), designed by designers Peter Mastrogiannis, Malcolm Grear, was inspired by ancient torches of bound reeds and lines of classical Greek architecture. The central handle is made of Georgia pecan walnut and there are two large golden bands, one with the names of all the host cities of the Olympic Games and the other with the coat of arms of the Centenary and the “Quilt of Leaves” motif ⁴².

Izzy is a particular **mascot** (fig. 25) because he is not an animal, a human figure or an object. It is blue and wears sneakers; the five Olympic circles are present on different parts of the body. At

the presentation he raised some doubts and then was redesigned by the children of Atlanta: a mouth was born instead of lips, two stars appeared in the eyes and the legs, before thin, became muscular. And finally, a nose appeared on his face ⁴².

The **medals** (fig. 26) have engraved on one side the traditional goddess of victory, with a palm and the crown of the winner in meïano. There is also the inscription “XXVI OLYMPIAD ATLANTA 1996”. On the other side, the official coat of arms of the 1996 Games and the stylized “Quilt of Leaves” design of an olive branch (fig. 27) ⁴².

While the sports **pictograms** (fig. 28) of the previous Games were mostly abstract representations, the Atlanta Organizing Committee opted for a different approach. In the spirit of the 100th anniversary of the Olympic Games of the modern era, sports pictograms had to have a more human form, in this case in the form of well-trained athletes ⁴³.

(41) (2012), *LE OLIMPIADI DI ATLANTA 1996*, “Mondo World Wide”, <https://www.mondoworldwide.com/emea/it/spaziomondo/olympics/progetto-le-olimpiadi-di-atlanta-1996>

(42) *ATLANTA 1996, IL LOOK*, “Olympics”, <https://olympics.com/it/olympic-games/atlanta-1996/logo-design>

(31) *Atlanta 1996 – Look of the Games (Quilt of Leaves)*, “The Olympic Design”, <https://www.theolympicdesign.com/olympic-games/the-look-of-the-games/atlanta-1996/>

(43) Posteraro P (2016), *Speciale Olimpiadi, 1996, l'anno dei velocisti e degli anelli*, “Il Quotidiano”, <https://www.quotidianodelsud.it/nazionale/sport/altri-sport/2016/08/18/speciale-olimpiadi-1996-lanno-dei-velocisti-e-degli-anelli>

02 Olympic Games



Fig. 22 ³¹



Fig. 23



Fig. 24



Fig. 25



Fig. 26



Fig. 28 ⁸²



Fig. 27

Research

Atlanta 1996

Accessibility

Atlanta wanted Downtown to be the focal point of the Games. The Olympics were seen as an opportunity to be in the spotlight and this justified the great expansion of the central area. Figure 29 and 30 shows that everything is close to the central area of Downtown. The boom in infrastructure construction was a major factor in Atlanta's growth. In addition, to date most of the buildings built are currently in use.

The center of all the Olympics was the Centennial Olympic Park located in the same location as it is today. A meeting point for locals and visitors both during the Games and after. This 21-acre park brought urban life to a once dilapidated industrial district: residential and leisure environments began to sprout around the area ⁴⁴.



Fig. 29 1996 centennial Olympic Ring| Georgia State University Cartography Laboratory ⁴⁴

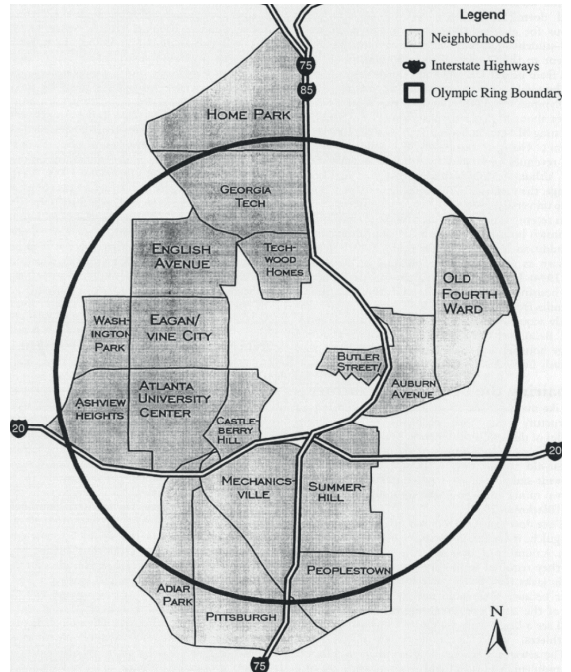


Fig. 30 Olympic Ring of the districts ⁴⁴

Infrastructures

Total 11

Already in existence 7

New 4

Demolished after the Olympics 3

Reconverted in the post-event 1

Maintain the same function 7

(44) *The history of our streets*, "Sites.gsu.edu", <https://sites.gsu.edu/historyofourstreet-s/2022/04/12/1996olympicatlantainfastructure/>

02 Olympic Games

Iconic infrastructure

The Olympic Stadium, where the opening and closing ceremonies were held, in addition to all athletics events, was actually designed to be a baseball stadium that would have a temporary life as an Olympic stadium.

This structure was a source of pride for

Atlanta as not many dollars were wasted in the making, as well as giving it a post-Olympic use (fig. 31-32).

Since these Olympics were mainly funded by private companies, every effort has been made to make the most of every dollar spent ⁴⁵.



Fig. 31 Centennial Olympic Park construction, aerial view, 1995 ⁴⁶



Fig. 32 Atlanta's Olympic Stadium in 1996 with the Atlanta-Fulton County Stadium in the background ⁴⁶

(45) Saporta M. (2014), Cherishing Atlanta's 1996 Olympics legacy before it has all disappeared "Saporta Report", <https://saportareport.com/cherishing-atlantas-1996-olympics-legacy-before-it-has-all-disappeared/>
(46) (1995), *Centennial Olympic Park construction, aerial view, 1995*, "Georgia State University Library", <https://digitalcollections.library.gsu.edu/digital/collection/ajc/id/12125/>

Research

Atlanta 1996

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation					
Airport improvement design	●	●		●	●
Communication on ITS Systems		●		●	●
Asphalt roads		●		●	●
New paths for bicycles		●		●	●
Lighting					
New lighting system		●		●	●
Natural healing					
Centennial Olympic Park		●		●	●
Others ⁴⁷					
Visitors bureau		●		●	
Welcome South Visitors Center		●		●	

Consideration

The services made or improved during the Atlanta 1996 Olympics, as can be seen in the figure above, benefit both tourists and residents ⁴⁸. It can be noted, however, that they are less numerous than those made for Barcelona, and less rough.

(47) Minnaert L. (2012), *An Olympic legacy for all? The non-infrastructurel outcomes of the Olympic Games for socially excluded groups*, "Research Gate", https://www.researchgate.net/publication/251540580_An_Olympic_legacy_for_all_The_non-infrastructurel_outcomes_of_the_Olympic_Games_for_socially_excluded_groups_Atlanta_1996-Beijing_2008

(48) Olympic Legacy, "Georgia World Congress Authority", <https://www.gwcca.org/centennial-olympic-park/olympic-legacy>

02 Olympic Games

The Games in numbers

Cost ⁴⁹

5,92 billion euro
+151% overrun

The 26th Olympic Games were defined as the “Coca-Cola Games”. This is because with the TOP III sponsor

program, conceived by Samaranch, the historic president of the IOC, the world’s most famous multinationals, first of all Coca-Cola, had entered the Olympic family.

“Coca-cola games” ⁵⁰

The city has begun to attract inhabitants after the Great Event, bringing to a population growth of **21%**

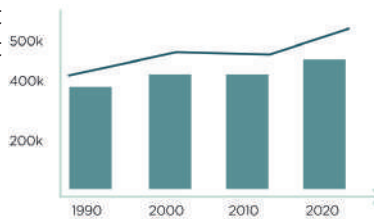


Fig. 33 Population growth ⁵⁰

Tourist flows ³⁹

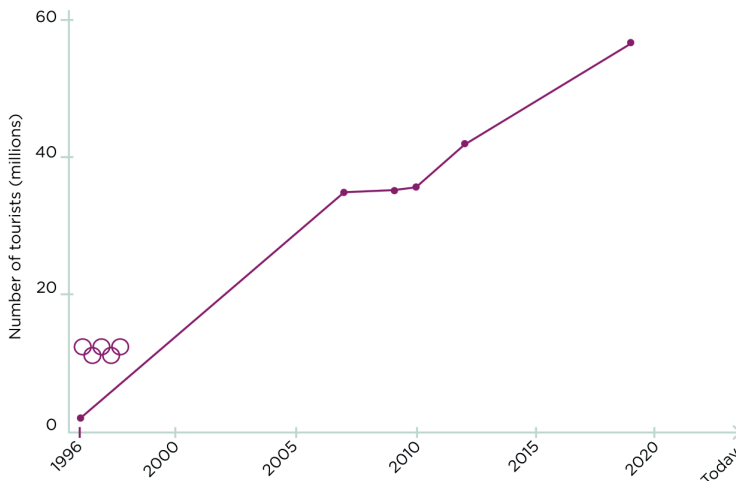


Fig. 34 Trend number of tourists ⁵⁰

(49) (2016), Actual outturn sports-related costs of the Summer Olympic Games from 1964 to 2016, “Statista”, <https://www.statista.com/statistics/632762/summer-olympic-games-sports-related-costs/>

(50) see note 28

197

participating countries

31

sports disciplines

271

sporting events

Broadcast data ⁵⁰

3.000 hours

broadcast feed of the host of the Summer Olympic Games

Number of athletes ³⁹

10.318 total athletes

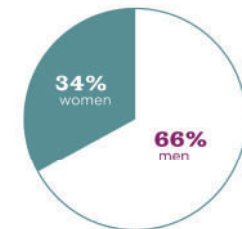


Fig. 35 Percentage between men and women athletes ⁵⁰

Domestic visitor travel grew by 1% in 2002-03. This figure follows the decreases of 5% and 4% in the previous two years. The increase was caused by an increase in day trips of 1%.

Atlanta 1996

Strengths

Post-Olympic renovation

Urban - Social / Post

To mark the 20th anniversary of the Centennial Olympic Park in 2016, extensive renovation work was undertaken throughout the area, including the West Lawn Promenade, the Fountain of Rings Plaza with spectacular Olympic rings, the Unity Plaza and the Paralympic Plaza. This park goes far beyond its function as a legacy of the 1996 Olympic Games and has become a real engine for the revival efforts of downtown Atlanta. Nowadays, Centennial Olympic Park continues to thrive as a vibrant entertainment and

hospitality district, helping to generate billions of dollars in economic impact ⁵¹.

Case study: Centennial Park

The area where Centennial Olympic Park now stands was, in the run-up to the Games, a dilapidated, multi-block space in downtown Atlanta (fig. 36). Billy Payne, Managing Director of the Atlanta Olympic Games Committee (ACOG), strongly supported the project of regeneration of this space, transforming it into an area of encounter and conviviality for athletes, during the Games, and for tourists and residents, for subsequent years ⁵².



Fig. 36 Centennial Olympic Park pre and post Games

Sporting and social dignity

Social / During

These Games have demonstrated a remarkable ability to respond to injustices and it was mainly black athletes who contributed significantly to restore the integrity of the event. For example, the Olympic torch was lit by Muhammad Ali, considered the greatest boxer in history. In addition, it was in these Olympics that Carl Lewis, at 35, obtained the title of

athlete of the century winning his fourth gold medal in the long jump, well 12 years after his first triumph. Michael Johnson, a 29-year-old Texan from Dallas, and Marie-José Pérec, a 28-year-old born in Guadeloupe, became symbolic icons winning the gold medal in the 200 and 400 meters respectively. In addition, for the first time, an African team, that of Nigerian footballers, won the Olympic title ⁵³.

(51) Olympic Legacy, Georgia World Congress Center Authority <https://www.gwcca.org/centennial-olympic-park/olympic-legacy>

(52) see note 51

(53) Eleni O. (2004), Olimpiadi estive: Atlanta 1996, "Enciclopedia dello Sport", Treccani https://www.treccani.it/enciclopedia/olimpiadi-estive-atlanta-1996_%28Enciclopedia-dello-Sport%29/

Re-use of infrastructure

Urban / Post

The dormitories of the Olympic Village have been renovated and now house the Atlanta campus of the Georgia Institute of Technology ⁵⁴.

(Attempt to) Inclusion of citizens

Social / Pre

In 1995, the Urban Land Institute set up a commission to evaluate regeneration strategies for the Centennial Olympic Park

area. Participants shared their knowledge through informative papers, a guided tour of the study area, and conducting 70 on-site interviews involving nearly 100 Atlanta citizens. The committee recommended that the redevelopment strategy of the center should prioritize support for existing activities in the area, thus promoting the survival of these enterprises, facilitating the attraction of new residents and focusing on entertainment-oriented development, as well as attracting new businesses ⁵⁵.

Weaknesses

Poor governance

Social / During

Atlanta hosted an Olympic edition characterized by organizational problems, with poorly trained volunteers, an early IT infrastructure, excessive marketing, and a huge emphasis on supporting US athletes. Fueled by intense publicity, “which only doted on American athletes” ⁵⁶.

Although the first news was ambiguous, with the FBI acknowledging only two hours after it was a bomb, the decision was to continue the Games. However, the atmosphere became tense, if not heavier. From day one, the general climate had been characterized by certain obvious organizational deficiencies: on the evening of the inauguration, half an hour before the start of the ceremony, half of the audience still had to pass the first security checkpoints, so much so that in the end it was decided to open the doors to all, with consequent risks ⁵⁶. The same concern about the reduced perception of security may arise during the upcoming Olympic Games in Paris, as the city has sadly been known as the target of several terrorist

Low perception of safety

Social / During

During the Atlanta Olympics, which had been widely publicized for their massive security systems, an explosive device exploded in the Centennial Olympic Park. The explosion occurred at 01:20 in the morning, when the park was still crowded.

(54) (2012) Le Olimpiadi di Atlanta, “Mondo World Wide” <https://www.mondoworldwide.com/emea/it/spaziomondo/olympics/progetto-le-olimpiadi-di-atlanta-1996>

(55) Batuhan T. (2015), Olympic Strategy of Downtown Atlanta Business Elites: A Case Study of the 1996 Atlanta Summer Olympics, tesi di dottorato, Florida State University - College of Social Sciences and Public Policy <https://diginole.lib.fsu.edu/islandora/object/fsu:253193/datastream/PDF/view>

(56) see note 53

Atlanta 1996

attacks. The French government has already strengthened its security system through increased video surveillance in the streets, but this initiative has raised many concerns among French citizens, who see in this extensive security program a possible violation of their rights ⁵⁷.

Private funding

Economic / Pre - During

The planned development costs, amounting to 75 million dollars, were fully covered by donations from the private sector, especially from Coca-Cola which was the largest sponsor ⁵⁸.

Forced displacement

Social / Pre

The construction of the Olympic Park has resulted in the relocation of more than 70 businesses, with the removal of at least a thousand homeless and the closure of four shelters designed to help them (Whitelegg, 2000). Instead of addressing more complex and difficult issues related to poverty, unemployment and inequality in development, Atlanta leaders have focused their efforts on creating an urban facade aimed at confirming the image of a world-class city in the eyes of viewers, visitors and potential investors ⁵⁹.

(57) see note 51

(58) see note 51

(59) see note 55

SYDNEY 2000

“Games of the new millennium”

One hundred years of the Olympics with an edition that has been among the most criticized in history. The criticism began the day they were assigned to the American city, continuing because of the massive presence of sponsors that, according to some, would pollute the Olympic spirit (fig. 37) ⁶⁰.

Communication

The **logo** (fig. 38) represents the figure of an athlete, with typical Australian shapes and colors. The boomerangs and the impressions of sun and rocks, together with the colors of ports and beaches remind of Australian landscapes and its original inhabitants. The lightning bolt transforms the silhouette of the Sydney Opera House into a trail of smoke from the Olympic torch ⁶¹.

The **torch** (fig. 39), designed by GA & Harrington, is inspired by the Sydney Opera House, the blue Pacific Ocean and the boomerang. It consists of three layers of different materials. The inner layer is made of stainless steel and contains the feeding system. The blue middle layer is anodized aluminum and contains the fuel tank. The outer layer is treated aluminum. These three layers represent earth, water and fire ⁶¹.

The **mascots** (fig. 40), designed by Matthew Hatton, are three animals typical of Australian fauna: a platypus (Syd), a kookaburra (Olly) and a thorny anteater (Millie). They symbolize water, air and earth, while their colors are those of the coat of arms of the Games. The goal of the mascot project was to avoid kangaroos

and koalas, and instead to focus on other less iconic animals.

It was the first time with three official mascots ⁶¹.

In the **medals** (fig. 41) are represented the usual symbols: the goddess of victory holding the crown of the winner, engraved on one side, and the Sydney Opera House, the Olympic torch and the Olympic circles on the other. Designed by Australian designers Woljciech Pietranik and Brian Thompson ⁶¹.

The **pictograms** (fig. 42) were specially designed to help and guide spectators, athletes and officials during the Games.

Instead for the creation of the **posters** (fig. 43) the CIO involved creative people with different cultural backgrounds to be able to best represent the diversity of existing styles and techniques ⁶².

(60) Augustin A. (2024), *Sydney 2000 Olympic Games* “Britannica”, <https://www.britannica.com/event/Sydney-2000-Olympic-Games>

(61) *Olympic Games Sydney 2000*, “Olympics”, <https://olympics.com/it/olympic-games/sydney-2000>

(62) *The branding of the Sydney 2000 Olympic Games*, “Look and image” https://olympic-museum.de/pictograms/look_and_image_case_study.pdf

02 Olympic Games



Fig.37 31



Fig. 38



Fig. 39



Fig. 40



Fig. 41



Fig. 42



Fig. 43

Sydney 2000

Accessibility

Sydney Olympic Park is the unique focal point for the Olympic Games. To ensure a safe and enjoyable experience for everyone, a special one-way plan (fig. 44) has been designed to manage the traffic of spectators accompanying them to and from the places, signaling the entrances and exits of the different structures ⁶³.

The Olympic Park hosts 10 Games competition venues (fig. 45). It covers over 640 hectares, of which more than half are green areas or parks, with areas inhabited by endangered species, protected marine vegetation and endangered ecological communities ⁶⁴.



Fig. 44 Sydney 2000; Olympic park map ⁶³

Fig. 45 Sydney 2000 Olympics Venues ⁶⁴

Infrastructures

Total 19

Already in existence 3

New 16

Demolished after the Olympics 3

Reconverted in the post-event 1

Maintain the same function 15

(63) Sydney Olympic Park, <https://architectureofthegames.net/wp-content/uploads/2014/01/sydney-olympic-park-map-1.jpg>

(64) Venus in the ascendance to light up Sydney, "Olympics", <https://olympics.com/en/news/venus-in-the-ascendance-to-light-up-sydney>

02 Olympic Games

Iconic infrastructure

Before its transformation, the Olympic Park was an abandoned industrial area. The site was dedicated to brick production as well as being one of Sydney's landfills. Thanks to the Games, Sydney Olympic Park has undergone a significant conversion into a multifunctional structure with some companies relocating to the area.

The park is also home to an important artistic and cultural program, with frequent events. In addition, hotels of some of the world's most important hotel chains have been built or are under construction. The 2030 Master Plan is currently in place: a revitalisation plan that will allow Sydney Olympic Park to continue providing important social, economic and environmental benefits for residents. The development of the area will be supported by new transport

infrastructure that will improve the role of the Olympic Park as the first destination for cultural, recreational and sports events⁶⁵.

In the same year of the Olympics, the city recorded an increase in arrivals of about 10%. This is probably not directly related to the Games as the increasing trend of arrivals in Australia follows very closely the global trend of tourism (in that year there was an increase of 8%). Moreover, graph x shows that the Olympics did not make Sydney a new tourist destination in the following years, in fact the growth was not above the world average. The lack of increase in tourists is a missed opportunity for the city: the number of visitors has not significantly changed, remaining constant at about 2.5 million every year (fig. 46-47)⁶⁶.



Fig. 46 Olympic Park pre-event



Fig. 47 Olympic Park

(65) *Master Plan 2030*, "Sydney Olympic Park", <https://www.sopa.nsw.gov.au/Developing-our-Park/Master-Plan-2030>

(66) Sydney 2000: 20 Years on Sydney's Olympic Legacy Brings Comfort and Hope in Turbulent Times, "3BL", <https://www.3blmedia.com/news/sydney-2000-20-years-sydneys-olympic-legacy-brings-comfort-and-hope-turbulent-times>

Research

Sydney 2000

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation ⁶⁷					
Modernization airport	●			●	●
Construction of new railway	●			●	●
Increase in the road network	●			●	●
Reduced cost of public transport			●	●	●
New metro stop (Sydney Olympic Park Master Plan)			●	●	●
Hotel establishment					
Construction of new hotel facilities at Sydney Olympic Park			●	●	●
Housing ⁶⁸					
Olympic village			●		●
Sydney Olympic Park (new dwellings)			●		●
(Tele)communication ⁶⁸					
Improvement of radio-television coverage	●			●	●
Natural healing					
Construction of a large regional park	●			●	●
Sydney Olympic Park (increase in green areas)			●	●	●
Others ⁶⁹					
Sydney Olympic Park (new educational facilities, shopping area)			●	●	●

Consideration

Sydney Olympic Park is certainly one of the projects that brought more services to the Australian city. Not only during the Games but especially at the end of these, with a program in continuous updating of renovation and redevelopment of the area.

(67) (2017), *Sydney 2000, un modello se vogliamo portare avanti Roma 2024*, "Eurosport", https://www.eurosport.it/olimpiadi/roma-2024-immpariamo-dalle-olimpiadi-di-sydney-2000_sto5642118/story.shtml

(68) Finizio M. (2015), *Infrastrutture e stadi, l'eredità dei grandi eventi internazionali*, "Il Sole 24ore" <https://st.ilssole24ore.com/art/notizie/2014-03-14/l-eredita-grandi-eventi-internazionali-sydney--olimpiadi-2000-161139.shtml>

(69) see note 45

The Games in numbers

Cost ⁷⁰

5 billion euro
+90% overrun

A new way of organizing the Olympics emerged in Sydney 2000. In addition to the main sponsors, there were many companies that

provided financial support, so only 30% of the costs were borne by public funds. In addition, a significant part of the costs served to minimise the environmental impact of the event.

Olympics of record ⁷¹

Record attendance in the press stands because, in addition to

5.928 accreditation for journalists of the printed press, there were others **10.735** for radio and

television, not counting the **40** billion viewers, whereas the daily potential was 3 billion and 700 million tickets sold.

Tourist flows

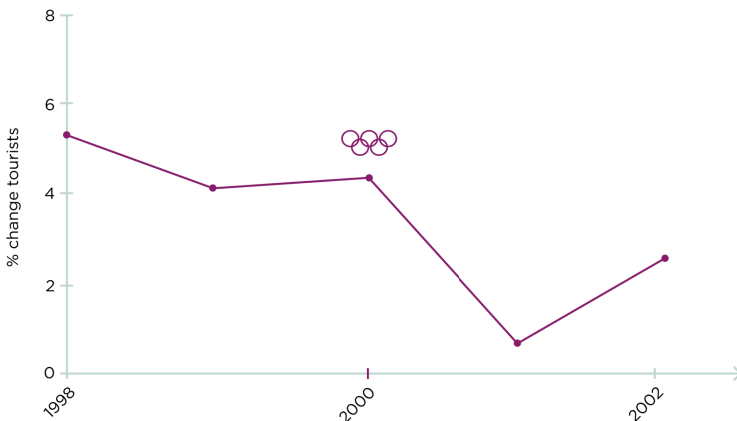


Fig. 48 Trend number of tourists ⁷¹

(70) (2004), *Temi olimpici: l'economia dei giochi*, "Treccani", https://www.treccani.it/enciclopedia/temi-olimpici-l-economia-dei-giochi_%28Enciclopedia-dello-Sport%29/#:~:text=In%20sostanza%20si%20pu%C3%B2%20dire,i%201200%20milioni%20di%20dollari.

(71) Own elaboration: <https://docs.google.com/spreadsheets/d/1VLGkKLU1UmO481YL2vNRC6F3xaPTtHf-5Q76iVOA5Yxw/edit?pli=1#gid=2025306563>

199
 participating countries
34
 sports disciplines
300
 sporting events

Broadcast data ⁷¹

3.500 hours
 broadcast feed of the host of the Summer Olympic Games

Number of athletes

10.651 total athletes

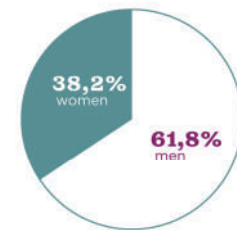


Fig. 49 Percentage between men and women athletes ⁷¹

In 2002, travel among domestic tourists saw a 1% growth, rebounding from declines of 5% and 4% in the preceding two years. This uptick was primarily driven by a 1% rise in one-day trips.

Strengths

Reduced doping cases

Social / During

In Sydney, the problem of doping was limited to only nine cases, mainly due to the introduction of joint controls on blood and urine samples, aimed at detecting the use of prohibited substances such as EPO. This innovation helps prevent abuse by athletes, who sought to achieve performance beyond their natural abilities⁷².

The Olympics of records

Social / During

The 2000 Olympic Games in Sydney set many records, but not only on the slopes. These Games featured record attendance, medal distribution, and volunteer engagement, with an incredible 46,967 people serving to assist visitors and professionals. The number of media credits was also unprecedented, with 5,928 press journalists and 10,735 radio and television credits. In addition, these Games have attracted a worldwide television audience of over 40 billion viewers, thus setting a record in Olympic history⁷³.

Reclamation of an abandoned area

Urban / Pre

Homebush Olympic Park was created through the reclamation of a disused

industrial area contaminated by toxic waste. The reclamation of the bay has allowed to redevelop the area with collective spaces, wetlands and natural parks, thus creating a significant result and a positive environmental heritage of the Olympic Games. The park has quickly transformed into an important urban center, built on its heritage: to date it is one of the privileged destinations for sports, recreation and cultural activities among the population of New South Wales⁷⁴.

Ecological developments

Environment / Pre

The Sydney 2000 Olympic Games were an opportunity to showcase innovative solutions in the field of green technologies. For example, solar energy was used in the Olympic Village and low-emission public transport systems were implemented. Environmental groups, such as Greenpeace, have been involved since the early stages of the application and have been integrated into the overall game planning. They actively contributed to the creation of the “environmental guidelines” adopted by the organizing committee. These groups also encouraged game sponsors to go beyond their standard procedures in areas such as recycling, waste management, lighting and CFC-free cooling systems⁷⁵.

(72) Eleni O. (2004), Olimpiadi estive: Sydney 2000, “Enciclopedia dello Sport”, Treccani [https://www.treccani.it/enciclopedia/olimpiadi-estive-sydney-2000_\(Enciclopedia-dello-Sport\)/](https://www.treccani.it/enciclopedia/olimpiadi-estive-sydney-2000_(Enciclopedia-dello-Sport)/)

(73) see note 72

(74) (2023), About us, “Sydney Olympic Park” <https://www.sydneyolympicpark.com.au/Site-Library/Data-Repositories/Mixed-Media-Data/Venues-Holiday-Activities/New-About-Us-Page>

(75) Katharine McLennan (2020), Volume 15, Simon Balderstone, The Sydney 2000 Olympics and Paralympics Legacy Interview Project 2000-2020, <https://vimeo.com/512820681>

Weaknesses

No increase in tourist numbers

Economic / Post

There has been no increase in tourist numbers compared to forecast. The number of visitors remained stable, around 2.5 million per year, without recording the expected increase ⁷⁶. This phenomenon is also confirmed by the data in fig. 50,

where, thanks to the research of the World Tourism Organization ⁷⁷, it is possible to observe an increasing trend of Australian international tourism, but without noticing a particular growth after 2000 (year of the Olympics). This confirms that the mega event did not play such a significant role in the growth of Australian tourism or in particular the city of Sydney.

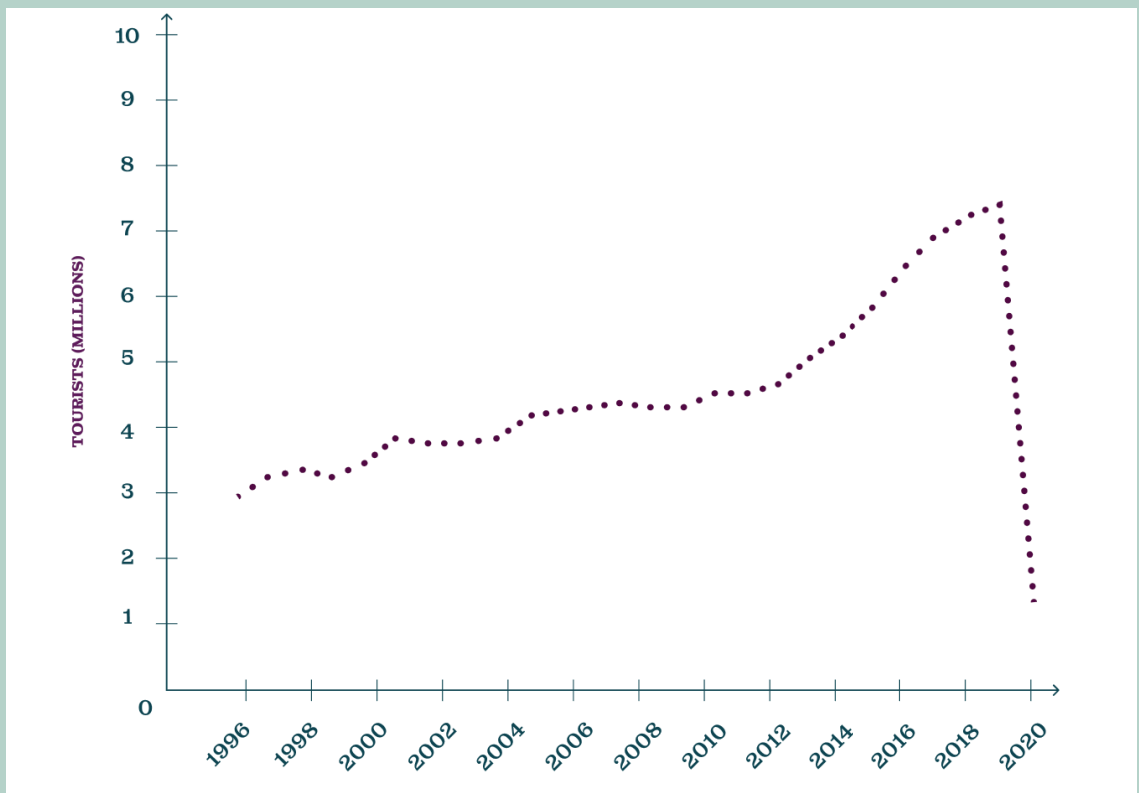


Fig. 50 International tourism, number of arrivals in Australia

(76) (2015), L'eredità dei grandi eventi internazionali / Sydney - Olimpiadi 2000, " Il Sole 24 ore" <https://st.ilsole24ore.com/art/notizie/2014-03-14/l-eredita-grandi-eventi-internazionali-sydney--olimpiadi-2000-161139.shtml?uuiid=AB1TH82&nml=2707#navigation>

(77) World Tourism Organization, https://data.worldbank.org/indicator/ST.INT.ARVL?end=2020&location-s=AU&name_desc=false&start=1995&view=chart

(78) Personal elaboration on: World Tourism Organization, https://data.worldbank.org/indicator/ST.INT.ARVL?end=2020&locations=AU&name_desc=false&start=1995&view=chart , last consultation 01.12.23

ATHENS 2004

“Welcome home”

In 2004, the Olympics returned to Greece, exactly 108 years after the beginning of the Modern Games and 25 centuries after the races in Ancient Greece. Impressive numbers of athletes, nations and sports present, although this Olympics had a number of appearances well below the estimated 65% of the total tickets (fig. 51) ⁷⁹.

Communication

The **logo** (fig. 52) of the 2004 Olympic Games in Athens is a crown of olive branches, sacred tree in Athens, called kotinos. It is reminiscent of the Olympics of the Hellenic era, when these crowns were given to the winner of the Games. The colour of the logo is inspired by the white and blue colours found in rural Greece ⁸⁰.

The shape of the **torch** (fig. 53) recalls the simple and harmonious lines of an olive leaf, a recurring theme in the communication of the Olympic Games in Athens. Its bimateric appearance, which combines the wood of the olive tree to the metal, recalls the colors of the two sides of the leaf, different from each other ⁸⁰.

Phevos and Athena (fig. 54) are brother and sister. They represent the brotherhood and equality that must exist between men and women and their unity. Their bell-shaped shape incorporates terracotta figurines specific to the seventh century A.D. and called “daidala”. Phevos wears blue, which recalls the sea; Athena dresses in orange to evoke the sun and the coat of arms of the Paralympics ⁸⁰.

On one side of the **medals** (fig. 55) it is engraved the discipline of the athlete. On the other there are three elements: the eternal flame lit at Olympia; the opening of the Ode to the Eighth Olympiad of Pindar composed in 460 BC to honor the victory of Alkimedon of Aegina in the fight, and the coat of arms of the Athens Games 2004 ⁸⁰.

The designer of the **pictograms** (fig. 56) was ATHOC 2004 which recreated the silhouette and lines of the athlete that reminded the vases of the ancient Greece. The fragments of these ancient vessels served as inspiration for the irregular shape of each of the pictograms ⁸¹.

The Games **poster** (fig. 57) features three main visual elements: the Panorama, the official Games emblem, and the Acropolis. These elements share a connection to Greece’s history, traditions, and Mediterranean landscape. The poster showcases a photo of the Acropolis, emphasizing its significance as Greece’s most renowned monument ⁸².

(79) *La storia delle Olimpiadi*, “DeaScuola”, <https://s.deascuola.it/minisiti/olimpiadi/atene2004.shtml>

(80) *Olympic Games Athens 2004*, “Olympics”, <https://olympics.com/it/olympic-games/athens-2004>

(81) Ramirez M. (2017), *Pittogrammi sportivi dei Giochi Olimpici da Tokyo 1964 a Rio 2016*, “Creativos Online”, https://www.creativosonline.org/it/los-pictogramas-deportivos-los-juegos-olimpicos-de-sde-tokio-1964-rio-2016.html#Atenas_2004

(82) *Athens 2004 - Official Poster*, “The Olympic design dot com”, <https://www.theolympicdesign.com/col-lection/olympic-posters/athens-2004/>

02 Olympic Games



Fig.51



Fig. 52



Fig. 53

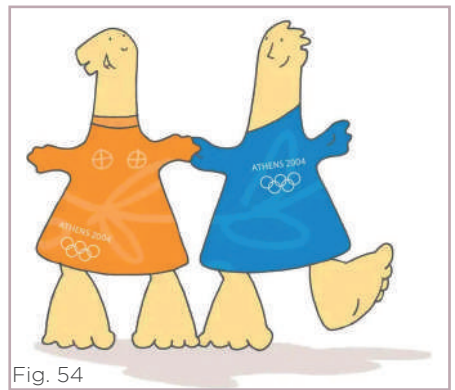


Fig. 54



Fig. 55



Fig. 56



Fig.57

Research

Athens 2004

Accessibility

The sports complex (fig. 58-59) built for the 2004 Olympic Games in Athens is a complex of buildings housed in a sports centre from the 1980s.

This new construction system was created to host the 2004 Athens Olympics and is found within a vast eco-park.

The new sports settlement is located in

Marousi, a suburb in the north-east of the Greek capital and consists of five main venues for certain sports: the Olympic Indoor Hall, the Athens Olympic Aquatic Centre, the Athens Olympic Tennis Centre, the Athens Olympic Velodrome and the Olympic Stadium ⁸³.

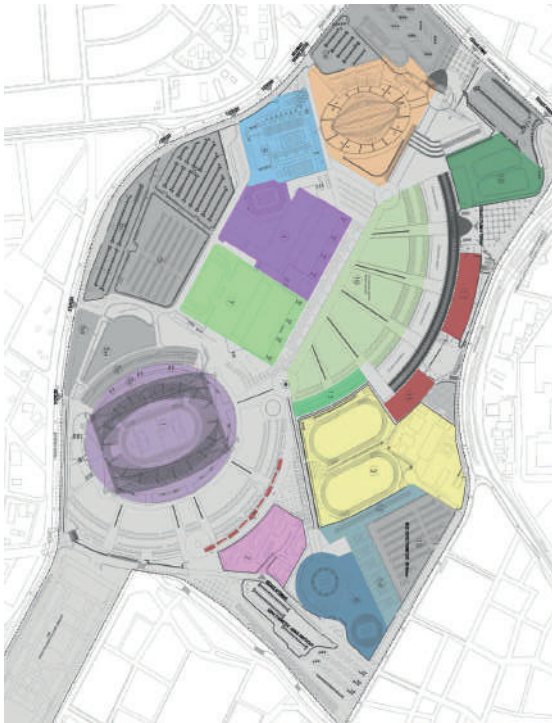


Fig. 58 Master planning and business development of Oaka ⁸⁴



Fig. 59 Detail of the Olympic Athletic Center ⁸⁵

Infrastructures

Total 29

Already in existence 7

New 22

Demolished after the Olympics 0

Reconverted in the post-event 0

Maintain the same function 8 ⁵⁸

(83) (2004), Oaka. Il centro atletico olimpico di Atene, "ArcVision", <http://www.arcvision.org/oaka-il-centro-atletico-olimpico-di-atene/>

(84) Master planning and business development of Oaka "Spyros Louis", "A&S Architects" <https://asarchitects.gr/projects-item/master-planning-and-business-development-of-oaka-%C2%A8spyros-louis%C2%A8/>

(85) Agata G. (2012), Ecco come sono ridotti gli impianti di Atene 2004, "Linkiesta", <https://www.linkiesta.it/2012/08/ecco-come-sono-ridotti-gli-impianti-di-atene-2004/>

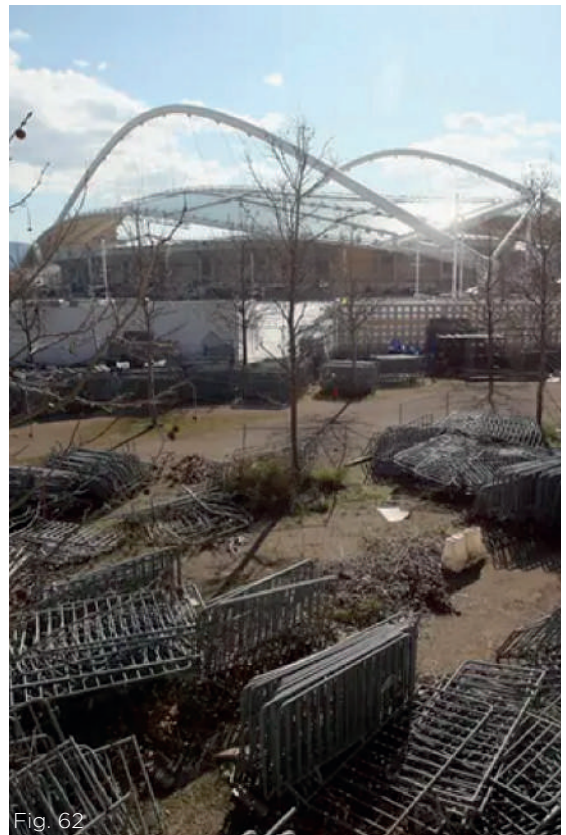
02 Olympic Games

Iconic infrastructure

21 of the 22 newly built Olympic sites remained unused after only three weeks after the end of the Games.

Their maintenance costs 600 million euros a year to the Greek government despite remaining unused, so much so that they are called “modern Greek ruins”. The Olympic Park was the most important project and remains unfinished. Galatsi

Hall, home to table tennis and rhythmic gymnastics, is fenced off and abandoned, despite plans to convert it into a shopping mall. The Athens Olympic Aquatic Center (fig. 60) has not hosted anything and the swimming pool remains abandoned. The same fate befell the softball stadium (fig. 61) and the Olympic stadium (fig. 62)⁸⁶.



(86) see note 85

Research

Athens 2004

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation					
New international airport		●		●	●
Extension of the metro		●		●	●
Construction of two new motorways		●		●	●
New tramway systems		●		●	●
Culture					
Renovation of the National Archaeological Museum		●		●	
Renovation of the Byzantine Museum		●		●	
Housing					
Abandoned Olympic Village ⁸⁷			●		
(Tele)communication					
New telecommunications network		●			●
Others					
New power stations		●		●	●

Consideration

Although the sports facilities built for the Olympic Games are now completely abandoned, the services designed for that edition of the Games are still present and active for the benefit of residents and tourists of the city, except the Olympic Village, which instead remained abandoned ⁸⁸.

(87) (2014), *Cosa resta di Atene*, "Il Post", <https://www.ilpost.it/2014/08/14/cosa-resta-atene-2004/>

(88) Ramshaw G., Waterton E. (2015), *Olympic legacy & cultural tourism: exploring the facets of Athens' Olympic Heritage*, "Research Gate", https://www.researchgate.net/publication/309589728_Olympic_legacy_cultural_tourism_exploring_the_facets_of_Athens%27_Olympic_Heritage

02 Olympic Games

The Games in numbers

Cost

2,94 billion euro
+49% overrun

As early as 2004, Greece's public debt stood at 98.9% of GDP, which is higher than the 60% benchmark set by Europe to declare default⁸⁹.

Major debts to Europe

The cost of the Olympics reached almost 4% of the entire national income. The first Olympic Games after the Twin Towers: 45 thousand men for security, 1.2 billion euros allocated only for this item.

The debt reached the **110,6%** at the time the record for the eurozone. The following year, 2005,

Greece was the first country in the short history of Europe to be put under a tight monitoring program by the EU Commission, precisely because of the excessive deficit⁸⁹.

Tourist flows



Fig. 59 Trend number of tourists⁸⁹

(89) see note 28

201
participating countries
34
sports disciplines
301
sporting events

Broadcast data⁸⁹

3.800 hours
broadcast feed of the host of the Summer Olympic Games

Number of athletes

10.652 total athletes

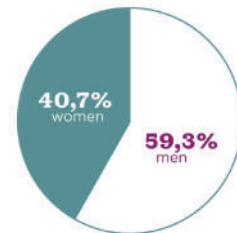


Fig. 58 Percentage between men and women athletes⁸⁹

It was considered as an opportunity to relaunch the destination on the world tourist market. A goal that seemed to have been reached in the following year but which turned out to open a downward trend, with some positive peaks only after the 2008 crisis⁸⁹.

Athens 2004

Strengths

Green in the city

Urban - Environment / Pre

The city of Athens turns into a green city: over a million shrubs, 290,000 trees and 11 million small plants are planted throughout the city ⁹⁰.

Improved mobility services

Urban / Pre

The transport system has become the most significant and visible Olympic

legacy of Athens, contributing to the improvement of significant deficiencies in terms of mobility and air quality. The Games represented a decisive pressure that finally led to a massive reorganization of the public transport system and the road network. This reorganization involved the creation of new railway lines, reserved bus lanes and the upgrading of motorways, which has helped to reduce congested traffic and, as a result, a decrease in air pollution ⁹¹.

Weaknesses

Tourism sector in decline

Economic / Post

In 2004, unexpectedly, Greece experienced a 5% decrease in tourist arrivals, a trend that deviated from the trend of the sector. It is possible that the effects of the investments made began to manifest over the next two years, with an increase of 10.9% in 2005 and 8.6% in 2006. However, after this period of two years with positive results, the pace has returned to follow the general trend of the tourism sector ⁹².

“Symbolic” public participation

Social / During

Rather than being a genuine public consultation or, better still, a significant participation in the planning of important

public projects, Community participation risks becoming a mere symbolic formality. Often, this participation occurs when the process has already been broadly defined, intervening in the implementation phase rather than in the initial phase of strategic planning ⁹³.

Post-event abandonment

Urban - Environment / Post

Preparing Athens to host the Olympics cost about seven billion euros. Nineteen years after the conclusion of this event, most of the buildings, structures and places built to accommodate the Games are in a state of neglect and degradation (fig. 60 and fig. 61). Most of these infrastructures were built in 2004 without adequate planning for their future reuse: the arrival of the economic crisis has worsened the

(90) Aruffo C. (2020), Sostenibilità ambientale e sport: da Salt Lake City al successo di Torino 2006 passando per Atene, “Sportpolis” <https://www.sportopolis.it/sostenibilita-ambientale-e-sport-da-salt-lake-city-al-successo-di-torino-2006-passando-per-atene/>

(91) Tziralis G. et al. (2008), Sustainability and the Olympics: The case of Athens 2004, “International Journal of Sustainable Development and Planning”, n.3, pp. 132-146 https://www.researchgate.net/publication/240311940_Sustainability_and_the_Olympics_The_case_of_Athens_2004

(92) Vartuli A. (2016), Chi vuole ancora le Olimpiadi?, “Nuovo mondo economico.eu” <https://mondoeconomico.eu/archivio/quadrante-futuro/chi-vuole-ancora-le-olimpiadi>

(93) Furrer P. (2002), Giochi olimpici sostenibili: utopia o realtà?, “Bollettino della società geografica italiana”, n. 7, pp. 795-830 <https://it.readkong.com/page/giochi-olimpici-sostenibili-utopia-o-realta-3217067>

financial situation of the country, making it extremely difficult to find the necessary resources to retrain these structures and allow them to be used after the event . For this reason the facilities that hosted the beach volleyball, canoeing, baseball, softball, velodrome, Olympic swimming pools but also those for training are now in a state of complete neglect ⁹⁴.



Fig. 60 The former start of the circuit for canoes and kayaks



Fig. 61 The former stands for the public around the slalom circuit for canoes

The village as a ghetto

Urban - Social / Post

Due to delays in the construction of the site, many of the sustainable initiatives planned for the Village have not been implemented. To this are added social problems related to the sale of apartments after the conclusion of the Games: The original objective of the Olympic Village project was to ensure a maximum level of accessibility for people with mobility difficulties and to promote social cohesion. However, new residents faced inconveniences such as poor school efficiency, lack of kindergartens, and insufficient maintenance of green areas. This situation has helped to transform the village into a sort of isolated neighborhood, in stark contrast to the original idea of a “model” settlement ⁹⁵.

Non-compliance

Environment / Pre

A WWF report highlights that respect for the environment has never been a major priority for the organizers. For example, promises relating to the use of renewable energy were not kept and the photovoltaic panels planned for the Olympic Village were quickly excluded from the projects. Interestingly, the WWF attributes this situation to the lack of political will on the part of the IOC, which has never pressed for compliance with environmental standards ⁹⁶.

(94) see note 87

(95) Puzzi D. (2010), Villaggio Olimpico, Atene 2004, Università di Parma - Urbanistica, Paesaggio e Territorio. http://www.urbanistica.unipr.it/index.php?option=com_content&task=view&id=598

(96) see note 90

BEIJING 2008

“One world, one dream”

In the months leading up to the opening of the Olympics, there were several events that cast doubt on the implementation of the Games: a terrible earthquake in Sichuan province, the increase in already high pollution, protests for information control, etc. However, China was determined to show the world that it had become one of the most influential countries in the world (fig. 62) ⁹⁷.

Communication

The official **logo** (fig. 63), combines the art of calligraphy and Chinese seals with sport, turning into a human silhouette, Jing, which runs towards victory. In this logo coexist 4 messages: Chinese culture, the red color of China, the host city welcomes everyone, aim for perfection with the Olympic motto: “Citius, Altius, Fortius” ⁹⁸.

The shape of the **torch** (fig. 64) resembles that of a scroll. The body, made of anodized aluminum, is covered with motifs of lucky clouds, shape also taken in the two ends of the torch. This decoration is part of traditional Chinese culture. The bottom of the torch is covered with a layer of rubber, which wants to facilitate the grip and remember human contact. The rubber is red, symbol of celebration and luck ⁹⁸.

The **mascots** (fig. 65) correspond to the five natural elements and, with the exception of Huanhuan, also to four animals popular in China. Each of these characters has a color associated with that of the five Olympic circles, and each transmits wishes through signs or symbols. We meet Bei Bei the fish, Jingjing

the panda, Yingying the Tibetan antelope, Nini the swallow and finally Huanhuan, the fire child ⁹⁸.

The **medals** (fig. 66) were made of jade and inspired by “bi”, the dragon. They symbolize nobility and virtue, ethics and honor. On one side, the medal reproduces the goddess of victory Nike. On the other, the medal is inlaid with jade, while the coat of arms of the 2008 Beijing Games is located in the central round ⁹⁸.

The **pictograms** (fig.67) take up the Chinese characters to seal, through the rounded, essential, delicate shapes. It uses the contrast of white on a black background, typical of traditional Chinese art. They combine the charm of ancient Chinese inscriptions with the simplicity of modern graphics ⁹⁹.

The several categories of **posters** were introduced, including: “Sophisticated Beijing for a harmonious Olympic Games” (fig. 68) ¹⁰⁰.

(97) Smith W., Abrahams M. (2024), *Beijing 2008 Olympic Games*, “Britannica”, <https://www.britannica.com/topic/2008-Beijing-Olympic-Games-1702245>

(98) *Olympic Games Beijing 2008*, “Olympics”, <https://olympics.com/it/olympic-games/beijing-2008>

(99) (2007) *Beijing 2008. I pittogrammi*, “TuttoCina.it” <https://www.tuttocina.it/fdo/pittogrammi.htm>

(100) (2008), *Photo: Beijing 2008 Olympic Games posters*, “Sina”, <https://2008.sina.com.cn/en/photo/2008-07-19/10404780.html>

02 Olympic Games



Fig. 62



Fig. 63



Fig. 64



Fig. 65



Fig. 66

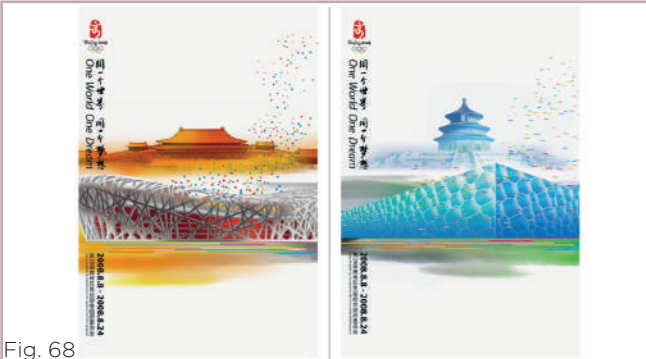


Fig. 68

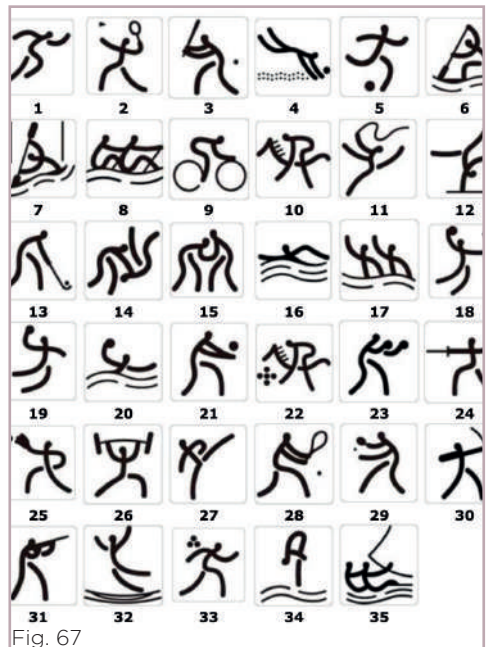


Fig. 67

Research

Beijing 2008

Accessibility

The 'bird's nest' national stadium (fig. 69) and the 'Water Cube' National Swimming Center (fig. 70) are iconic structures of the Olympics in the new Beijing, reflecting the city's ecological focus. The Water Cube, constructed with Teflon panels, prioritizes environmental sustainability and energy autonomy. Its pools are heated by solar energy and feature a dual filtration system

for water reuse. Moreover, underground cisterns collect rainwater for storage. The building's earthquake resistance is ensured by a curved steel scaffolding system, inspired by designs from students at Trinity College Dublin.

Figure 71 shows the layout of the different Olympic infrastructures in the city of Beijing ¹⁰¹.

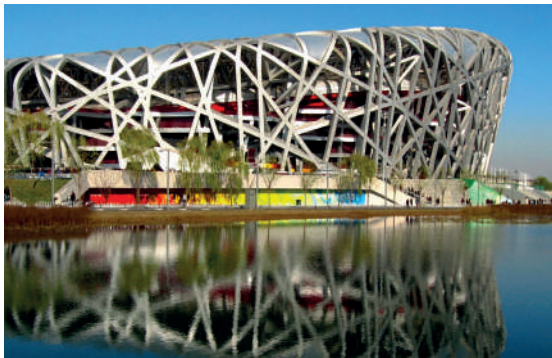


Fig. 69 Bird's nest' national stadium ¹⁰¹



Fig. 70 'Water Cube' National Swimming Center ¹⁰¹



Fig. 71 Map of Beijing Olympic venues ¹⁰¹

Infrastructures

Total 37 (6 out of Beijing)

Already in existence 17 (6 out of Beijing)

New 12

Temporary 8

Demolished after the Olympics 8

Reconverted in the post-event 0

Maintain the same function 29

(101) Villeret G. (2008), *Sites olympiques Pékin 2008*, "PopulationData.net", <https://www.populationdata.net/2008/08/11/sites-olympiques-pek-in-2008/>

02 Olympic Games

Infrastructure conversion

The China's National Aquatics Center, commonly referred to as the "Water Cube" during the Beijing Summer Olympics in 2008, will now be known as the "Ice Cube" for the upcoming Olympic and Paralympic Winter Games in Beijing.

After the renovation, the pool was

transformed into a four-plate curling rink. The pool of 50 meters was emptied and filled with a floor structure formed by scaffolding with concrete blocks to ensure stability with the weight of ice and players (fig. 72-73) ¹⁰².



Fig. 72 Aquatics Center



Fig. 73 Aquatics Center reconverted for curling competitions

(102) Cisale G. (2022), *Il water cube delle Olimpiadi di Pechino diventa Ice cube*, "Swim Swam" <https://swimswam.com/il-water-cube-delle-olimpiadi-di-pechino-2008-diventa-ice-cube/>

Research

Beijing 2008

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation					
Metro extension		●		●	●
Airport extension		●		●	●
Cars purchased must correspond to Euro 4			●	●	●
Beijing-Tianjin Intercity Rail fastest in the world		●		●	●
Special shuttles for the Olympics			●	●	
Housing					
Residential area Linked Hybrid		●			●
(Tele)communication					
Telephony coverage also in underground stations		●		●	●
Headquarters of the state television		●		●	●
International Broadcast Centre			●	●	
Others					
Construction of the Great Theatre		●		●	●

Consideration

Many of the services provided for the 2008 Olympic Games were used to show Beijing at its best¹⁰³ (see Beijing-Tianjin Rail), and some were provided for tourists. For example, during the Olympics it was forbidden for citizens to spit on the ground, although in Chinese culture this gesture is not considered as bad as by us. In addition, severe arrests were applied to all squatters found during the Olympics¹⁰⁴.

(103) *China's Olympic Dream Fulfilled*, "Britannica", <https://www.britannica.com/topic/2008-Beijing-Olympic-Games-1702245/Chinas-Olympic-Dream-Fulfilled>

(104) (2008), *People's Republic of China: The Olympics countdown - broken promises*, "Amnesty International", <https://www.amnesty.org/en/documents/ASA17/089/2008/en/>

The Games in numbers

Cost ¹⁰⁵

6,47 billion euro
+2% overrun

201
 participating countries
34
 sports disciplines
302
 sporting events

Major debts to Europe

There has been more department stores and growth than in the previous clothing). 'On the other year in sectors where hand, according to data Chinese companies have from Visa International 2011, a competitive advantage there was less spending in (gift and novelty stores, craft shops ¹⁰⁵.

Broadcast data ¹⁰⁵

5.000 hours
 broadcast feed of the host of the Summer Olympic Games

Tourist flows

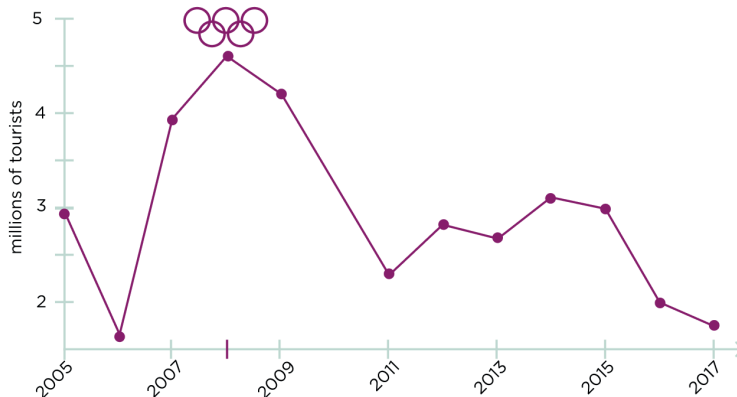


Fig. 74 Trend number of tourists ¹⁰⁵

As for tourism, the Olympics were a “flop” for China. On 7 August 2008, on the eve of the opening of the games, the number of bookings in hotels and hotels in the capital was lower than in 2007. The tourist flow was well below the expectations of both the organizers and the government.

Number of athletes

10.942 total athletes

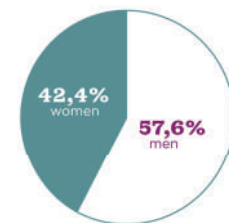


Fig. 75 Percentage between men and women athletes ¹⁰⁵

(105) see note 28

Beijing 2008

Strengths

A rapid development

Urban / Pre

The organization of the Olympic Games in Beijing has greatly accelerated a process of urbanization and transformation that was already underway for about twenty years. This process was mainly due to the increasing willingness to migrate to cities, with a rate of almost 15 million Chinese moving from the countryside to urban areas each year ¹⁰⁶.

Redevelopment of transport

Urban / Pre

From the point of view of infrastructure, the Olympic project focused on the expansion of mass public transport, in particular on the metro network. This has been greatly expanded, becoming about twice the size of the previous one. 7 additional lines and over 80 new stations have been added, including a direct connection to Beijing International Airport ¹⁰⁷.

Olympic Forest

Urban - Social / Pre - During

The creation of the Olympic Forest, which was integrated into the city, was the idea that led the Chinese government to win the nomination for the 2008 Olympics over other candidate cities. This forest has had considerable effects and benefits, especially in the long term, on the microclimate and the environmental situation of Beijing. It is estimated that thanks to the approximately 530,000

trees planted, every year it is possible to absorb 7,200 tons of carbon dioxide and produce 5,400 tons of oxygen, thus helping to improve air quality and the environment ¹⁰⁸.

Case study: Beijing Olympic Forest Park

The park is aligned with the important “central axis” of Beijing, which is a key element in city planning. This axis, with a length of about 7.8 kilometers, crosses Beijing from south to north and touches many historical places of importance. As can be seen from fig. 76, another fundamental aspect of the forest is the presence of natural elements, such as streams and vegetation, that recall the curves of a “dragon” a mythical and sacred figure in Chinese culture that represents a symbol of good omen and prosperity. The total cost of the park has been estimated around 320 million US dollars ¹⁰⁹.



Fig. 76 Map of Beijing Olympic Forest Park

(106) Del Monaco A., Pechino 2008 La XXIX Olimpiade e le trasformazioni urbane, ReadKong <https://it.readkong.com/page/pechino-2008-la-xxix-olimpiade-e-le-trasformazioni-urbane-9330020>

(107) Varone F., Caramiello G. (2012), Il “Grande Evento” e la trasformazione della città: Pechino 2008, “Rivista internazionale di cultura urbanistica”, n. 9 https://www.researchgate.net/publication/307645799_II_Grande_Evento_e_la_trasformazione_della_citta_Pechino_2008

(108) see note 107

(109) Li G. (2023), Beijing Olympic Forest Park, “Travel China Guide” <https://www.travelchinaguide.com/images/map/beijing/olympic-forest-park.jpg>

Weaknesses

Underutilisation of post-event infrastructure

Environment - Urban / Post

In the years following the conclusion of the Games, it can be said that the national stadium and other Olympic facilities have been underused. In fact, they have been designed with dimensions and capacities excessive compared to the ordinary national sports needs, which entails the risk of inefficiency in investments, as often happens in other cities that have hosted major events ¹¹⁰.

Degradation of residential areas

Urban - Social / Post

Beijing has focused more on offering a better experience to tourists than residents. This has led to an increase in spatial inequalities in the quality of the built environment. The areas surrounding the Olympic sites have been renovated and improved in view of the Games, with the creation of new green spaces and modern shopping centers. However, the situation in other parts of the city, especially in residential districts, and in particular those far from the Olympic venues, has remained degraded ¹¹¹.

Smog on the city

Environment / During

In 2001, when the Chinese government won the Olympic Games, it was committed to improving air quality in the capital, Beijing, one of the most polluted cities in the world. This effort was aimed

at making the air “suitable” to welcome athletes and spectators. However, shortly before the start of the races, pollution levels in the urban area were well above the maximum limits set by the World Health Organization. In some cases, the average fine dust level was up to seven times higher than the maximum permitted levels ¹¹².

Only apparent sustainability

Environment / Post

The results obtained during the Olympic Games in terms of improving environmental conditions have been significant. However, there is still doubt that the event was not an opportunity for the Chinese city to address and resolve structural problems and shortcomings, but rather was used as an instrumental means to accelerate transformations, sometimes with speculative intent. Initially, attention to the environment was promoted as one of the strong points of Beijing’s bid to host the 2008 Games (one of the three slogans was “Green Olympics”). Fifteen years later, the environmental situation remains precarious and interventions such as the Olympic Forest or changes to the subway seem to reflect a process aimed more at exhibiting the Chinese greatness than at actual lasting improvements ¹¹³.

Only apparent sustainability

Environment / Post

The results obtained during the Olympic Games in terms of improving environmental conditions have been

(110) see note 107

(111) Broudehous A.(2007), Spectacular Beijing: the conspicuous construction of an olympic metropolis, “Journal of Urban Affairs” <https://www.tandfonline.com/doi/abs/10.1111/j.1467-9906.2007.00352.x>

(112) Bolla A. (2008), Pessima aria su Pechino, “Focus” <https://www.focus.it/cultura/curiosita/pessima-aria-su-pechino-280714-1028>

(113) see note 107

significant. However, there is still doubt that the event was not an opportunity for the Chinese city to address and resolve structural problems and shortcomings, but rather was used as an instrumental means to accelerate transformations, sometimes with speculative intent. Initially, attention to the environment was promoted as one of the strong points of Beijing's bid to host the 2008 Games (one of the three slogans was "Green Olympics"). Fifteen years later, the environmental situation remains precarious and interventions such as the Olympic Forest or changes to the subway seem to reflect a process aimed more at exhibiting the Chinese greatness than at actual lasting improvements ¹¹⁴.

Gentrification

Social / Pre

More than 230 slums inhabited by millions of low-income residents in Beijing were demolished as part of the city's landscaping project, without an adequate compensation and relocation plan for affected residents (New Beijing Daily, 2004). Most of the residents of the disused areas have bought houses in residential areas close to the Fourth and Fifth Ring, where in 2002, at the beginning of the transfer process, prices were much lower. A similar scenario occurred in Seoul in 1988, when over 720,000 people, many of them from economically disadvantaged backgrounds, were forced to leave their homes. In this case, however, depopulation was much more violent. In fact, it turned out that in the years before the Olympics, starting from the mandate of President

Park, the police and local officials had started an operation of "purification" of the streets, removing more than 16,000 individuals, among unaccompanied children, disabled people, street vendors, homeless people and dissidents. These people were transferred to dozens of institutions without their families being informed. During their detention, thousands of individuals suffered violence, assault and even murder, while those who survived were forced to work without pay, exploited in factories or construction sites. In the most famous of these institutions, the Brothers Home, between four and five deaths were recorded daily due to the violence perpetrated by the guards ¹¹⁵.

Human rights violations

Social / During

During the Olympic Games, Amnesty International documented a number of human rights violations against peaceful activists and journalists. These violations include the arrest and sentencing, often with sentences providing for "re-education through work", of activists who had requested permission to hold demonstrations in the government's "protest zones". In addition, there have been cases of continued detention or arbitrary arrest of journalists and activists who sought to document and denounce the ongoing human rights violations during the Games ¹¹⁶.

(114) see note 107

(115) Sukjong Hong (2016), The Heinous Olympification of Seoul, "The new republic", <https://newrepublic.com/article/136167/heinous-olympification-seoul>

(116) (2008), Chiusura delle Olimpiadi di Pechino, il commento di Amnesty International: la Cina e il CIO devono imparare dagli errori commessi e sostenere i valori dei diritti umani, "Amnesty International Italia" <https://www.amnesty.it/pechino-2008-le-promesse-mancate/>

LONDON 2012

“Inspire a generation”

The 2012 London Olympics focused on sustainability and long-term heritage. These games were the first to have a real legacy plan that involved transforming different urban areas, improving infrastructure, creating new public spaces and promoting an active lifestyle (fig. 77) ¹¹⁷.

Communication

For the first time in the history of the Olympics, the **logo** (fig. 78) does not represent the host city, but the year: 2012. The main colors are pink, yellow and white. These were inspired by the pop culture of the 80s. In fact, according to the official report, the spirit of the Games had to be expressed as energetic, lively and young ¹¹⁸.

The **torch** (fig. 79) has a triangular shape reminiscent of the three founding values of the Olympics (excellence, friendship and respect) in addition to the fact that it was the third time that London hosted the Games. Designers Edward Barber and Jay Osgerby designed 8,000 circular holes on the torch recalling the 8,000 torch bearers and the 8,000 miles of the UK relay ¹¹⁸.

The story goes that the metallic look of Wenlock, the **mascot** (fig. 80) of the Games, comes from the last drops of steel with which the Olympic Stadium was made. The light on the head is that of the famous black London taxis while the shape of the front recalls the roof of the Olympic Stadium. On his wrist he wears

five bracelets of the colors of the Olympic circles ¹¹⁸.

The **medals** (fig. 81), designed by David Watkins and Elena Vots, have engraved on one side the traditional goddess of victory while on the other the logo of the Games with a ribbon representing the river Thames. The grid with the rays that are intertwined gives a sense of expansion representing the efforts of athletes ¹¹⁸.

There are two types of **pictograms** (fig. 82): the standard ones, with a style similar to the predecessors, and the dynamic version. Pictograms have been designed for a variety of uses, including digital and 3D applications ¹¹⁹.

The **poster** “London 2012” (fig. 83), made by Rachel Whiteread, represents overlapping circles in Olympic colors. These shapes recall the footprints left by glasses or bottles on a table and symbolize social encounters, such as those between spectators or athletes during the Games¹²⁰.

(117) *The Environmental Sustainability of the London 2012 Olympic and Paralympic Games*, “London Assembly Environment Committee” https://www.london.gov.uk/sites/default/files/gla_migrate_files_destination/2012-sustainable-olympics.pdf

(118) *Olympic Games London 2012*, “Olympics”, <https://olympics.com/it/olympic-games/london-2012>

(119) *London 2012 – Emblem*, “The Olympic Design dot com”, <https://www.theolympicdesign.com/olympic-games/emblems/london-2012/>

(120) Emin T. (2012), *Creative spirit of the Games: Olympics 2012 posters – in pictures*, “The Guardian”, <https://www.theguardian.com/culture/gallery/2011/nov/04/olympics-2012-posters-in-pictures>

02 Olympic Games



Fig. 77



Fig. 78



Fig. 79



Fig. 80



Fig. 81



Fig. 82



Fig. 83

Research

London 2012

Accessibility

The London Games were a positive example of efforts to ensure wide accessibility, especially for spectators with disabilities and the elderly. One of the highlights was the London 2012 Accessibility and Inclusion Commitment: a plan that aimed to ensure that all Olympic facilities were accessible to people with disabilities.

The strategic arrangement of the Olympic infrastructure within the city has afforded

comfort to athletes and spectators, limiting the impact on the daily lives of Londoners. The proximity of the facilities to central London has facilitated access for athletes and spectators, minimizing travel times and improving the logistical efficiency of the event (fig. 84). Finally, the Olympics promoted long-term development of the city's East End, transforming previously underdeveloped areas ¹²¹.

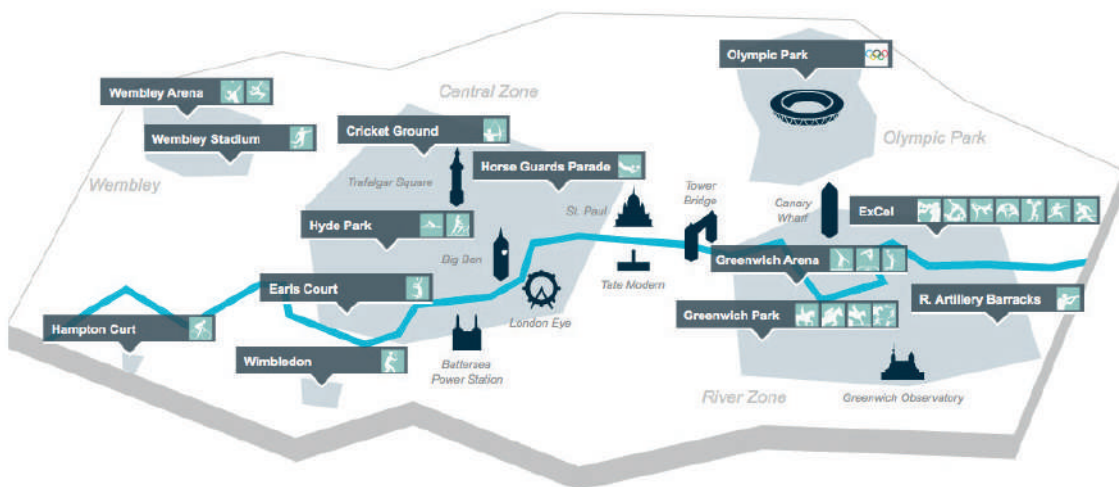


Fig. 84 Map of London 2012 venues ¹²²

Infrastructures

Total 17

Already in existence 9

New 8

Temporary 3

Demolished after the Olympics 0

Reconverted in the post-event 1

Maintain the same function 13

(121) London Gov (2011), *Accessible London: Achieving an Inclusive Environment*, <https://www.london.gov.uk/programmes-strategies/planning/planning-publications/>

(122) *Mappa degli impianti*, "Repubblica", <https://www.repubblica.it/static/speciale/2012/olimpiadi/impianti/index.html>

02 Olympic Games

Iconic infrastructure: Olympic Stadium (London Stadium)

One of the most interesting features of the Olympic Stadium was its ability to adapt to the different needs of various competitions. Its capacity could vary from over 80,000 people during opening and closing ceremonies to about 54,000 during athletics competitions, thanks to a removable seat structure ¹²³.

In addition, the Olympic Stadium was designed with the aim of maximizing

energy efficiency. The roof cover, for example, has been designed to capture and use rain for irrigation and cooling purposes, thus reducing the overall environmental impact.

After the conclusion of the Olympics, the facility continued to be used for sporting and cultural events, becoming an important landmark in the city (fig. 85-86-87)¹²⁴.



Fig. 85 Olympic Games opening



Fig. 86 Interior Olympic Stadium



Fig. 87 Exterior Olympic Stadium

(123) Zampieri M. (2014), *La rigenerazione dell'East End London 2012 Olympics: il caso di Hackney Wick & Fish Island*, tesi magistrale, Politecnico di Torino, <https://webthesis.biblio.polito.it/3989/>

(124) *London 2012 Olympic Stadium*, "Populus", <https://populous.com/project/london-2012-olympic-stadium>

Research

London 2012

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation ¹²⁵					
Reorganization of the railway		●		●	●
Metro extension		●		●	●
Increase in the road network		●		●	●
Hotel establishments ¹²⁶					
Olympic Village			●	●	
Housing ¹²⁶					
Olympic Village: now residential area East Village			●		●
(Tele)communication ¹²⁷					
Press centre: new headquarters of BT Sport (new British Telecom sports channel)		●	●		●
TOC - Technology Operation Centre		●	●		●
Each of the rooms of the Olympic Village has been equipped with a fiber optic connection		●	●		●
First time all races were streamed via internet	●	●	●		●
Others ¹²⁶					
Olympic Village (East Bank project): collaboration between cultural institutions, major universities in the world and residents			●		●

Consideration

The sector most implemented thanks to the Olympic Games was telecommunications, it was in fact the first time the Olympics were broadcast via the internet. Worthy of note were also the important redevelopment works in the East End area (home to the Olympic Park) that allowed to transform previously underdeveloped areas into new residential districts and public spaces.

(125) Busani L. (2012), *Tutti i retroscena delle prime Olimpiadi hi-tech*, "Focus", <https://www.focus.it/cultura/curiosita/tutti-i-retroscena-delle-prime-olimpiadi-hi-tech>

(126) *Stratford Waterfront*, "Queen Elizabeth Olympics Park", <https://www.queenelizabetholympicpark.co.uk/business/future-developments/stratford-waterfront>

(127) (2019), *London 2012: pudding mill lane station*, "Architecture of the games", <https://architectureofthegames.net/2012-london/london-2012-pudding-mill-lane-station/>

02 Olympic Games

The Games in numbers

Cost

14,96 billion euro
+76% overrun

The city of London estimated that part of the investment made by the influx of tourists that would be poured into the

city at that time would return. Unfortunately the reality has not been up to expectations, so the city has marked a further loss from tickets not sold and accommodation facilities not complete¹²⁸.

Low regard for islamic culture

One of the major criticisms made at the 2012 Olympic Games in London, is the coincidence between the dates of the races (27 July - 12 August) and those of Ramadan (20 July - 18 August). Some representatives of Muslim-majority countries were

involved, as the fast imposed from dawn to dusk could have disadvantaged athletes during competitions. It was also required that the Olympic Games be rescheduled at another time. The dates, however, remained those already fixed¹²⁸.

Tourist flows

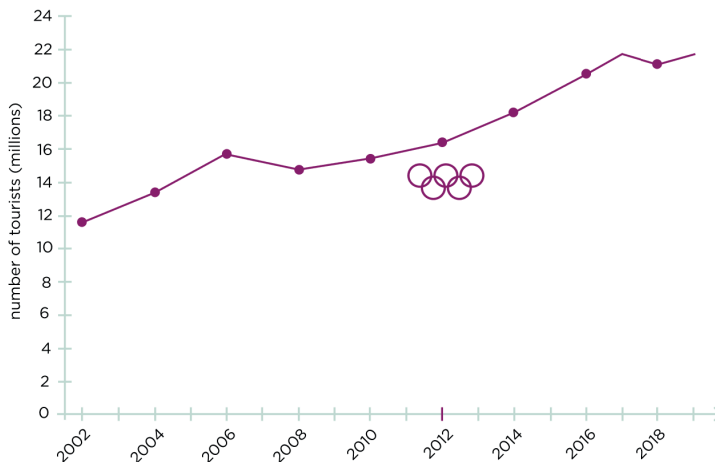


Fig. 88 Trend number of tourists¹²⁸

(128) see note 28

204
participating countries
32
sports disciplines
302
sporting events

Broadcast data¹²⁸

5.600 hours

broadcast feed of the host of the Summer Olympic Games

Number of athletes

10.942 total athletes

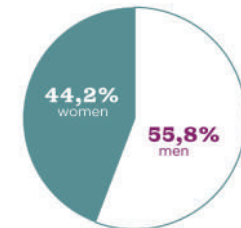


Fig. 89 Percentage between men and women athletes¹²⁸

The tourist flow of London, considering that it is a city already known and visited normally, has not changed in an evident way for the Olympic Games. However, there is a steady upward trend for the following years¹²⁸.

London 2012

Strengths

Focus on Islamic culture

Social / During

In the Olympic Village there were dedicated prayer areas for Muslim athletes. In addition, after sunset, special meals were served for athletes following Ramadan. All chains of restaurants and refreshment points in the Village remained open 24 hours a day to allow Muslim athletes to eat meals at times permitted by their beliefs ¹²⁸.

Use of public transport during games

Environment / During

The London Organising Committee for the Olympic Games (LOCOG) set the ambitious goal of achieving a zero-emission event with the hope of bringing lasting environmental benefits to London. The 2012 Olympics were a pioneering event in promoting the exclusive use of public transport. For this purpose, the availability of vehicles, whose maximum emission level was 125 g/km, has been increased, encouraging athletes and Olympic support staff to use public transport and the metro, significantly more environmentally friendly and environmentally friendly options ¹²⁹.

Sustainable London

Environment / Pre

The LOCOG was the first Organizing

Committee to obtain certification according to the British Standard 8901, which concerns the specifications for the management of sustainability in events. To ensure independent monitoring of the sustainability of the Games, the “Commission for a Sustainable London 2012” was established, an autonomous body responsible for monitoring the sustainability of the Olympics and the Paralympics. The Commission shall report on the progress achieved in pursuing sustainability objectives and on the effectiveness of policies and procedures in relation to those objectives. These efforts have contributed in part to mitigating some of the negative impacts of the Olympics ¹³⁰.

Positive conversion of Olympic infrastructure

Urban / Pre - Post

For the 2012 London Olympic Games, the neglected East End saw the construction of the Olympic Village, Stadium, and infrastructure. The Olympic Park remains open to the public, undergoing further development, including residential buildings expected to house nearly 10,000 people by 2030. Additionally, plans include a university campus and spaces for young companies. Iconic structures like Zaha Hadid’s Aquatic Center and the Velopark continue to serve as a public swimming pool and cycling park, respectively ¹³¹.

(128) De Bellis G. (2012), Londra si mette il velo per i Giochi più islamici, “Il Giornale”

<https://www.ilgiornale.it/news/sport/londra-si-mette-velo-i-giochi-pi-islamici-825145.html>

(129) Canali C. (2012), Londra 2012 è l’Olimpiade più eco sostenibile della storia dei giochi, “Il Sole 24 ore” <https://st.ilssole24ore.com/art/motori/2012-08-06/londra-2012-e-olimpiade-piu-eco-sostenibile-storia-giochi-132521.shtml>

(130) London Assembly (2008), The Environmental Sustainability of the London 2012 Olympic and Paralympic Games, “London Assembly publication” <https://www.london.gov.uk/who-we-are/what-london-assembly-does/london-assembly-publications/environmental-sustainability-london-2012>

(131) (2019), L’architettura e l’urbanistica delle Olimpiadi: il legame tra sport e città, “Infobuild” <https://www.infobuild.it/approfondimenti/architettura-urbanistica-olimpiadi-legame-sport-citta/>

Case study: Pre-durante-post Olympic Village

Stratford, once a neglected rural area, saw revitalization with the 2012 Olympics, transforming into Queen Elizabeth



Fig. 90 The construction of the Olympic village in London in 2011 ¹³³

Olympic Park, a dynamic hub of East London. The park offers diverse activities for families and hosts various events, including concerts and festivals, making it a vibrant destination (fig. 90-91) ¹³².



Fig. 91 The area of the Queen Elizabeth Olympic Park photographed in 2022 ¹³³

Weaknesses

Gentrification and failed promises

Social / Post

London's Mayor during the candidacy, Mr. Livingstone, advocated for expediting the Olympic Village construction, involving land expropriation and house demolitions. Initially, 50% of the housing was promised for low-middle income families, but due to the 2008 global economic crisis, the UK government provided £1 billion in aid. To ensure project viability, affordable housing was reduced to 30%, leading to the demolition of hundreds of homes and displacement of thousands. Access to this housing now requires an annual income

of at least £60,000, significantly higher than the area's average income of about £27,000 ¹³⁴.

Urban isolation

Social / Post

Infrastructure design in accordance with the criteria established by the International Olympic Committee has led to other issues. A complex network of multi-lane roads has been set up to facilitate traffic. According to reports from several residents, this has further contributed to the isolation of the Olympic Park area that was already separated from the rest of the city due to the presence of rivers, canals and railway lines ¹³⁵.

(132) (2017) Queen Elizabeth Olympic Park. Il Villaggio Olimpico di Londra 2012, "Vivi Londra" <https://www.vivilondra.it/attrazioni/queen-elizabeth-olympic-park-visitare-villaggio-olimpico.html>

(133) (2022), Il progetto per riqualificare l'ex parco olimpico di Londra non è andato come doveva, "Il Post", <https://www.ilpost.it/2022/07/10/londra-olimpiadi-parco-olimpico/>

(134) (2017), Le Olimpiadi sono servite a Londra?, "Il Post" <https://www.ilpost.it/2017/07/30/londra-olimpiadi-effetti/>

(135) see note 133

RIO DE JANEIRO 2016

“A new world”

The Rio games, thanks to the desire to bring the performance of the event to a new level, celebrated the sport. At the same time, it was an opportunity to urge the transformation of Rio de Janeiro into an even larger global city, although it is well known that the post event was not rosy as planned (fig. 92).

Communication

The **logo** (fig. 93) of Rio 2016 tries to take concepts such as passion and transformation, mirror of what wants to be modern Brazil. The form is based on 4 fundamental pillars: diversity in harmony, contagious energy, exuberant nature and Olympic spirit. All combined in order to give Rio 2016 its colorful identity ¹³⁶.

Movement, innovation and Brazilian flavor are the essence of the **torch** (fig. 94). The upper part consists of several sinuous segments, which open and expand when the flame passes from one torch to another. They represent the effort of the athletes. When they open, you can see the colors of the Brazilian flag. The body has a fabric made of small triangles, allusion to the values of excellence, friendship and respect ¹³⁶.

Vinicius, the **mascot** (fig. 95) of this edition of the Olympic Games, is a mix of different Brazilian animals. Its design is inspired by popular culture, video games and animated characters. Together with his colleague for the Paralympic Games, Vinicius represents the diversity and culture of the Brazilian people, in addition to its exuberant nature ¹³⁶.

On one side of the **medals** (fig. 96) is represented Nike, the goddess of victory. On the other side, laurel leaves. All surrounded by the logo of the Rio 2016 Olympics. Used 92.5% recycled silver, incoming from abandoned mirrors and waste welding. 40% of copper comes directly from mint waste ¹³⁶.

The sports **pictograms** (fig. 97), consistently with the other elements of communication, have lines that remain supple and fluid on a blue background in the form of a drop or triangle scaleno with rounded corners ¹³⁷.

The **posters** have been produced by 12 Brazilian artists and one Colombian, inspired by the relationship between athletes and the sea (fig. 98) ¹³⁸.

(136) Olympic Games Rio 2016, “Olympics”, <https://olympics.com/it/olympic-games/rio-2016/>

(137) *Rio2016 : logos, mascottes et pictogrammes*, “Stampaprint”, <https://www.stampaprint.fr/blog/communication/rio2016-logos-mascottes-et-pictogrammes>

(138) (2016), *Rio 2016 unveils official posters for Olympic Games*, “Olympics”, <https://olympics.com/ioc/news/rio-2016-unveils-official-posters-for-olympic-games>

02 Olympic Games



Fig. 92



Fig. 93



Fig. 94



Fig. 95



Fig. 96

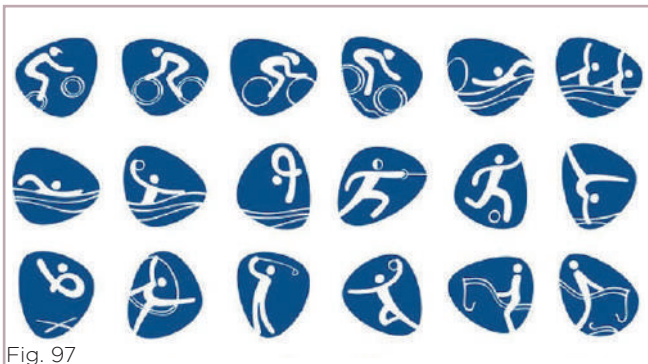


Fig. 97

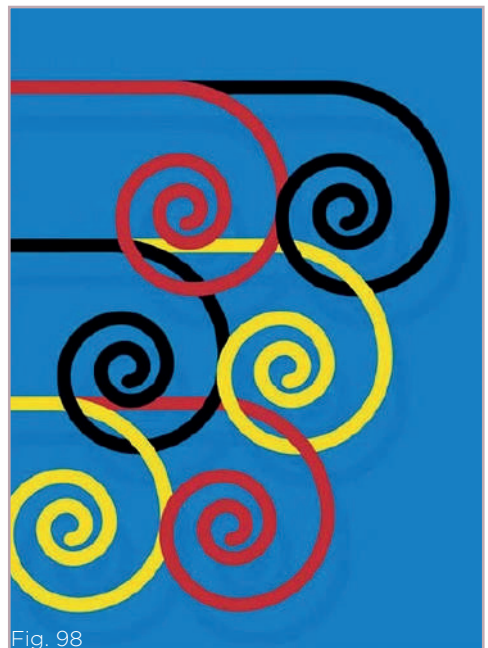


Fig. 98

Rio de Janeiro 2016

Accessibility

The 2016 Olympics used a number of sports facilities partly built from scratch and partly already existing. Barra da Tijuca is the place to host most events, including the Olympic village (fig. 99). The other events took place in the areas of Copacabana, Maracanã and Deodoro (fig. 100).

The project for the Olympic Park was born from an old circuit now in disuse in a rather degraded area of the city. It aims

to turn into a large park with temporary and permanent sports facilities, and then turn into a new urban district, with residences and shopping areas, spaces for socialization and leisure facilities where sport itself will still be the protagonist.

The remaining areas will be distributed between public spaces and private interventions based on the long-term programs of the City of Rio ¹³⁹.



Fig. 99 Barra da Tijuca urban plan ¹⁴⁰



Fig. 100 Olympic Games 2016 venues map ¹⁴⁰

Infrastructures

Total 34

Already in existence 17

New 17

Abandoned after the Olympics 10

Demolished after the Olympics 0

Reconverted in the post-event 5

Maintain the same function 19 ¹⁴¹

(139) (2016), *Il parco olimpico e gli impianti per i Giochi di Rio 2016*, "AR Magazine", <https://www.ar-architettura.it/ar-archivio/archivio/137-ar-115-servizi-roma/524-il-parco-olimpico-e-gli-impianti-per-i-giochi-di-rio-2016.html>

(140) (2016), *Olimpiadi Rio 2016*, "Today", <https://www.today.it/foto/cronaca/olimpiadi-rio-2016/>

(141) (2016), *Dal Maracanã all'Aquatics Stadium: tutti gli impianti di Rio 2016*, "Sky Sport", <https://sport.sky.it/olimpiadi/2016/07/29/olimpiadi-rio-2016-tutti-gli-impianti-stadi-arene-localita#29>

02 Olympic Games

Abandoned infrastructures

The Parque de Deodoro (fig. 101), which cost \$218 million and has an area of 500,000 m², does not even have changing rooms. The promise to allocate the pool to citizens once the Games were over was broken ¹⁴². The floor of the BMX cycling track (fig. 102) was destroyed and the

facility is in a very bad state. The green water of the swimming pool (fig. 103) used in the kayak trials denounces the lack of care. The rubber floor around the water has been partially dismantled. Canoe equipment is locked and abandoned in cupboards ¹⁴³.



Fig. 101 Parque de Deodoro abandoned



Fig. 102 BMX cycling track abandoned



Fig. 103 Aquatic Park abandoned

(142) Ventura L. (2021), *Comissão de Esportes visita Parque Radical de Deodoro e encontra pistas em péssimo estado*, "Diário do Rio", <https://diariodorio.com/comissao-de-esportes-visita-parque-radical-de-deodoro-e-encontra-pistas-em-pessimo-estado/>

(143) (2017), *Sedotta e abbandonata. È la sorte di Rio de Janeiro e i suoi mega-impianti sportivi*, "Terre d'America", <http://www.terredamerica.com/2017/06/11/sedotta-e-abbandonata-e-la-sorte-di-rio-de-janeiro-e-suoi-mega-impianti-sportivi-passate-le-olimpiadi-la-citta-restano-ruderi-inutilizzati-per-la-chiesa-e-una-occasione-persa/>

Research

Rio de Janeiro 2016

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation					
New railway lines		●		●	●
New transport (VLT)		●		●	●
Introduction of two new BRTs		●		●	●
Extension of the metro		●		●	●
Extension of the airport		●		●	●
Hotel establishments					
Hotel network			●	●	
Housing					
Regeneration area of Porto Maravilha		●			●
Natural healing					
Madureira park		●		●	●
Others					
Waste water treatment of sanitary infrastructure		●		●	●
Recycling of 1.1 tonnes of waste		●		●	●

Consideration

Despite the legacy left by the Olympic Games in Rio 2016, as is well known, is mainly negative, both economic and social, there are some positive consequences of such an event. Very important in fact has been the change on the transport front, now more efficient and with less environmental impact, and the requalification of some areas of the city. Despite this, the final balance is still very negative ¹⁴⁴.

(144) Goldenbaum C., Galante I. (2021), *Five years on: Revisiting Rio 2016 Olympics' unkept promises*. "Aljazeera", <https://www.aljazeera.com/sports/2021/9/19/five-years-on-revisiting-rio-2016-olympics-unkept-promises>

02 Olympic Games

The Games in numbers

Cost ¹⁴⁵

4,35 billion euro
+51% overrun

The State of Rio de Janeiro announced that it was in a financial emergency

and requested federal economic aid to complete the works and prepare public services for the 2016 Olympics.

Default state

After declaring default 50 days from the Games for a debt stratified over the years and arriving at

19 billion reais (5.2 billion euros). Governor Francisco Dornelles called for help from the central government who immediately appropriated the money, but for the games, not for the carioca state ¹⁴⁵.

The **Zika virus epidemic** in Brazil increased media coverage during the months leading up to the 2016 Rio Olympic Games, highlighting the timing of its spread just before the big event. Despite the initial epidemic alert level, the economic impact was fortunately lower than expected ¹⁴⁶.

Tourist flows



Fig. 104 Trend number of tourists ⁹⁴

(145) see note 28

(146) Rodriguez Toubes Muñiz D. (2023), *Replication Data for: The Zika virus crisis during the 2016 Rio Olympic Games: a media cover analysis*, "Harvard Dataverse", <https://dataverse.harvard.edu/dataset.xhtml?persistentId=doi:10.7910/DVN/SOJRSU>

207

participating countries

35

sports disciplines

306

sporting events

Broadcast data ¹⁴⁵

7.100 hours

broadcast feed of the host of the Summer Olympic Games

Number of athletes

11.238 total athletes

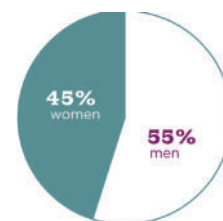


Fig. 105 Percentage between men and women athletes ¹⁴⁵

According to data from the Central Bank, in the first 6 months of 2016, revenues from tourism in Brazil - he explains - grew by 7% compared to the same period of 2015. At the same time, the economy of the entire country showed a decline of 3.5% ¹⁴⁵.

Strengths

Eco-friendly medals

Environment / Pre

The gold used for the medals was produced without the use of mercury, while for the silver and bronze medals 30% of the metal comes from recycled materials. In particular, 40% of the

copper used for the medals comes from a production residue from the same Casa da Moeda do Brasil (the State Mint). As for the Paralympics, the sustainability of the medals is emphasized by a sound system, which allows blind athletes to “listen” to the medal ¹⁴⁷.

Weaknesses

Gentrification

Social / Pre

In 2013, the municipal administration started evacuating approximately 650 families from Vila Autodromo, near the Olympic Park, citing access blockages. Residents were given two choices: financial compensation or relocation to nearby apartment buildings. Promises to rebuild facilities and regularize housing were not fulfilled ¹⁴⁸.

Case study: Resident Removal Process

During the eviction, former resident Souza, among the 20 families who resisted relocation, described living conditions as ‘inhuman.’ Basic services like mail delivery and waste collection were suspended by the Rio government. This, coupled with abandoned rubble and lack of street lighting, led to waste accumulation and rat infestation. Additionally, many families’ abandonment of pets exacerbated the situation (fig. 106) ¹⁴⁹.



Fig. 106 Demolition of the houses of former residents evicted from Vila Autodromo, Rio

(147) Giannetto M. (2019), A Rio 2016 le medaglie sono ecosostenibili, “WiseSociety”

<https://wisesociety.it/piaceri-e-societa/a-rio-2016-le-medaglie-sono-ecosostenibili/>

(148) Goldenbaum C., Galante I. (2021), Five years on: Revisiting Rio 2016 Olympics’ unkept promises, “Aljazeera”, <https://www.aljazeera.com/sports/2021/9/19/five-years-on-revisiting-rio-2016-olympics-unkept-promises>

(149) see note 148

Corruption

Economic - Social / Pre - During

The Olympic legacy is also overshadowed by allegations of corruption. The former governor of the state of Rio, Sérgio Cabral, has been imprisoned on charges of being the head of a criminal organization that has amassed 217 million reais in bribes linked to public projects during his eight years in office. These projects include the renovation of the Maracanã stadium in Rio, which hosted the opening and closing ceremonies of the Olympics. The companies involved in these accusations are also involved in the Petrobras scandal¹⁵⁰.

Failure to protect the environment

Environment / Pre

Environmental protection remains a concern with unfulfilled obligations, notably the failure to remediate the Guanabara Bay and lagoon, venues for sailing events. Despite a pledge by Sergio Cabral's government to reduce pollution by 80% by 2016, less than 40% of wastewater is treated, according to the State Water and Sewage Company (CEDAE)¹⁵¹.

Broken promises

Urban / During - Post

The idea of creating a temporary handball hall, designed with a modular approach

that would allow the subsequent dismantling to make room for four new public schools, was initially postponed and, finally, completely abandoned in 2017 due to funding problems¹⁵².

Empty state coffers

Economic - Social / During - Post

The organization of this year's Olympics has created considerable problems for the health system. As public finances deteriorated, many hospitals were forced to close, and even after the Olympics, serious shortages of staff, medicines and funding for the management of normal health activities persisted. The education system has also collapsed, and what is even more worrying is public security. The state failed to pay overtime to the police, which led to a disturbing escalation of unprecedented crime¹⁵³.

Lack of governance of the Olympic legacy

Urban / Pre - Post

No long-term joint plan has been planned and implemented. This is also confirmed by the decision of President Jair Bolsonaro to dissolve in 2019 the Authority for the Governance of the Olympic Legacy (AGLO) responsible for the supervision and promotion of activities in the sports facilities remaining after the Olympic and Paralympic Games in Rio 2016. This means that there is no specific organization charged with overseeing this legacy¹⁵⁴.

(150) (2016) What is Rio's Olympic legacy?, "The Guardian"

<https://www.theguardian.com/world/2016/dec/20/what-is-rio-olympic-legacy-brazil>

(151) see note 148

(152) Baseline J. (2016), Rio 2016 Olympics: between expenses and scandals, the first time for a country in recession, "Firstonline" <https://www.firstonline.info/olimpiadi-rio-2016-tra-spese-e-scandali-la-prima-volta-di-un-paese-in-recessione/>

(153) see note 152

(154) see note 148

TOKYO 2020

“United by emotions”

These Olympics were notable for the lack of spectators or the presence of a very limited audience due to the restrictions linked to the pandemic. The athletes competed in an unusually quiet atmosphere in the stadiums, which was an unexpected challenge for many (fig. 107) ¹⁵⁵.

Communication

The **logo** (fig. 108) features a checkered pattern, which in Japan was known as “Ichimatsu moyo” in the Edo period. It, in the traditional Japanese color indigo blue, expresses elegance and sophistication that represents Japan. Composed of three different rectangles, it represents different countries, cultures and ways of thinking. It incorporates the message of “Unity in diversity” ¹⁵⁶.

The shape of the **torch** (fig. 109) is inspired by cherry blossoms, sakura, with a shape resembling five petals from which the pink flame emerges. It features a dual combustion mechanism, producing a high-calorific blue flame and a flameless catalytic reaction, ensuring a continuous, reddish flame ¹⁵⁶.

The **mascot** (fig. 110) Olimpica is called Miraitowa, which in Japanese means “mirai” (future) and “towa” (eternity). This name was chosen to promote a future full of eternal hope in people. With its futuristic and traditional style, the mascot symbolizes the new and the old. On the front is the emblem of the Tokyo

Games, whose checkerboard pattern consists of blue rectangles ⁹⁷.

In the **medals** (fig. 111) they were produced from recycled material, recovered from electronic components donated by Japanese citizens, for the first time. The containers and ribbons were produced in Japan with the color of the Olympic coat of arms and with thin wood fibers that represent each athlete who will set foot on the field ¹⁵⁶.

The **pictograms** (fig. 112) chosen enhance the characteristics and athleticism of each sport. They, while maintaining a sort of continuity with the pictograms of previous editions, were designed to show in the most attractive way the movement of athletes ¹⁵⁷.

The official **posters**, crafted by globally acclaimed artists and designers, aim to establish enduring cultural and artistic imprints for each Olympic and Paralympic Games. As such, these posters feature artworks that are celebrated as representative symbols of their respective eras (fig. 113) ¹⁵⁸.

(155) (2021), *The best photos from the Tokyo Olympics*, “CNN”, <https://edition.cnn.com/2021/07/23/sport/gallery/tokyo-summer-olympics-best-photos/index.html>

(156) *Olympic Games Tokyo 2020*, “Olympics”, <https://olympics.com/en/olympic-games/tokyo-2020/logo-design>

(157) (2019), - *500 giorni a Tokyo 2020, svelati i pittogrammi dell'Olimpiade giapponese*, “Coni”, <https://www.coni.it/it/news/15930-500-giorni-a-tokyo-2020-svelati-i-pittogrammi-dell-olimpiade-giapponese.html>

(158) (2020), *Estos son los posters de los Juegos Olímpicos Tokio 2020*, “Conocedores”, <https://conocedores.com/estos-son-los-posters-de-los-juegos-olimpicos-tokio-2020-32107>

02 Olympic Games



Fig. 107



Fig. 108



Fig. 109



Fig. 110



Fig. 111



Fig. 112



Fig. 113

Research

Tokyo 2020

Accessibility

At the time of the awarding of the Olympic Games in 2013, the organizers of the event had as their goal to make the Games as compact as possible.

The initial plan was to have 28 of the 33 venues where the races would take place within a radius of 8 km from the Tokyo Olympic Village, and that 11 of these would be built from scratch.

Subsequently, the initial projects were modified in order to be more consistent with the indications dictated by Agenda 2020. In fact, some venues were designed to be only temporary, and others were moved outside the 8 km radius, so as to exploit existing venues, so that the Games were more economically viable (fig. 114)

¹⁵⁹.



Fig. 114 Olympic Games 2020 venues map¹⁵⁹

Infrastructures

Total 42

Already in existence 34

New 8

Temporary 10

Demolished after the Olympics 0

Maintain the same function 32

(159) *Competition Venue Map*, "2020games", <https://www.2020games.metro.tokyo.lg.jp/eng/taikaijyunbi/taikai/map/index.html>

02 Olympic Games

Iconic infrastructure: Yoyogi Olympic Gymnasium

Designed by architect Kenzo Tange and completed in 1964 in preparation for the Tokyo Olympics of the time, the Yoyogi National Gymnasium is known for its bold architecture. The structure is characterized by a suspended roof, supported by slender arches.

During the 2020 Olympics, the Yoyogi National Gymnasium was restored and

renovated to meet the modern needs of athletes and spectators. In addition to sporting competitions, the facility has hosted award ceremonies and other special events. It was an emblematic venue during the 2020 Olympics, capturing the spirit of innovation and sporting excellence that characterizes Tokyo and Japan as a whole (fig. 115-116-117) ¹⁶⁰.

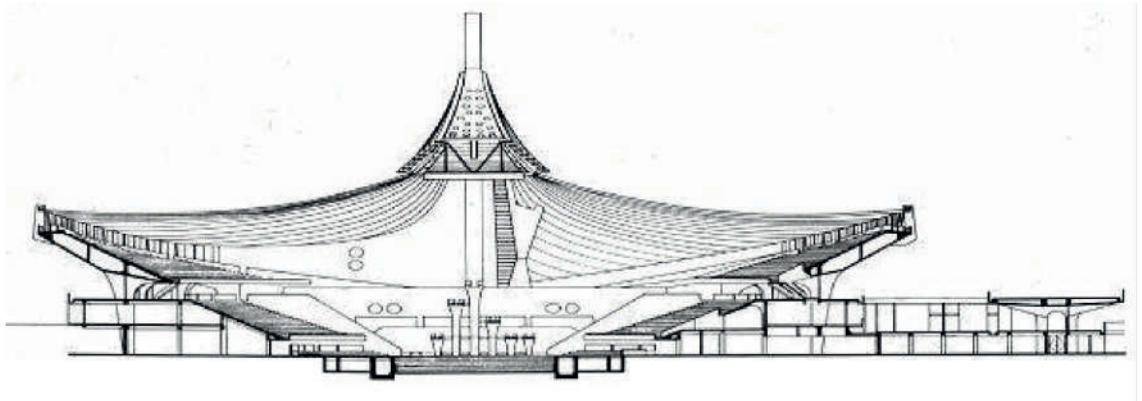


Fig. 115 Drawings of Yoyogi National Stadium



Fig. 116 Detail of Yoyogi National Stadium



Fig. 117 Yoyogi National Stadium

(160) (2021), *Dezeen's guide to the architecture of the Tokyo 2020 Olympic Games*, "Dezeen", <https://www.dezeen.com/2021/07/22/tokyo-2020-olympic-games-venues-architecture/>

Research

Tokyo 2020

Related services

	Fast-track projects for the Olympics	Unchanged Post event	Reconverted Post event	Benefits to tourists	Benefits to residents
Traffic and Transportation ¹⁶¹					
Increase of the airport capacity	●			●	●
New railway line	●			●	●
Construction of 3 motorways	●			●	●
Restructuring of old motorways	●			●	●
Extending the automated transit line	●			●	●
Introduced new BRT Tokyo			●	●	●
More bike friendly area			●	●	●
Housing ¹⁶¹					
Olympic Village become residential		●			●
Paralympic village turned residential		●			●
Creating a hydrogen city model				●	●
(Tele)communication					
Realization of the Tokyo data Highway			●		●
Promotion of "Smart Tokyo" initiatives			●		●
Natural healing					
Musashinonomori Park		●		●	●
Ariake Shinsui Park		●		●	●
Others ¹⁶¹					
Using Olympic 2020 equipment for schools		●			●
Creation of a portal for volunteers in different fields			●		●
Assistance for artistic and cultural activities by residents			●		●
Creation of the Civic creative based Tokyo			●		●

Consideration

The city of Tokyo is one of the few that has committed itself, even at the end of the Games, to keep the legacy and, indeed, try to expand it through redevelopment, initiatives for volunteering, particular attention to the environment by exploiting the communication campaign started for the Olympics. You can see in the figure above that the city has had a special focus on services designed for residents ¹⁶¹.

(161) *Tokyo 2020 Legacy Report*, "2020 Games", <https://www.2020games.metro.tokyo.lg.jp/eng/taikaijyun-bi/torikumi/legacy/index.html>

02 Olympic Games

The Games in numbers

Cost

28 billion euro
+500% overrun

One of the items that weighs in the increase in expenses is that relating to the organization of an overall

system of molecular tests and anti-Covid measures (such as the disinfection of the Olympic village) for all people arriving from abroad ¹⁶².

Major debts to Europe

The Japanese central government, in the spring of 2020, announced the decision to postpone by a year the Olympic and Paralympic Games in Tokyo, which would initially be held in the summer of 2020. This unprecedented decision in the history of the Olympics occurred

because of the international health crisis due to the spread of the Covid-19 virus. Tokyo is therefore the only host city in the history of the Olympics to have been subject to both the cancellation, in the case of the 1940 Summer Games, because of the war, and a postponement ¹⁶².

Tourist flows

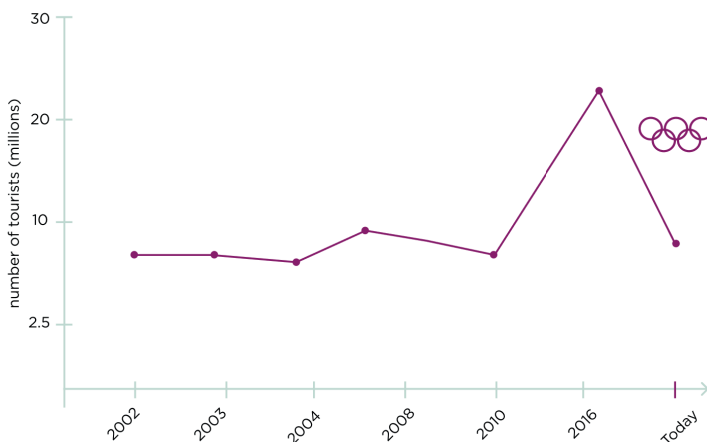


Fig. 108 Trend number of tourists ¹⁶²

(162) see note 28

(163) (2022), *The Postponed Tokyo 2020 Games: From Planning Conflicts to Covid*, "Metropolitics", <https://metropolitics.org/The-Postponed-Tokyo-2020-Games-From-Planning-Conflicts-to-Covid.html#:~:text=One%20of%20the%20many%20consequences,to%20adversely%20affect%20the%20Games.>

206
participating countries
34
sports disciplines
301
sporting events

Broadcast data ¹⁰³

9.500 hours
broadcast feed of the host of the Summer Olympic Games

Number of athletes

11.420 total athletes

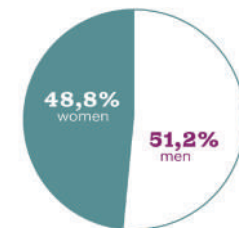


Fig. 109 Percentage between men and women athletes ¹⁶²

The 28th edition of the Olympic Games was considered an opportunity to relaunch the destination on the world tourist market. A goal that turned out to be a pipe dream, as can be seen from the graph. Athens had a tourist peak in 2016 and then dropped drastically with the advent of COVID-19 ¹⁶³.

Tokyo 2020

Strengths

Sustainability

Environment / Pre - During

This Olympics showed a dedicated focus on environmental sustainability, notably in the materials used. Medals were crafted from metal recycled from 6.2 million used mobile phones. The torch, designed by Tokujin Yoshioka, and podiums were made from recycled aluminum and plastic waste. Athletes rested on beds with recyclable cardboard nets and polyethylene

mattresses, later recycled into new plastic products post-Olympics¹⁶⁴.

Case study: Cardboard beds

The Olympic Village beds are made entirely from recycled materials: cardboard for the structure and polyethylene for mattresses. Despite concerns about safety, price, and comfort, with an estimated total cost of \$1400-2300, these beds, manufactured by Airweave, are 2.10 meters long and can support up to 200 kg, accommodating most athletes¹⁶⁵.



Fig. 110 Cardboard beds for residents of the Tokyo Olympic Village 2021

Footprint reduction

Environment / During

Tokyo 2020 implemented a de-carbonisation strategy that helped reduce the event's predicted carbon footprint from 2.9 million tons of carbon dioxide to 2.73 million tons. This result was also achieved thanks to the collaboration with Toyota, which supplied about 3,700 electric or hydrogen powered vehicles for public transport during the Games¹⁶⁶.

Case study: hydrogen powered bus

Toyota, the Japanese automaker, has modified some of its electric e-palette vehicles for athletes' transportation during the Tokyo 2020 Olympics and Paralympics. Based on athletes' feedback, especially from Paralympians, enhancements include larger doors, lower floors, and electric ramps to facilitate easy and swift boarding, particularly for wheelchair users (fig. 111)¹⁶⁷.

(164) Redazione digital (2020), I letti di cartone degli atleti di Tokyo 2020, le olimpiadi a basso impatto, "Elledecor" <https://www.elledecor.com/it/design/a30465477/letti-cartone-olimpiadi-tokyo-2020/>

(165) see note 164

(166) (2019), Toyota: elettrificazione e mobilità per tutti alle Olimpiadi di Tokyo 2020, "HDMotori" <https://www.hdmotori.it/2019/08/27/toyota-flotta-auto-elettriche-idrogeno-tokyo-2020/>

(167) Hitti N. (2019), Toyota redesigns its e-Palette vehicle for Tokyo 2020 Olympic athletes, "Dezeen" <https://www.dezeen.com/2019/10/14/toyota-e-palette-tokyo-2020-olympics/>



Fig. 111 Hydrogen powered bus

Innovative urban development

Urban / Pre - Post

The modern Tokyo Bay Zone is an innovative example of urban development, contributing to the revival of Tokyo's waterfront and improving access to the bay area. This area is home to 16 Olympic venues, including the Tokyo Aquatics Centre, a unique facility that can adjust the length and depth of its pools by modifying the floors and walls. This system is powered by solar energy and a heat pump ¹⁶⁸.

Reuse of existing structures

Urban - Environmental / Pre

The Tokyo 2020 Olympics stood out for their decision to reuse existing buildings, setting a precedent in the history of the Games. In most cases, old structures have been recovered with the aim of upgrading, preserving the existing heritage and containing waste. In fact, out of 42 facilities used for the event, 34 were previous buildings that were redeveloped and reused ¹⁶⁹.

(168) see note 160

(169) (2021), Tokyo, grandi opere al servizio dei Giochi Olimpici, "Webuildvalue"

<https://www.webuildvalue.com/it/economia-globale-sostenibilita/olimpiadi-tokyo-costruzioni-sostenibili.html>

Weaknesses

Apparent sustainability

Environmental / Pre

Among the new buildings, both the Olympic Square and the National Stadium of Japan, designed by Kengo Kuma, were built using wood as the main material, with the aim of limiting carbon emissions. However, it emerged that some of this wood was linked to deforestation activities, thus reducing the positive impact of these buildings in terms of environmental sustainability. In fact, the “Bruno Manser Fund” said that the wood could be traced back to Shin Yang, a Malaysian giant of the forestry industry accused of human rights violations, illegal logging and destruction of rainforests ¹⁷⁰.

along river banks, and in Tokyo station buildings ¹⁷¹.

Social hardship

Social / Pre

Miyashita Park, located near Shibuya Station, was the subject of a redevelopment project led by Mitsui Fudosan Realty, a major Japanese real estate giant, who transformed it into an impressive 18-story hotel. Since the beginning of the renovation works, which led to the closure of the park, the already precarious living conditions of many homeless people have deteriorated further. Historically, public parks in Japan have played an essential social role, providing shelter to people in the community who had lost their homes due to natural disasters or war conflicts. According to a government-commissioned survey in January 2019, at least 1,126 homeless people lived in parks,

(170) Frearson A. (2017), Japan urged to stop using deforestation-linked wood for Kengo Kuma’s Olympic stadium, “Dezeen” <https://www.dezeen.com/2017/05/12/japan-urged-stop-deforestation-linked-wood-kengo-kuma-tokyo-2020-olympic-stadium/>

(171) Scaffidi G. (2021), La storia delle Olimpiadi è (anche) una storia di gentrificazione, “Rollingstone” <https://www.rollingstone.it/politica/la-storia-delle-olimpiadi-e-anche-una-storia-di-gentrificazione/576101/>

2.6 Final considerations

At the end of this analysis spanning from 1992 to 2020, we can compare the data to develop insights and gain a fuller understanding of the Olympic Games. Figures 113, 114, and 115 demonstrate a consistent rise in the total number of events, sports, and athletes over the years. This increase is propelled by

recent inclusion efforts and the growing significance of the event, not only in sports but also in community, patriotic, and nationalist spheres. This trend is further exemplified by the progressive increase in Olympic broadcasting hours, as depicted in figure 112. It is evident that over time the number of female athletes has grown steadily (fig. 115).

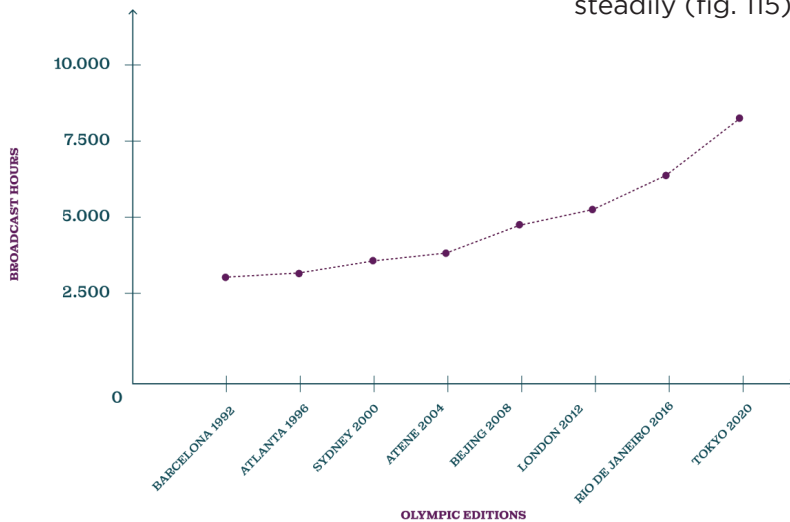


Fig. 112 Count hours of broadcast ¹⁷²

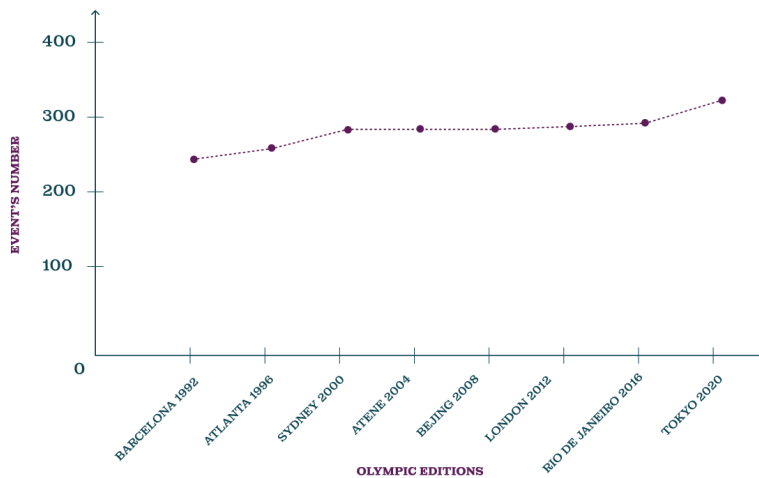


Fig. 113 Number of events in each Olympics ¹⁷³

(172) Personal elaboration on: Vartuli A. (2016), Chi vuole ancora le Olimpiadi?, "Nuovo mondo economico. eu" <https://mondoeconomico.eu/archivio/quadrante-futuro/chi-vuole-ancora-le-olimpiadi>

(173) see note 172

Research

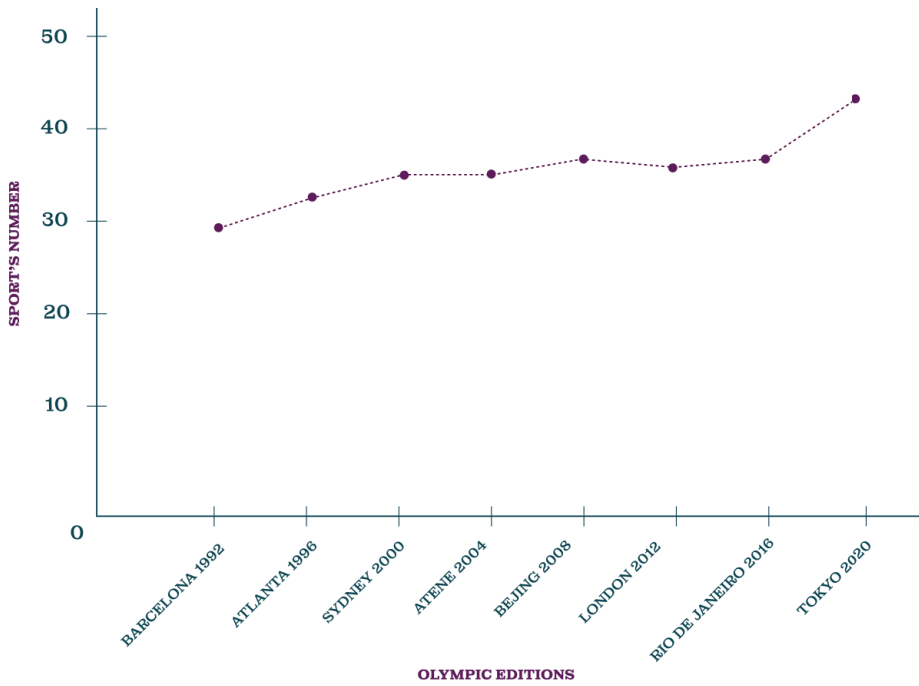


Fig. 114 Number of sports at each Olympics ¹⁷⁴

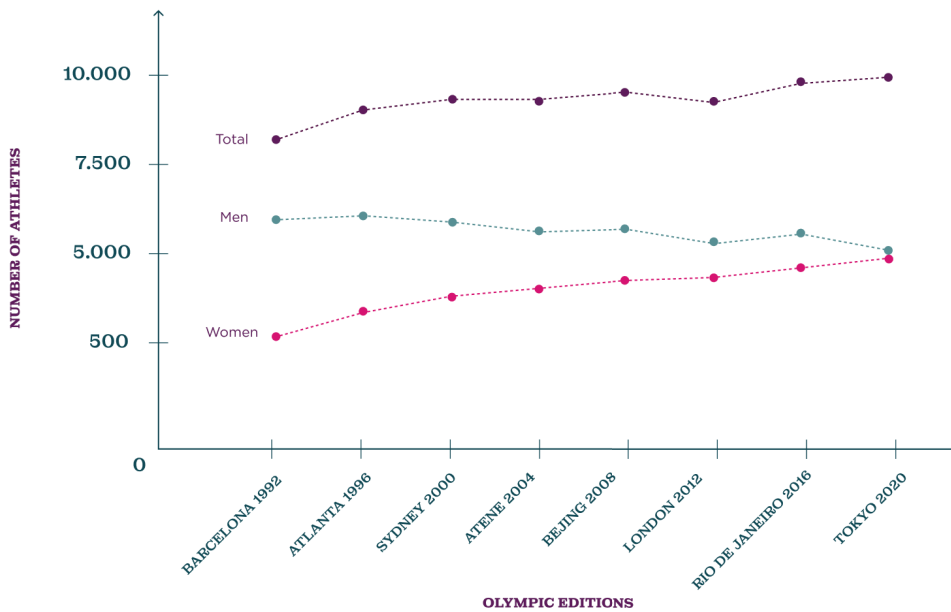


Fig. 115 Number of participating athletes, divided into total number, number of men and number of women ¹⁷⁵

(174) see note 172

(175) see note 172

02 Olympic Games

This change is also reflected in an increased focus on Olympic communication. For example, over the years, mascots have gone from representing pairs that can be traced back to male and female figures (such as 'Phevos' and 'Athena', mascots for Athens 2004 (fig. 116), or even 'Snow' and 'Gliz' for Turin 2006 (fig. 117) or figures that are strongly characterised in terms of gender, to becoming increasingly asexual (such as the mascots for the Beijing 2008

Games (fig. 118) or "Gliz" for Turin 2006 (fig. 119) or figures strongly characterised in terms of gender, to the point of becoming increasingly asexual (such as the mascots of the Beijing 2008 Games (fig. 120) or "Wenlock" London 2012 (fig. 121) or "Miraitowa" Tokyo 2020 (fig. 122). This trend, which responds to the needs of an evolving society, is also reflected in the Olympic Phryge mascot of the Paris 2024 Olympics (fig. 123).



Fig. 116 Olympic mascots Athens 2004, Phevos and Athena¹⁷⁶

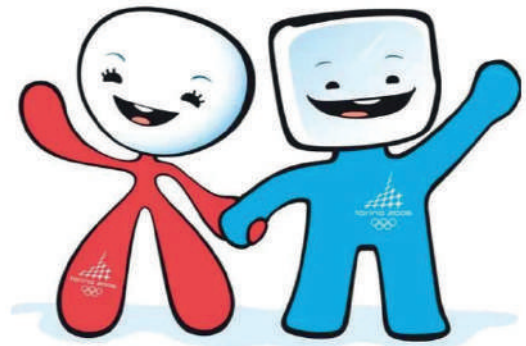


Fig. 117 Olympic mascots Turin 2006, Neve and Gliz¹⁷⁷



Fig. 118 Olympic mascots Beijing 2008, Beibei, Jingjing, Huanhuan, Yingying, Nini¹⁷⁸

(176) *Athens 2004, La Mascotte*, "Olympics.com" <https://olympics.com/it/olympic-games/athens-2004/mascot>

(177) *Torino 2006, La Mascotte*, "Olympics.com" <https://olympics.com/it/olympic-games/turin-2006/mascot>

(178) *Beijing 2008, La Mascotte*, "Olympics.com" <https://olympics.com/it/olympic-games/beijing-2008/mascot>

Research



Fig. 119 Olympic mascot Tokyo 2020, Miraitowa ¹⁷⁹



Fig. 120 Olympic mascots Paris 2024, Olympic Phryge ¹⁸⁰

It is also interesting to see how over the years the amount of investment required for the redevelopment of the city and the construction of sports facilities in the city

hosting the Olympic Games has changed. Below the economic data compared (fig. 121).

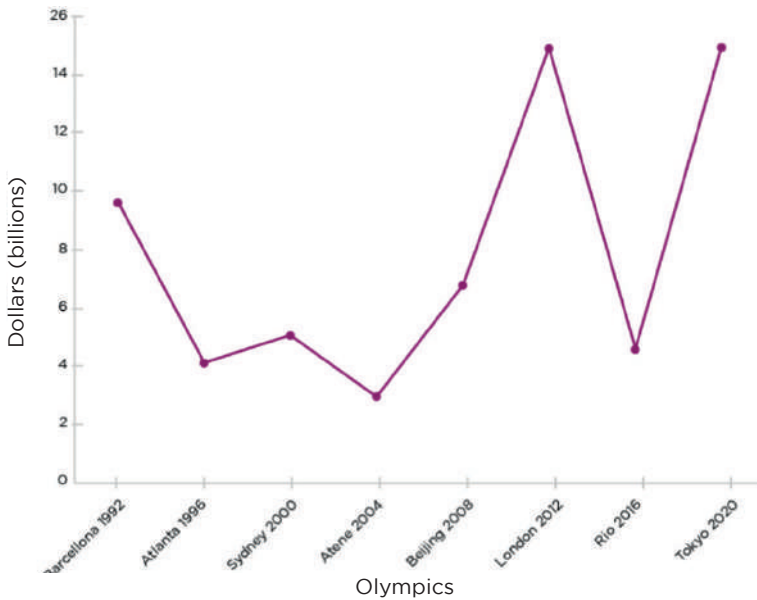


Fig. 121 Investment in billions of dollars for the Olympic Games ¹⁸¹

(179) *Tokyo 2020, La Mascotte*, "Olympics.com" <https://olympics.com/it/olympic-games/tokyo-2020/mascot>

(180) *Parigi 2024, La Mascotte*, "Olympics.com" <https://olympics.com/it/olympic-games/paris-2024/mascot>

(181) see note 172

02 Olympic Games

The cost of the investment needed to host the Olympic Games in the organizing cities, as shown in figure 121, shows a continuous fluctuation, without outlining a net trend over the years.

As for the difference between the budget estimate and the actual cost (as illustrated in figure 122), we can see a decreasing trend over the years, with a peak in Beijing 2008, where the cost difference was practically nothing. This trend could be attributed to the growing experience gained in accurately calculating the costs of the Olympic Games. However, it is important to note that Tokyo 2020 is a significant exception to this trend, largely due to the postponement of the event due to the pandemic and the lack of expected visitors, which resulted in additional costs and a more significant budget difference than in previous editions.

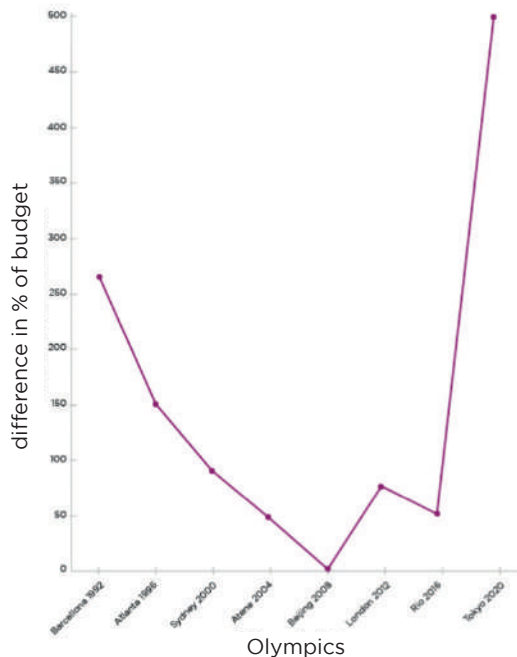


Fig. 122 Percentage difference compared to budget¹⁸²

In order to host the Olympic Games, cities must have sports facilities that can accommodate all Olympic disciplines and all participating athletes. With the further increase of sports included in this event, the number of facilities required has also increased. In this regard, over the years we have tried to design new infrastructure with particular attention to the post event or to reuse existing structures on the territory, thus limiting economic and environmental costs. Unfortunately, many of these proposals, although made from a social and environmental point of view, are often not implemented due to lack of funding.

What is often successful is urban regeneration projects, which aim to improve city services, such as transport, telecommunications and culture. In all the Olympic Games, although to a limited extent, there have been improvements in town planning and related services.

In addition to all these aspects, problems and situations have been highlighted that tend to repeat and recur in every past edition and therefore are useful indicators to assume future scenarios of the upcoming Olympics. Being able to observe and understand these phenomena makes it possible to prepare properly to face certain problems and sometimes, thanks to careful planning and management, to avoid them.

(182) see note 172

2.6.1 Environmental issues

The environmental impact of the Olympic Games has long been a source of concern. The host country must invest billions of dollars in infrastructure such as the Olympic Village and stadiums, which are not always used at the end of the event. Obviously there are economic advantages and visibility for the host city, but unfortunately there are also many negative aspects not always evident to the general public.

Since 2000, although most of the host countries have taken steps to achieve sustainable Olympic Games, the results achieved so far have been disappointing, as well as causing damage to the environment in most cases. Sustainability is not only about protecting nature, but also the surrounding social fabric. Although the International Olympic Committee (IOC), which is responsible for organizing the Games, has stressed the importance of environmental sustainability for more than two decades, the most recent editions of the Games have not achieved the sustainability objectives set.

All this shows that the mechanisms currently used by the IOC to supervise the organizers of the Games are ineffective, as they fail to incentivise the organizers of the Games to comply with environmental standards ¹⁸³.

2.6.2 The recent history of the Olympics is (also) a history of gentrification

The forced eviction of residents has become a constant feature of redevelopment projects linked to so-called “major events” and is an integral part of their recent history.

Many analysts have noted that, in the last thirty years, the Olympics have stopped being simple sporting events, turning into tools for building speculation disguised with the reassuring label of “urban regeneration”. The model is now well known: local authorities invest stratospheric amounts in the construction of infrastructure and other projects that should theoretically generate long-term benefits. Usually, institutions present these investments as a unique opportunity to improve the city as a whole, to the benefit of all, regardless of their economic situation. However, the reality is often very different: the Olympics become an opportunity to artificially increase real estate value, triggering a process of speculation that favors mainly builders and the wealthiest sections of the population. On the contrary, the less wealthy are often the victims, suffering the effects of the process known as gentrification ¹⁸⁴.

This phenomenon, increasingly common, represents a profound transformation that can shape the social nature of a neighborhood and usually begins with the increase in rents and ends with the replacement of middle-low income classes with middle-high and high income classes.

(183) Yang Y. (2022), The Main Factors of Environmental Impact of the Olympic Games, “Highlights in Science Engineering and Technology”, pp.267-271 https://www.researchgate.net/publication/366254103_The_Main_Factors_of_Environmental_Impact_of_the_Olympic_Games

(184) Scaffidi G. (2021), La storia delle Olimpiadi è (anche) una storia di gentrificazione, “Rollingstone” <https://www.rollingstone.it/politica/la-storia-delle-olimpiadi-e-anche-una-storia-di-gentrificazione/576101/>

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Unfortunately, there are numerous examples of eviction at the Olympic Games. During the preparations for the 2008 Olympic Games in Beijing, more than a million people were forced to move to the suburbs to make room for

construction (also shown by the photos representing the protests during the Beijing 2008 organizational period, see fig. 123) as well as the 30,000 residents sent away for the 1996 Atlanta Olympics.



Fig. 123 Protests against failure to respect human rights during the 2008 Beijing Games ¹⁸⁵

However, one of the most striking cases of recent years is the one that occurred in Brazil: in the period before the 2016 Rio Olympic Games: the popular district of Vila Autódromo was practically demolished to satisfy the interests of investors and construction entrepreneurs. The original inhabitants of the area were forced to leave their homes because of evictions or the unsustainable increase in rents. In return, they received financial compensation or accommodation elsewhere. In their place were built a parking lot and access

roads to the Olympic park. Local activists still define this case as the “Games of Exclusion” ¹⁸⁶. In Paris, unfortunately, similar situations of gentrification have already happened and will occur again at the end of the next Olympics. In the area beyond the northern border of the Parisian city, where the Olympic Village, the Water Centre and other new Olympic infrastructure are currently being built, some residents have been forced to leave their neighborhoods to make room for construction sites. Concluding the Games,

(185) (2022), From sanctioning a refugee team to letting China host: Does the International Olympic Committee support human rights?, “University of Portsmouth” <https://www.port.ac.uk/news-events-and-blogs/blogs/from-sanctioning-a-refugee-team-to-letting-china-host-does-the-international-olympic-committee-support-human-rights>

(186) see note 184

as shown by previous case studies, it is highly likely that the prices of new homes will rise, becoming inaccessible to the low-income population who have always lived in those areas (for more details see chap. 4 “Olympic Games Paris 2024”) ¹⁸⁷.

2.6.3 Unsustainable costs

The Olympics represent a great opportunity to tackle redevelopment projects, increase transport or improve services already present in the host city, as well as the opportunity to “redo the look” and show a new face to the whole world. All these works, however, involve costs that often put in difficulty those who have to manage them. In fact, large budget overruns have unfortunately become the norm for host countries. It is estimated, for example, that the postponement of the Tokyo Olympics to 2021 alone cost Japan USD 2.8 billion, two thirds of which was paid out of public funds, in addition to existing costs ¹⁸⁸. The Olympic Games are undoubtedly the most important event, prestige and economic burden ever hosted by cities and nations. In general, the costs associated with sporting activities represent only a part of the total costs, while the costs not directly associated with sport are usually much higher. It is noteworthy that every Olympic Games since 1960 has consistently exceeded the budget, with an average exceeding 172 percent, a record among all types of major projects. Research conducted by the New University of Oxford has sought to explain the challenges associated with the

successful planning and management of the Olympics and stresses the importance for cities and nations to carefully evaluate before applying for the organization of such events. In conclusion, the study developed guidelines for best practices in the planning and management of the Olympics, including methods to mitigate the risks associated with the nature of the Olympics ¹⁸⁹. Many cities have learned valuable lessons about economics from their experiences as organizers of the Games. For example, residents of Hamburg rejected the city’s bid to host the Games in 2015 in a referendum, mainly because of cost-related concerns. However, many other cities have learned their lessons harder.

The positive perception of major events such as the Olympics is not a phenomenon restricted to individual countries, but can be observed in multiple national contexts. In an article published in *Tourism Economics*, Burgan and Mules highlight how “many major events receive considerable government funding [...]. Many of these events are subject to economic impact studies, and the financial consequences of the event on incomes and employment in the host region are often used to justify the use of public funds”. Following this mechanism, the Turin Olympics, according to the organizers, potentially used more than EUR 10 billion of public funds for other works, while the organization of the London Olympics would cost more than £8.9 billion.

(187) Borges A. (2021), Parigi 2024: le Olimpiadi che faranno vincere alcuni, ma hanno già fatto perdere tutto ad altri, “Euronews”, <https://it.euronews.com/2021/05/05/parigi-2024-una-vittoria-per-alcuni-una-sconfitta-per-molti>

(188) McCarthy N. (2021), The Massive Costs Behind The Olympic Games, “Forbes” <https://www.forbes.com/sites/niallmccarthy/2021/07/21/the-massive-costs-behind-the-olympic-games-infographic/>

(189) Flyvbjerg B., Budzier A., Lunn D. (2020), Regression to the Tail: Why the Olympics Blow Up, “Environment and Planning A: Economy and Space” <https://journals.sagepub.com/doi/10.1177/0308518X20958724>

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According to Professor Jérôme Massiani, economic impact studies have two main challenges: they use partial cost estimates that are not always reliable and overestimate the benefits due to significant methodological problems. As regards the first problem, it is clear that major events are often characterized by a large discrepancy between cost estimates and actual costs. This phenomenon manifests itself in two main aspects: firstly, the expenditure identified as part of the event preparation covers only a fraction of the total costs; secondly, initial cost estimates often undergo a significant doubling, or worse, during the realization phase¹⁹⁰.

In addition to underestimating costs, criticalities in impact studies tend to overestimate benefits. These criticisms are highlighted by some economists, who suspect that these errors are not random. John Crompton, for example, in the article “Analysis of the economic impact of sports facilities and events: 11 ways of making mistakes”, suggests that these methodological discrepancies “in some cases arise from misunderstandings, while in other cases they seem to be intentional distortions. The end result is an overestimation of the economic impact, leading to significantly higher figures than actually justified”¹⁹¹.

2.6.4 Infrastructure legacy

The concept of inheritance, or “legacy” as defined by the Olympic committees, cannot be considered exclusively in positive terms. There are so-called “phantom infrastructures”, which represent all the structures that have not been built or that have been delayed to allocate resources to the event. In general, the issue of infrastructure inheritance seems to generate weak claims. First, the attribution methodology always raises problems. Arguing that, in the absence of the event, certain infrastructure such as metros or motorway links would not have been built is arguable. This may be true for some infrastructure related to plants (which represent the most problematic legacy), but it is difficult to apply to other infrastructure more general use¹⁹².

It would be excessive, for example, to say that the 1972 Olympic Games in Munich allowed the construction of the metro, or that the Olympic Games in Turin led to the realization of the high-speed train. It is questionable to argue that Turin would have been excluded from the TAV network in the absence of the Olympics (at most it can be assumed that these have accelerated its implementation). However, the main problem lies in the distorted approach of communicating to the public the real process of realizing event-related infrastructure. It is not the sporting events that finance the Turin metro, nor the Expo to finance the waterways of Milan: it is rather the Italian taxpayer (fig. 124). If, on the other hand, the event generates

(190) Jérôme Massiani (2018), *I promessi soldi. L'impatto economico dei mega eventi in Italia: da Torino 2006 a Milano 2015*, Edizioni Ca'Foscari, Venezia

(191) Crompton, J.L. (1995), *Economic Impact Analysis of Sports Facilities and Events: Eleven Sources of Misapplication*, “Journal of Sport Management”, n. 9 <https://www.semanticscholar.org/paper/Economic-Impact-Analysis-of-Sports-Facilities-and-Crompton/a2baa65494313458a3f1ca55a89d7afaf3c74ac9>

(192) see note 191

(193) see note 190

revenue for the taxpayer community, that's fine, provided you don't deceive the taxpayer by making them believe that the accounts necessarily coincide. There is no prior guarantee that the net benefits of the event will be sufficient to cover the additional costs incurred in organizing the event ¹⁹³.

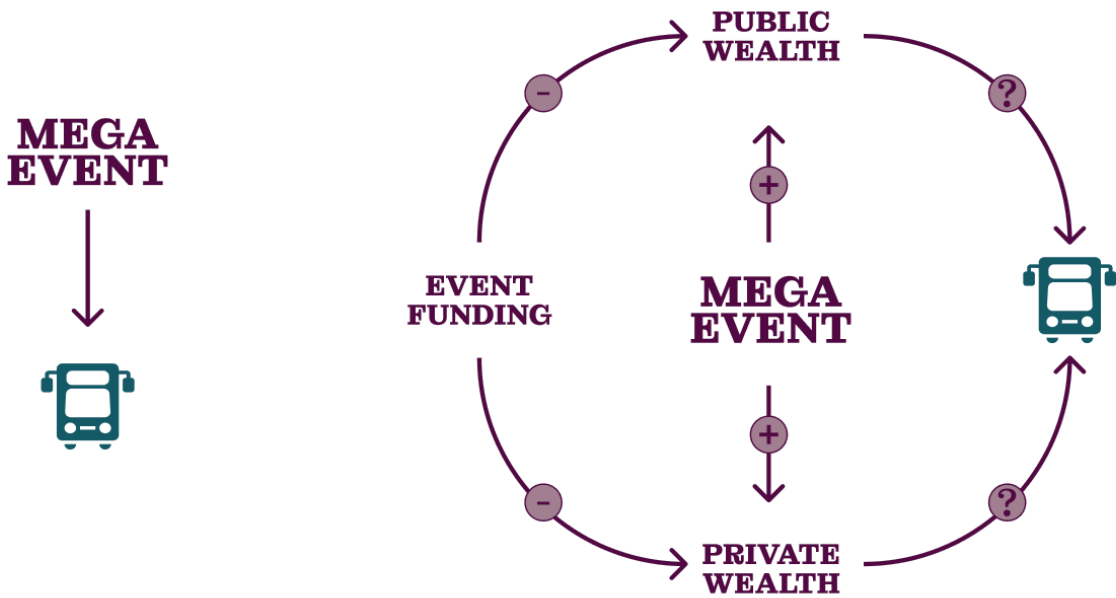


Fig. 124 The legacy of mega events: comparison of the common representation with the real financing mechanisms ¹⁹⁴

(194) Personal elaboration on: Jérôme Massiani (2018), I promessi soldi. L'impatto economico dei mega eventi in Italia: da Torino 2006 a Milano 2015, Edizioni Ca'Foscari, Venezia

02 Olympic Games

TIME TO TALK

1. Sustainability in Olympic Games

🎤 How did you come into contact with the Olympic reality?

I served as the **Sustainability Manager for the 2006 Turin Olympics**.

🎤 In comparison to your experience, how do you think the Olympics are transforming?

Significant strides have been made. Currently, there is a heightened focus on the potential impacts of the Olympics on the environment. It's noteworthy that up **until 20 years ago, there wasn't even a sustainability management in place**.

🎤 Having been part of the organization, what do you think can be improved?

We are currently transitioning from **designing for the Olympics to designing for the city**, but the journey still presents numerous obstacles. The primary issue revolves around the adopted business model.

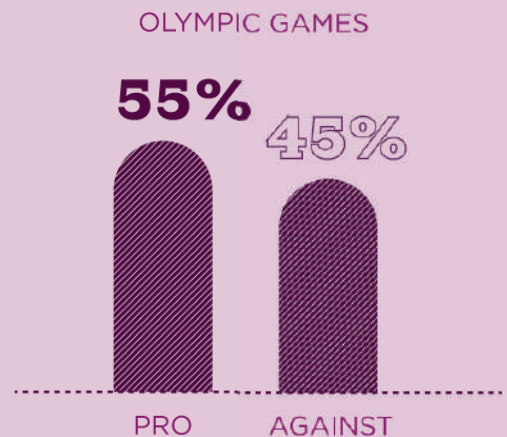
In recent editions, there has been a **growing competition to achieve increasingly grandiose scales**, unfortunately necessitating the acceptance of sponsors that may not fully adhere to ethical and sustainability norms. However, these sponsors become indispensable to cover the costs associated with organizing the event.

The situation is extremely complex, but intensive efforts are underway to address these issues. **There is awareness of the challenges**, and there is an intention to improve, but it's a process that takes time.



PAOLO REVELLINO

ESG Consultant
Environmental
& Social Safeguards



“Designing for the city”



Olympic ceremony in Turin, 2006

<https://olympics.com/ioc/news/torino-2006-effect-still-being-felt-10-years-on>

02 Olympic Games

03.

GRAND PARIS

“How many cities does Paris contain? Impossible to say... and how many atmospheres, how many colors? Impossible to answer... Paris, magnificent and romantic, with an immense cultural heritage behind but immersed in the future”¹.

After a careful analysis of the evolution of the structure of Olympic events over the years, it becomes evident that recurring patterns persist in each edition of the Olympics, despite variations. These patterns generate specific challenges linked to the territorial context in which the events take place. Before delving into the upcoming 2024 Olympics in Paris, it is essential to explore the current reality of the Parisian urban territorial fabric and understand how it is evolving to accommodate an event of this magnitude. The territorial context provides the key to understanding the “complexity within complexity,” which is the challenge of organizing a large-scale event within the multifaceted city.

In this chapter, we will examine the 20 arrondissements of Paris and the seven cities of the Seine-Saint-Denis department: L’île de Saint Denis, Saint-Denis, Saint-Ouen, Aubervilliers, Dugny, Le Bourget, and La Courneuve. The selection of these areas is motivated by

their imminent and significant exposure to the grand event, both concerning the specific infrastructure for the Olympics and the ongoing work and accelerated interventions in anticipation of the Olympic deadline.

(1) Schinnezos I., *Itinerari e luoghi*. Mensile tascabile di turismo consapevole. N°277, Milano, Editoriale C&C srl, 2020

3.1 From its origins to the present day

The analyzed areas are situated in Île-de-France, a historical region in northern France. Île-de-France, with its capital in the city of Paris, encompasses a total of 8 departments: Paris, Essonne, Hauts-de-Seine, Seine-et-Marne, Seine-Saint-Denis, Val-de-Marne, Val-d'Oise, and Yvelines. Nearly 12.5 million inhabitants reside in an area that exceeds 12,000 square kilometers (fig. 01) ².



Fig. 01 Map Île-de-France, 2021 ³

(2) Insee (2018), Démographie de l'Île-de-France en 2018, <https://www.insee.fr/fr/statistiques/4279519>

(3) (2017), Region Île-de-France Arrondissement 2017, "Wikipedia Commons", https://commons.wikimedia.org/wiki/File:Region_%C3%8Eile-de-France_Arrondissement_2017.png

Research

This region has undergone several changes throughout history. The province of Île-de-France originated from the royal domain established by the first Capetians from the 10th to the 13th century. Its boundaries, initially vague, underwent frequent alterations until the end of the Ancien Régime. The province, originally extending more to the west and notably to the north, was less expansive towards the east and south than it is today. The merchant guilds of Paris, with a direct interest in the area, likely played a significant role in defining its contours. During the French Revolution ⁴, the region was almost entirely divided into three departments: Seine, Seine-et-Oise, and Seine-et-Marne. For urban planning reasons, the regional entity was reconstituted after 1945. The transition to administrative decentralization (since 1964) and later political decentralization (1982) consolidated the regions inherited from the former provinces. In 1965, the number of departments was increased from three to eight, including Paris. Only one of them, Seine-et-Marne, occupies almost half of the regional surface.

If we talk about the city of Paris, it covers an area of 105.4 km², but its metropolitan area is much larger. The “Petite Couronne” (Small Crown) consists of the city and the three neighboring departments of Seine-Saint-Denis (236 km²), Val-de-Marne (245 km²), and Hauts-de-Seine (176 km²), collectively occupying an area of 762.40 km². Similarly, the more distant departments, such as Val d’Oise, Essonne, and Yvelines, constitute the region known as the “Grande Couronne” (Big Crown) ⁵.

After over a century and a half, the boundaries of Paris have been redefined (fig. 02). Since the 2000s, various territorial reorganization projects have been underway throughout the French national territory, all falling under the umbrella term “Grand Paris” or Greater Paris. Neither the concept nor the term is a recent creation. In 1936, André Morizet, the mayor of Boulogne-Billancourt, and Henri Sellier, the mayor of Suresnes and president of the General Council of the Seine, authored a report titled “The Administrative Reform of Paris: Report on the Administrative Reform of Greater Paris”. Their reflections on cooperation and the development of solidarity between the capital and its suburban neighbors marked the culmination of a period that began in the immediate post-war era, addressing the awareness of socio-economic imbalances in the Paris metropolitan area and its need for infrastructure and planning.

Paris attained special status as a

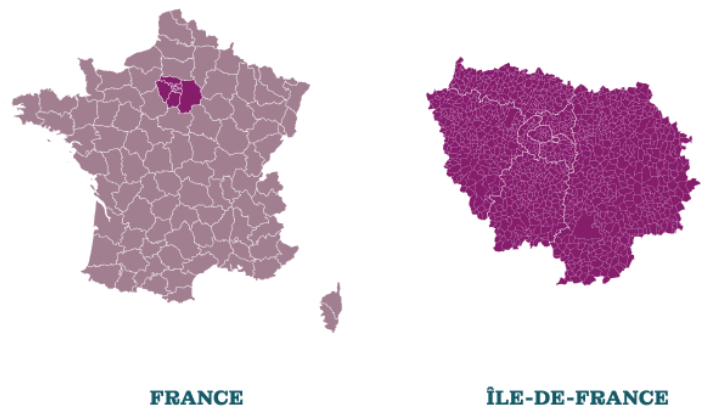


Fig. 02 Summatory maps highlighting the various territorial designations

(4) (2016), Eventi principali della Rivoluzione francese, “Skuola.net”, <https://www.skuola.net/storia-moderna/rivoluzione-francese-mov.html>

(5) (2023), Parigi, “Wikipedia”, <https://it.wikipedia.org/wiki/Parigi>

03 Grand Paris

community in 1977, and Jacques Chirac was elected mayor in 1983. The Defferre laws of 1982-1983 decentralized power, transferring authority to municipalities, departments, and regions. This “Decentralization Act I” eliminated prefectural control and delegated state powers in territorial planning. These changes reflected an awareness of socio-economic imbalances and the need to address the demographic and economic expansion of the Paris metropolitan area. In the last 20 years, the history of Greater Paris demonstrates continuity with the long period of reflection on cooperation and the development of solidarity between Paris and its suburbs. Since the 2000s, there has been a renewed interest and mobilization. The term “Grand Paris” was revived by President Nicolas Sarkozy in 2008, representing an initiative to transform Paris and its metropolitan area into a major global metropolis of the 21st century. The goal is to improve the quality of life for residents, address territorial

inequalities, and develop a sustainable city.

Behind this initiative is the desire to orchestrate the economic development of the “capital region” and attempt to harmonize the capital’s economy by expanding into a larger territory, focusing on strengthening intermunicipal cooperation, which was virtually nonexistent in Île-de-France, and establishing institutional metropolises. After years of debate, Law No. 2015-991 of August 7, 2015, known as the “NOTRe Law,” established that starting from January 1, 2016 ⁶:

- The division of Île-de-France into 32 intermunicipal territories is responsible, among other things, for defining an intermunicipal urban development plan (PLUI) ⁷;

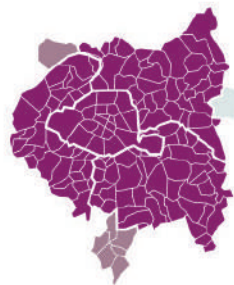
- The creation of a “super-inter municipality” that brings together the twelve largest territories (each with at least 300,000 inhabitants): this is the famous Métropole du Grand Paris (MGP).



GRAND COURONNE



PETITE COURONNE



**MÉTROPOLE DU
GRAND PARIS**



PARIS

(6) Prefet de Tarn-et.Garonne (2015), FICHE n°1 La loi NOTRe : principales dispositions, <https://www.tarn-et-garonne.gouv.fr>

(7) Mairie de Paris (2023), Le Plan local d’urbanisme (PLU), <https://www.paris.fr/pages/le-plan-local-d-urbanisme-plu-2329>

(8) Personal elaboration (2023)

Research

Simultaneously, from both a political and administrative standpoint, the Parisian administration initiated a study for the creation of a new transportation infrastructure aimed at alleviating congestion in the vast Île-de-France region surrounding the center of Paris. Between 2004 and 2007, several projects were proposed, including one envisioning the creation of a circular metropolitan line connecting peripheral areas inhabited by millions of people. Out of this design effort emerged the concept of the Grand Paris Express, conceived as a “loop” to link major regional economic centers to key transport hubs, including airports. (The project will be explained in more detail in the “Mobility” section).

Paris’s bid for the 2024 Olympic Games was closely tied to the idea of developing the Grand Paris Express (fig 03), a fundamental infrastructure with a dual purpose. On one hand, it aimed to revitalize the globally renowned capital; on the other hand, it sought to redevelop Greater Paris, encompassing numerous municipalities frequented by millions of people daily. As part of the bid, the Grand Paris Express was presented as a key element for the Olympics, showcasing Paris’s investments in a sustainable future and the creation of a metropolis oriented towards the well-being of its inhabitants. The urban regeneration of Saint-Denis, one of the urban centers affected by the new subway line, was at the heart of this project, animating both the Grand Paris Express and the Parisian Olympic bid ⁹.

According to Thierry Dallard, President of the Board of Directors of Société du Grand Paris, the promised lines for the 2024 Olympic Games should proceed as

planned. Despite Lines 15, 17, and 18 not being completed within the expected timeframe, with construction extended until 2030, the progress of Line 14 does not seem to raise concerns. This line is crucial for the Olympic project as it provides connections to the north, reaching the future Olympic village in Saint-Denis, and to the south, connecting to Orly Airport. Similar confidence is expressed for the section of Line 16 crossing Seine-Saint-Denis, also scheduled for completion in 2024, linking Saint-Denis to Clichy-Montfermeil ¹⁰.

As of today, the use of the term “Grand

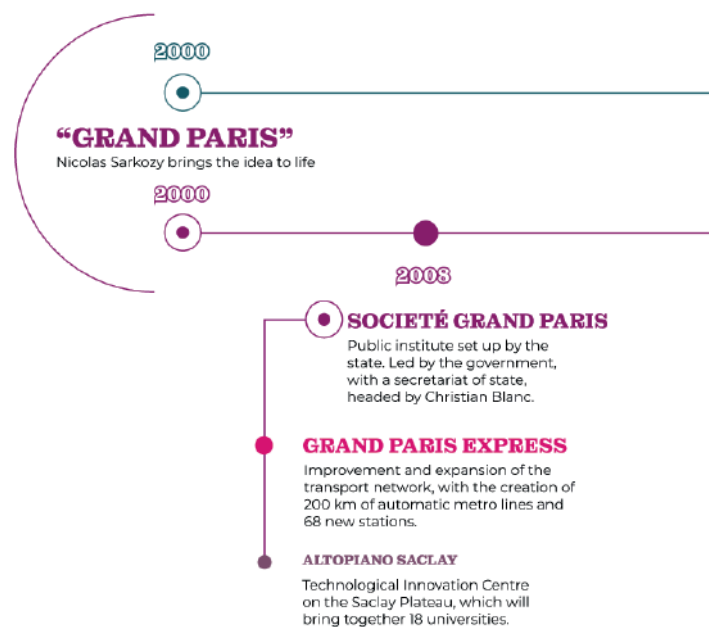


Fig. 03 Synthetic timeline of the Olympics and the Grand Paris metropolis ¹¹

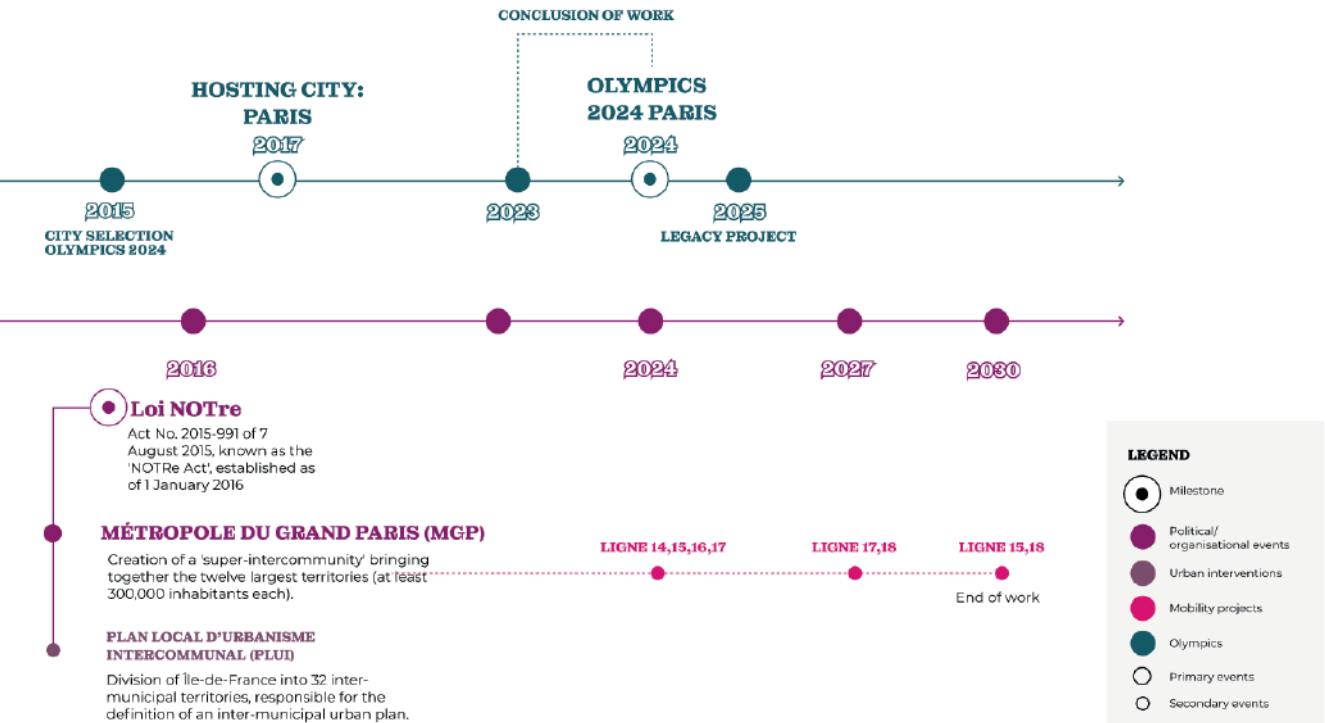
(9) (2023), *Grand Paris Express, una metropolitana per le Olimpiadi*, “We Build Value”, <https://www.webuild-value.com/it/reportage/>

(10) Damour P. (2018), *Métro du Grand Paris : encore de nouveaux retards à venir*, “Challenges”, <https://www.challenges.fr>

03 Grand Paris

Paris” can lead to confusion given its dense history and application in various contexts. Therefore, it is essential to clearly distinguish the various definitions associated with this term. The Métropole du Grand Paris is an intermunicipality, meaning an administrative entity (INSEE Code: 200054781). It should not be confused with the Aire urbaine de Paris (the Paris metropolitan area), the Unité urbaine de Paris (a narrower territory based on another type of delineation (INSEE Code: 00851)), the Société du Grand Paris (the public entity for the GPE), the Grand Paris Express (a railway project),

the Atelier international du Grand Paris (a think tank), the Forum métropolitain du Grand Paris (formerly Paris Métropole, an association of local communities), or the Grand Paris Aménagement (the public entity for territorial planning). The Métropole du Grand Paris (fig. 04) comprises 5 departments (Paris, Essonne, Hauts-de-Seine, Seine-Saint-Denis, Val-de-Marne) divided into 12 territories (from T1 to T12) (replacing the previous intermunicipal entities with new territorial public entities TPE) and 131 municipalities (including Argenteuil in Val-d’Oise).



(11) Personal elaboration (2023)

Research

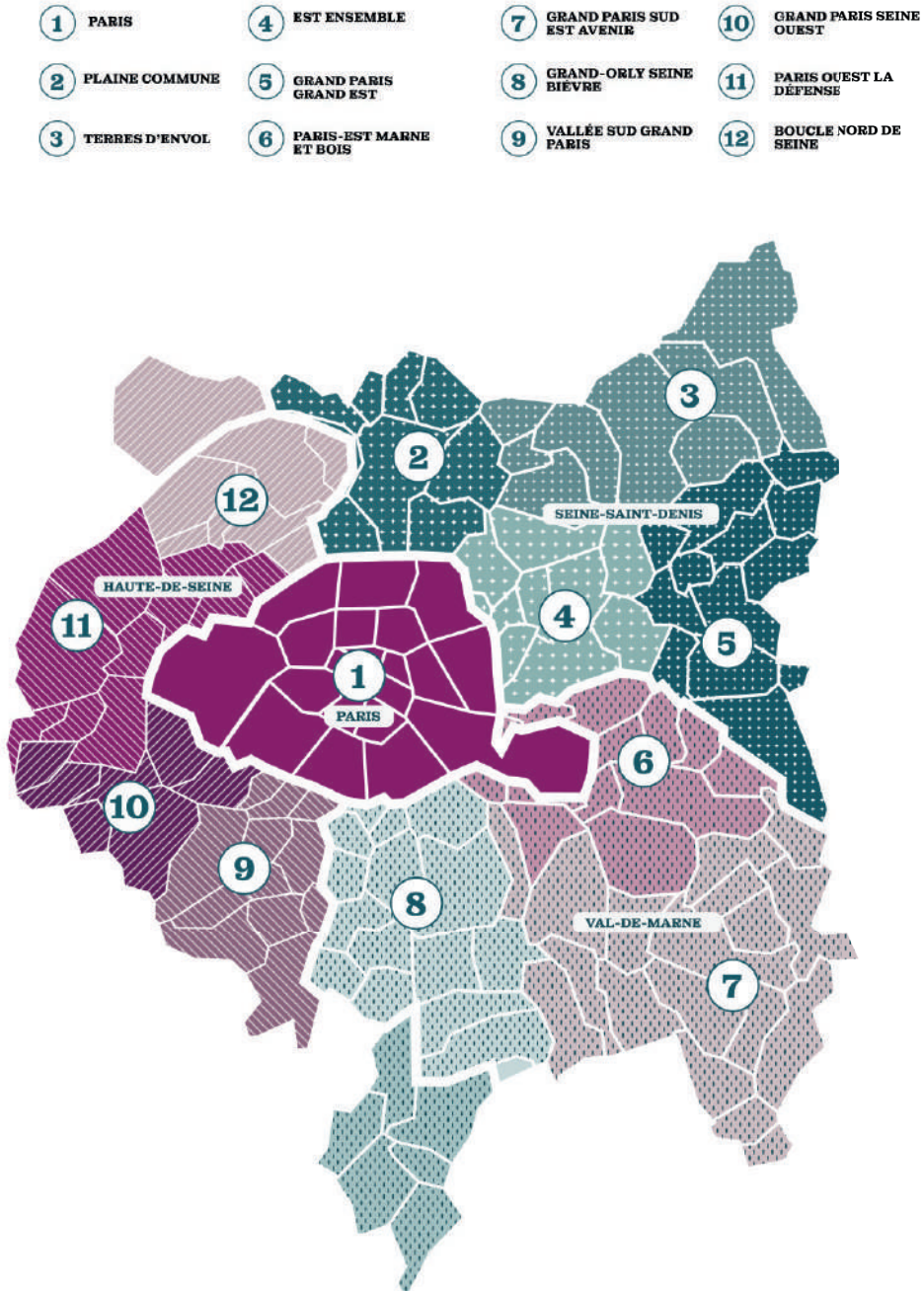


Fig. 04 Departmental map of the metropolitan area of Paris ¹²

(12) Personal elaboration on: Laura Canali (2018) Grand Paris, <https://www.limesonline.com/cartaceo/parigi-lo-stato-citta>

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Paris, Marseille, and Lyon are the largest urban areas in France, and due to their size and complexity, intermediate levels between the Municipality and the metropolitan EPCI have been established to facilitate the management of certain responsibilities and better represent local territories. Therefore, each of the three special-status metropolises has a three-tier governance system, including a territorial level that common-law metropolises do not possess. For the Greater Lyon Metropolis, these territories consist of ten Territorial Conferences of Mayors (CTM), while the Aix-Marseille-Provence Metropolis is divided into six Territorial Councils (CT). The Greater

Paris Metropolis coexists with 11 Territorial Public Entities (EPT). Despite lacking legal personality, in Lyon and Marseille (unlike Paris), Territories are institutional entities that play a role in the governance system. This may appear contradictory to Law 15. Political tensions exist between the majority of the Metropolitan Council and that of the city center, and this interplay of actors, maintaining artificial balances before the creation of the MAMP, currently limits its ability to have a significant role. Each of these models has its own history and geopolitics, and the practical application of laws can vary based on the interpretation of the texts regulating their operation¹³.

The Métropole du Grand Paris, with over 7 million inhabitants, contributes over 25% to the national GDP. Its 209 elected officials, initially chosen in local assemblies, were later elected through universal suffrage in the 2020 municipal elections. Parisian representatives, totaling 62 council members, wield significant influence in this assembly¹⁴.

Initially criticized as the ‘newborn Metropolis,’ it only gained authority for development and construction matters after January 1, 2017, and started project interventions from 2020. Geographer and professor Daniel Béhar emphasized in *Le Monde* that “The MGP is not a regulatory body”¹⁵. Indeed, it must consistently govern in collaboration with other communities; for example,

in transportation matters, the Region retains competence, as well as for issuing building permits, which is reserved for the Municipalities.

The Métropole du Grand Paris faces financial challenges with a modest budget of 206 million euro for 2019, despite revenues of 3.6 billion euro. After six years, 98% of its income and expenses rely on pre-2016 financial flows between the Metropolis, municipalities, and Territorial Public Entities (EPT). This model of dividing economic taxes raises doubts about sustainability, particularly with the expected loss of fiscal revenues for EPT in 2023. In summary, the current financial model raises significant sustainability concerns for the Metropolis and its territories¹⁶.

(13) Apur (2021), Paris, Lyon, Marseille: 3 modèles de métropoles à 3 niveaux, https://www.apur.org/sites/default/files/construction_grand_paris.pdf?token=q6s2_Wnc

(14) M. Rescan (2016), Du Grand Paris à la Métropole du Grand Paris, *Le Monde*, https://www.lemonde.fr/politique/article/2016/01/22/du-grand-paris-a-la-metropole-du-grand-paris_4851596_823448.html#Zm-QHEzvGCHlffqG.99;

(15) see note 14

(16) Senat (2021), Rapport d’information n° 444 (2020-2021), <https://www.senat.fr/rap/r20-444/r20-4447.html#:~:text=Malgr%C3%A9%20pr%C3%A8s%20de%203%2C6,millions%20d%27euros%20en%20investisse-ment.>

3.2 Who lives the Métropole du Grand Paris?

The Métropole du Grand Paris must address various challenges and opportunities in pursuing the goal of equitable and sustainable economic growth. Therefore, it is essential to examine several key factors for those living in the metropolis. These factors include, for example, population density, average household income, unemployment rate, access to education, homeownership, healthcare services, transportation infrastructure, and other

significant aspects such as the distribution of cultural and recreational services, access to financial services, crime rate, innovation, and entrepreneurial activity. This in-depth analysis will contribute to identifying socio-economic dynamics and formulating effective strategies to promote such growth in the metropolitan region, with a particular focus on the departments of Seine-Saint-Denis and Paris.

3.2.1 Distribution of population

According to Eurostat data ¹⁷ Paris is the most densely populated city in Europe (fig. 05) and among the largest cities in

terms of population after Berlin, Madrid, and Rome (fig. 06).



Fig. 05 Population density in different European cities ¹⁸



Fig. 06 Number of inhabitants in different European cities ¹⁹

Compared to the 2011 population and housing census by Eurostat, NUTS 3-level data for 2021 indicates an increase in population in the west and north of the EU and a decrease in the east and south. The

Grand Paris metropolitan area is among the European regions with the highest growth rate, especially Seine-Saint-Denis, showing a 9.4% variation ²⁰ (fig. 07).

(17) Eurostat (2022), Population density 2011-2022, <https://ec.europa.eu/eurostat/data/database>

(18) Personal elaboration on: Eurostat (2023), Population as a percentage of EU27 (from 2020) population, <https://ec.europa.eu/eurostat/web/products-datasets/-/tps00005>

(19) see note 18

(20) Eurostat (2021) <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/DDN-20230330-2>

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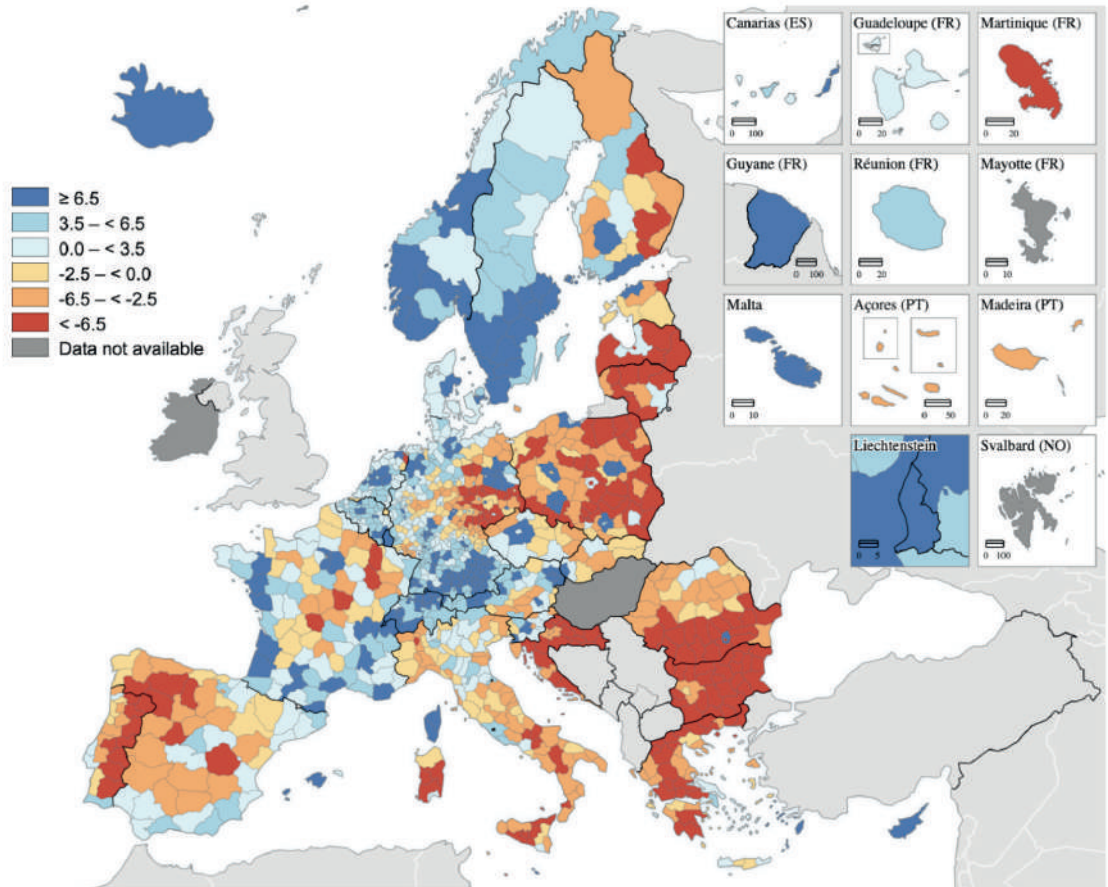


Fig. 07 Population in 2021 compared to 2011 (% change, NUTS 3 regions) ²¹

If one were to make a more localized comparison, specifically among the departments of Île-de-France, the city of Paris is the most populous, with approximately two million inhabitants in an area of 105.4 km². The difference with the second most populous department, Seine-Saint-Denis, is 500,000 inhabitants, a less pronounced gap compared to other areas.

Noteworthy, however, is the contrast in population density data between Paris and other cities. In fact, the difference with the second most densely populated city in Île-de-France is almost 10,000 inhabitants per km², as illustrated in the following figure (fig. 08).

(21) Eurostat (2021) <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/DDN-20230330-2>

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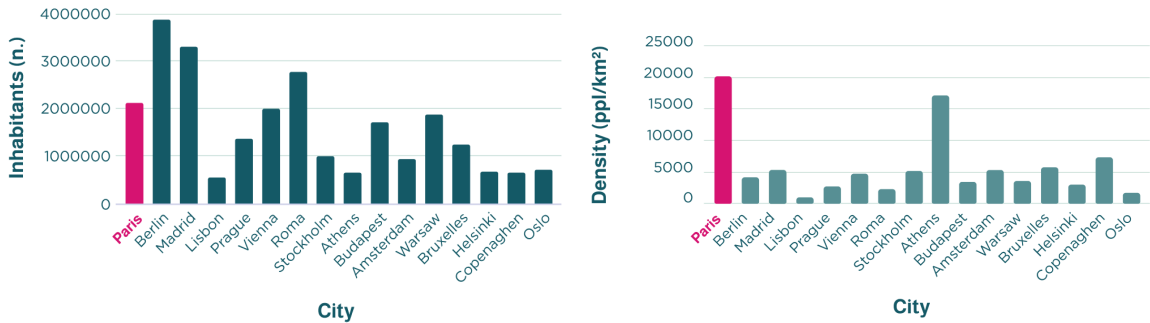


Fig. 08 Population and population density of the major cities in Île-de-France ²²

As evident from figure 09, the map provides a clear image of the population distribution in the Métropole du Grand Paris. Currently, the contrast between the department of Paris and

the other municipalities is still distinct, but in the context of the ongoing urban redevelopment, it is essential to complement this data with a visualization of the actual evolution over the years.

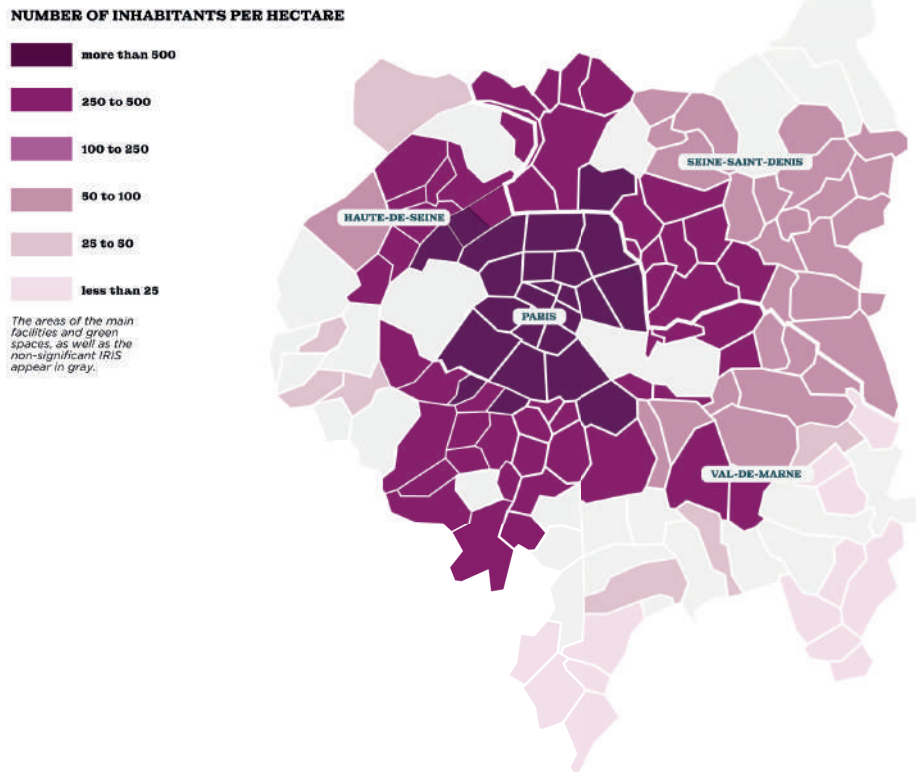


Fig. 09 Population density per hectare at a sub-municipal scale ²⁵

(22) see note 18

(23) personal elaboration on: Apur (2017), Densité de population dans la Métropole du Grand Paris

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In figure 10, from 2014 to 2020, the population has shifted towards the neighboring departments of the Petite Couronne, towards the northeast and

southeast ²⁴. The data confirm the perspectives and objectives of the Grand Paris project.

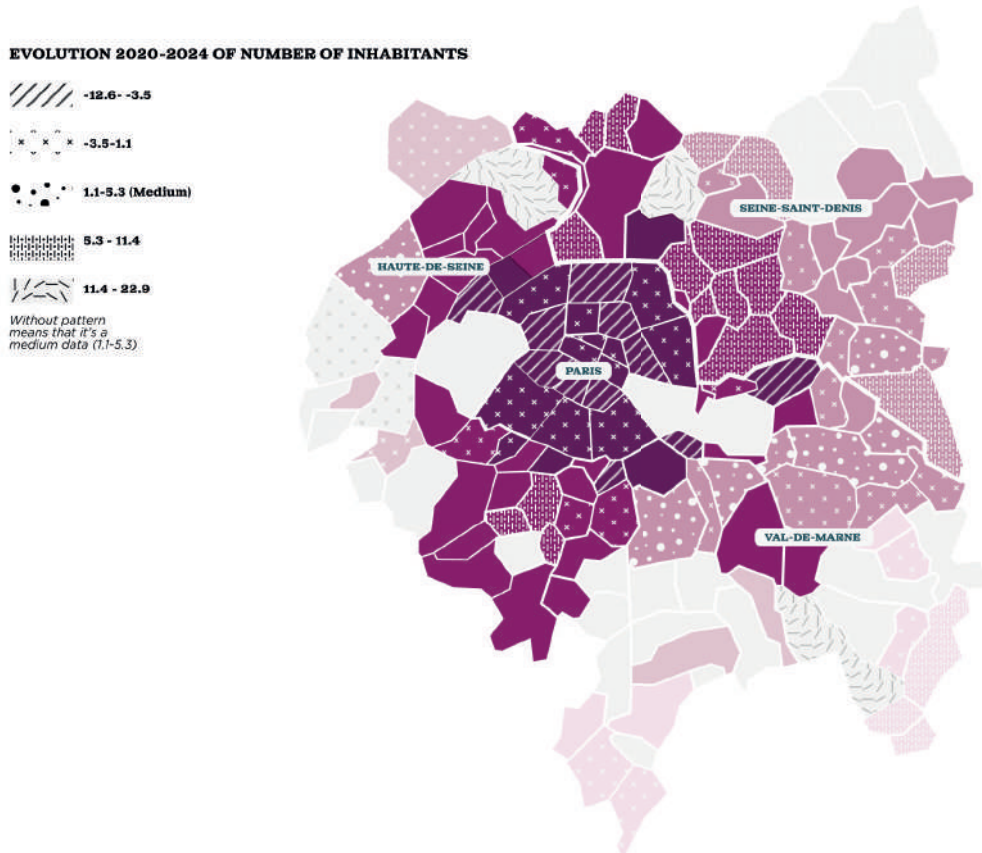


Fig. 10 Evolution by number of inhabitants from 2014-2020 ²⁵

The characteristic of Paris being so densely populated has led to certain consequences that are still recognizable today, such as the increase in land prices, higher building coefficients, and maximum allowed densities. Due to the limited availability of land, property developers seek to maximize the use of

buildable space. As a result, there has been an increase in building coefficients, allowing for the construction of taller and denser buildings to meet housing and commercial demand, with a decrease in the quality of construction materials relative to quantity ²⁶.

(24) Apur (2021) <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

(25) Personal elaboration on: Apur (2021) <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

(26) (1994), Parigi, "Enciclopedia Treccani", V appendice, https://www.treccani.it/enciclopedia/parigi_res-f-07f3de3-87ea-11dc-8e9d-0016357eee51_%28Enciclopedia-Italiana%29/

3.2.2 Grand Paris: the charm of a young metropolis

According to INSEE data ²⁷ (Institut National de la Statistique et des Études Économique) of 2023 (fig. 11), in the department of Paris, there is a significant concentration of young people between 15 and 29 years old, while the age group of 75 years and above has the lowest number of individuals. This suggests a

relatively young and dynamic population in the capital.

Comparing these data with those of the department of Seine-Saint-Denis, it emerges that the latter is even younger, with 22% of the population aged between 0 and 14 years: this data suggests a more pronounced presence of families.

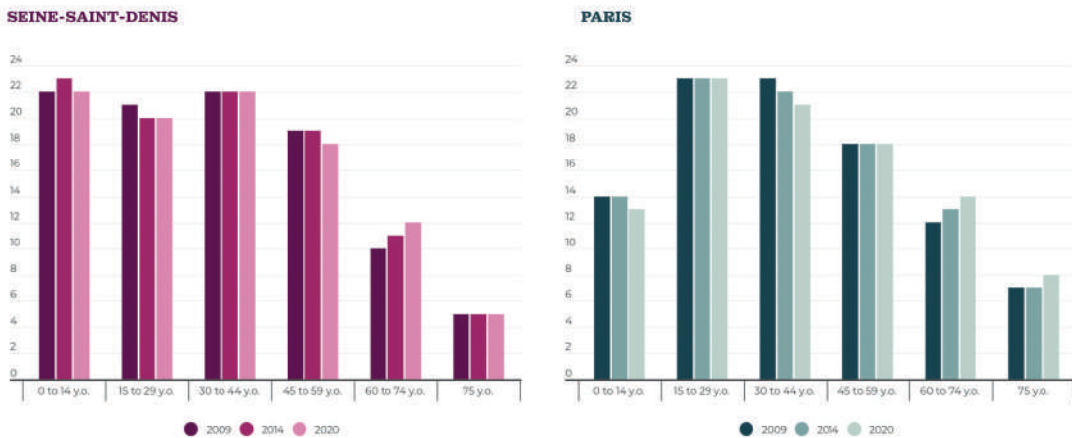


Fig. 11 Trend of the Parisian population divided by age groups ²⁸

Paris is also a young city compared to Eurostat reports. The data on the age index of European cities, shown in figure 12, take into account how many young people, working-age adults, and elderly individuals there are, establishing that for every young person who can work, there

are three adults who can do the same, both for adults and the elderly. This method allows understanding how the population is distributed by age and how it affects the workforce. The European average is 35%, with Brussels at 40%, followed almost equally by Paris and Dublin.

(27) INSEE (2023), Population par grandes tranches d'âges, <https://www.insee.fr/fr/statistiques/2011101?geo=DEP-75#chiffre-cle-1>

(28) (2023), Regional Demography, "OECD.Stat" https://stats.oecd.org/Index.aspx?DataSetCode=REGION_DEMOGR#

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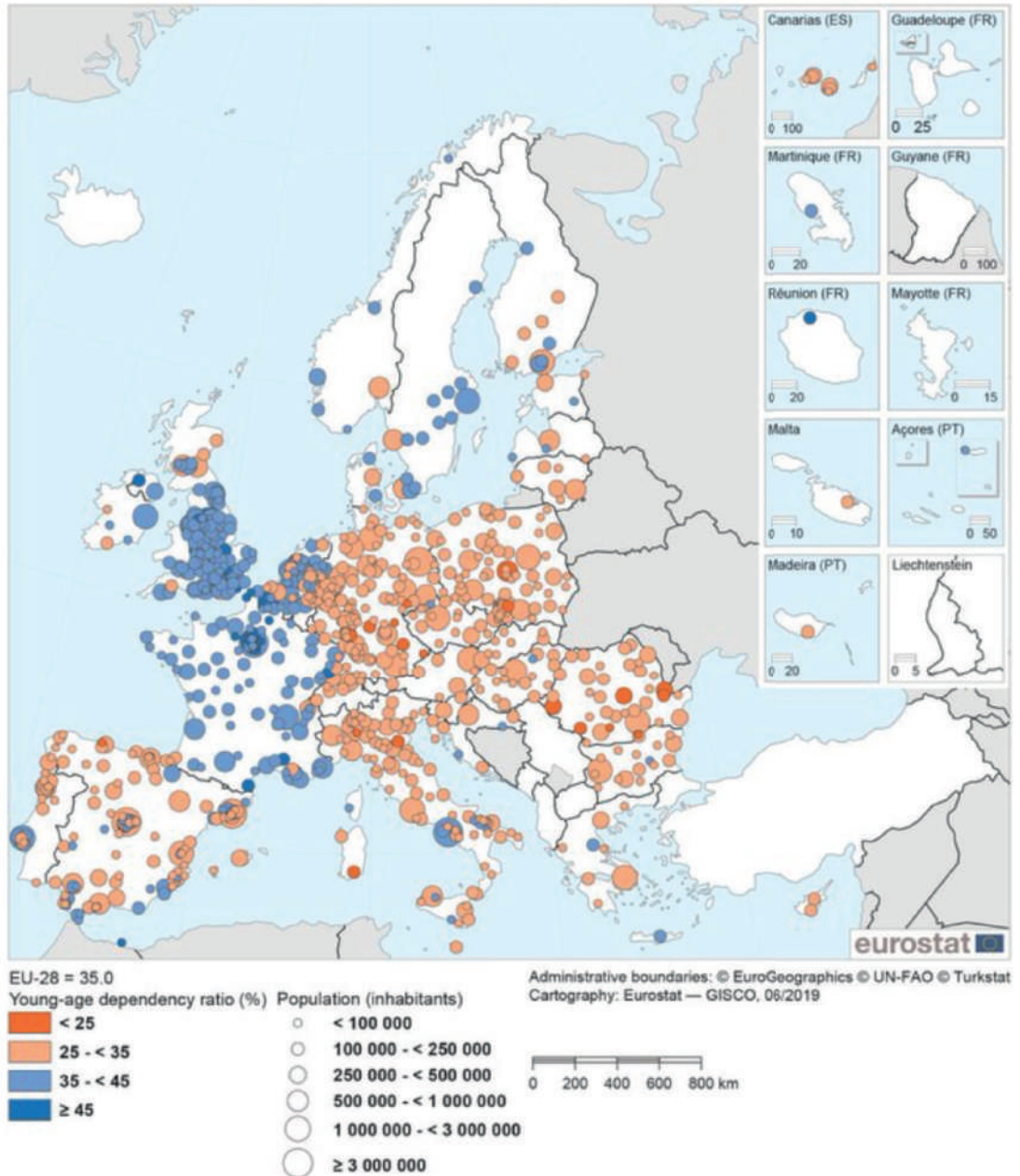


Fig. 12 Young-age dependency in selected city ²⁹

(29) (2019), Regional Demography, "OECD.Stat" https://stats.oecd.org/Index.aspx?DataSetCode=REGION_DEMOGR#

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The metropolis, with its young population, drives significant economic growth, fostering innovation and expanding the job market. This leads to increased housing demand, boosting the real estate sector and urban infrastructure development. The vibrant cultural and social scene, fueled by youthful demographics, fosters active communities and influences public service demand, promoting integration and a dynamic urban environment.

Population trends (fig. 13) show a decline in the early 21st century, partly due to population shifts towards surrounding areas like the Petite Couronne. Infrastructure projects like the Grand Paris Express are expected to facilitate this movement, relieving demographic pressure on Paris and promoting economic growth in surrounding areas, thereby balancing demographic distribution and enhancing overall quality of life.

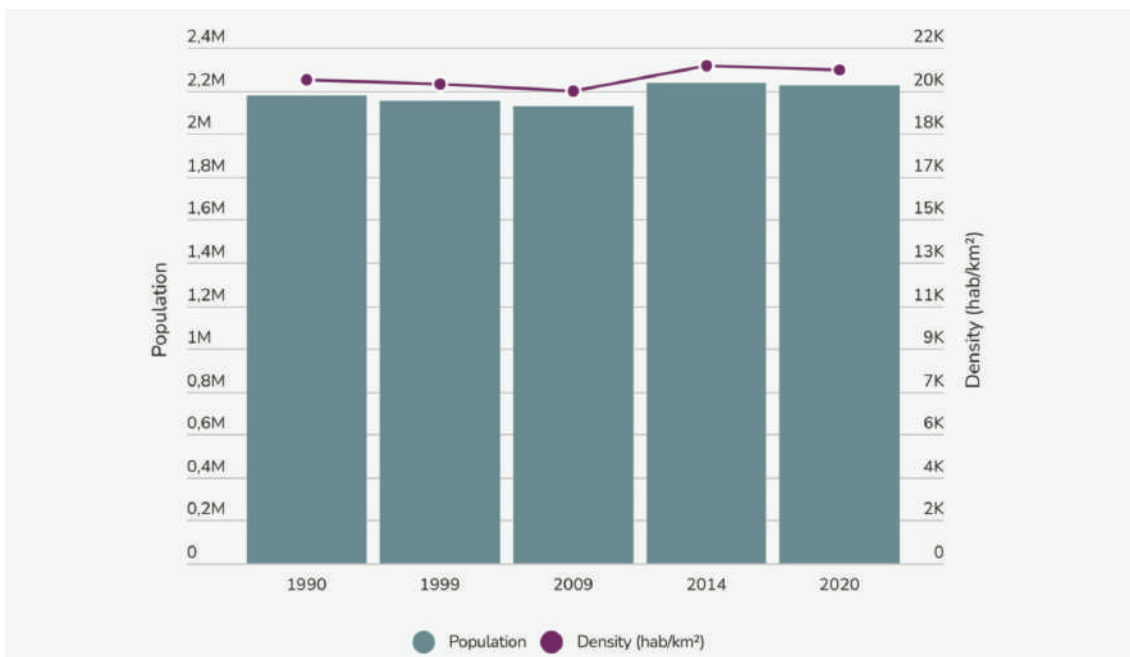


Fig. 13 Trend of the Parisian department population ³⁰

The Institute of Statistics has attributed the population decline to various other causes as well: a low birth rate, an increase in second homes leading central city residences to be rented to tourists, a rise in deaths, and an increase in the cost of

living, prompting people to move outside the city ³¹.

In the next chapter, this population shift towards the inner suburbs will become more apparent due to the constructions underway for the Olympics and its legacy.

(30) AdminStat (2019), Provincia di Paris, <https://ugeo.urbistat.com/AdminStat/it/fr/demografia/popolazione/paris/75/3>

(31) Alison Griswold (2017), *Il centro di Parigi perde abitanti e la città dà la colpa ad Airbnb*, "Internazionale" <https://www.internazionale.it/notizie/alison-griswold/2017/01/26/parigi-abitanti-airbnb#:~:text=In%20tutta%20la%20citt%C3%A0%20la,in%20modo%20stagionale%20ai%20turisti>

3.2.3 The French Social Mosaic: Immigration, Integration, and Cultural Contradictions

Paris, a historical immigration hub, has long grappled with demographic and labor challenges. Its industrial development, colonial history, and central location in Europe have made it a magnet for immigrants. Waves of them, from Germans fleeing an 1820 agricultural crisis to Jews and Italians escaping persecution in the 19th century, have shaped its diverse population. Between 1999 and 2006, a notable influx from Africa occurred. Presently, foreigners make up 15% of Paris’s population, totaling between 300,000 and 400,000 residents.³²

Historically, France has embraced newcomers by offering a five-year path to citizenship, following principles of ‘jus soli’ and ‘jus sanguinis.’ Citizenship remains a cornerstone of immigration policies, though approached more cautiously in recent years. Under Sarkozy, immigration policies shifted with the introduction of ‘civic integration,’ requiring newcomers to sign an integration contract emphasizing

loyalty. Language tests were implemented at various stages to assess integration progress.

France currently hosts 7 million immigrants, comprising 10.3% of its population, with 35% obtaining citizenship. The immigrant population has increased from 6.5% in 1968 to 10.3% in 2021, ranking mid-range in Europe. Countries with higher immigration rates, such as Luxembourg, Malta, and Cyprus, exceed those with lower rates, such as Bulgaria and Romania.

The resident foreign population in France comprises 5.3 million individuals, accounting for 7.8% of the total population. This includes 4.5 million immigrants without French citizenship, 0.8 million foreign-born individuals with French citizenship, and 1.7 million French citizens born abroad. When including both immigrants and those born abroad, the total population reaches 8.7 million, representing 12.8% of the population (fig. 14)³³.

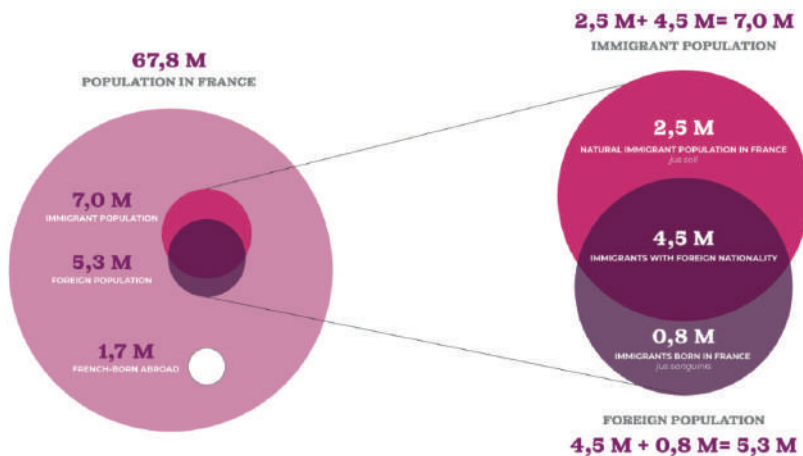


Fig. 14 Foreign, Immigrant, and French Population According to INSEE 2022 Data³⁴

(32) (2019), La popolazione di Parigi, “Punto mariner”, <https://puntomariner.com/the-population-of-paris-the/>

(33) Insee (2022), Les immigrés et les étrangers, <https://www.insee.fr/fr/statistiques/3633212>

(34) Personal elaboration on: Insee (2022), Les immigrés et les étrangers, <https://www.insee.fr/fr/statistiques/3633212>

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Some studies by INSEE, however, predict that the percentage of the foreign population (that has not yet acquired citizenship) will soon reach 20% in Paris

and 32% in Seine-Saint-Denis. The latter is indeed the department with the highest rate (fig. 15).

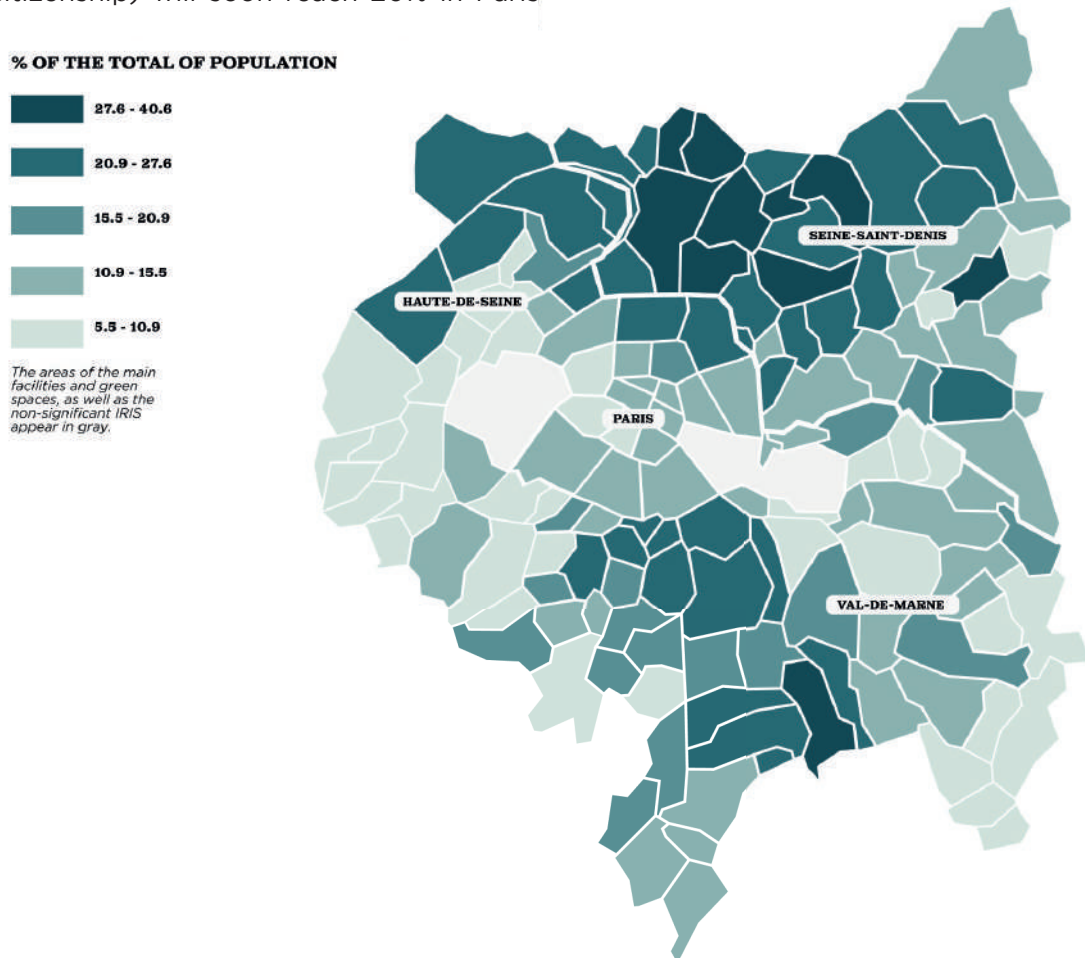


Fig. 15 Map Visualization of the Foreign Population According to INSEE 2022 Data ³⁵

France, adhering to republican principles, rejects communitarianism and abstains from gathering 'ethnic statistics,' including academic performance, to prevent divisions among communities. The notion of a nation as a 'common mother' guides the country, especially for immigrants. In interviews with residents of Seine-Saint-

Denis and Paris, it's evident that people deliberately avoid discussing cultural distinctions, aligning with their education that views such practices as unfair. Responses to questions about ethnic differences and community relations were reluctant, reflecting the cultural sensitivity ingrained in public perception.

(35) Personal elaboration on: Apur (2021) <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

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Still within the logic of a republic that sets the rules of coexistence, France, after long controversies, decided to renew its secularist version of secularism by imposing a ban on religious symbols in schools and other public areas. A

decision that led, for example, hundreds of Muslim students to leave school or enroll in Catholic schools, making France a symbolic country in the alleged clash between the West and Islam (fig. 16) ³⁶.



Fig. 16 Protesters against the ban on wearing religious symbols ³⁷

On the other hand, many French parliamentarians also serve as mayors of their cities. While at the National Assembly, they proclaim the principles of secularism, at the local level, they have no qualms about inaugurating mosques, receiving Muslim delegations, and funding Islamic associations. This is not just about seeking votes; it's also an acknowledgment that in challenging suburbs, religious institutions contribute to building cohesion and solidarity.

In practice, these symbolic conflicts can hinder the search for practical and

pragmatic solutions to address the real social problems stemming from immigration, such as integration, access to resources, and community dynamics. Immigration in Paris is responsible for a certain geographic distribution that, although often criticized and seen as a result of lack of planning, can be transformed into a strength. A more even distribution across the territory could prevent the formation of "mono-ethnic" neighborhoods and promote dialogue and mutual permeability with the host community. It is precisely in this

(36) Apur (2021) <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

(37) Isciaba Scego (2016), Nell'Europa del burkini la strada della convivenza è ancora lunga, "Internazionale", <https://www.internazionale.it/opinione/igiaba-scego/2016/09/05/europa-burkini-convivenza>

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dispersion that lies the key to a new model of integration. In fact, it is only through proximity that the process of exchange

and blending begins, ensuring genuine social inclusion³⁸.

3.2.4 Gentrification in Paris: Historical Evolution and Current Controversies

Paris, a densely populated and cosmopolitan city, has undergone a significant process of gentrification that has shaped its current diversity across neighborhoods. This phenomenon emerged later compared to American cities like New York, primarily due to Paris's unique evolution, remaining a stronghold of the bourgeoisie. Unlike Anglo-Saxon cities, the Parisian upper-middle class did not participate in residential suburbanization. Paris boasts a rich historical real estate heritage, largely spared from World War II bombings, and its city center has not undergone renovations similar to those in London. However, the presence of historical buildings and working-class neighborhoods offers significant gentrification potential. Since the 1960s, a process of "embourgeoisement" has been observed in the central neighborhoods of the Rive Gauche, while on the Rive Droite, the redevelopment of Le Marais has returned the district to the upper-middle class after a popular phase.

In the 1970s and 1980s, the revitalization extended to the east, with the regeneration of Faubourg Saint-Antoine and the area around the Canal Saint-Martin in the 1990s-2000s. Only from the 1990s has embourgeoisement taken on typical gentrification characteristics, involving the new middle class employed in the creative industry and advanced services. This phenomenon is closely linked to structural changes in the labor market influenced by globalization and neoliberal policies

since the 1980s. Housing policies in the 1960s, aimed at relocating working-class populations to the suburbs, contributed to the availability of housing in central neighborhoods, creating a "rent gap" according to the theory of Adam Smith. State intervention for regeneration, especially in the Northeast of Paris, has been limited to demolition operations. However, some research suggests that the phenomenon might currently be marginal, concentrated in limited areas such as Goutte d'Or. The current debate raises questions about the nature of the ongoing regeneration, suggesting that it might stem from territorial marketing policies rather than representing a structural gentrification phenomenon. Despite this, there is an increase in the intervention of local political authorities, which, by financing and promoting urban regeneration initiatives, especially in the eastern areas of the capital, connect to the discourse on the upcoming Olympics, which will be addressed in the next chapter.

(38) (2017), Quartieri "monoetnici": un modello che l'Italia non deve seguire, "La bottega di Nazareth", <https://botteginazareth.com/2017/08/27/quartieri-monoetnici-un-modello-che-litalia-non-deve-seguire/>

3.3 Economy: France is not just Paris, but without Paris, there is no France

The French economy is structured as a modern mixed-market economy, ranking seventh in nominal Gross Domestic Product (GDP) in 2022 ³⁹, with 2,715.5 billion dollars, just behind the United States, China, Japan, Germany, India, and the United Kingdom. As for GDP based on purchasing power, France ranked ninth in 2014. However, according to the GDP ranking based on purchasing power, France is in seventh place in 2022 according to the World Bank ⁴⁰.

The French economy is characterized primarily by the predominance of the service sector, involving 76.4% of the workforce. In contrast, the primary sector, including agriculture, fishing, and livestock, represents only 3%, while the secondary sector, related to industry, constitutes 20.6% of the active population.

Paris is at the forefront of the tertiary sector, the leading sector in terms of employment. Mainly, the activities pertain to business services, financial activities, university education, and business-research interactions ⁴¹.

The highly diversified landscape of the Paris Region caters to various types of businesses. In particular, it is renowned worldwide as a global leader in financial services, aerospace, and defense, as well as a pioneer in new mobility, smart city solutions, cleantech, and green energy. The region is also globally recognized for

the quality of its research in the health and life sciences field and is a leader in IT, digital transformation, creative industries, logistics, agri-food, cosmetics, and many other fields ⁴².

The secondary sector encompasses all major industries, but industrial activities lost significance during the deindustrialization process of the 1980s. A positive note, however, can be found in the production of specialized items such as jewelry, fashion, fine arts, and publishing.

Despite being one of the smaller capitals among the world's major cities, Paris's reputation has positioned it among the top cities globally, alongside New York, London, and Tokyo. According to the Globalization and World Cities (GaWC) classification, which evaluates global cities based on business connections, economic size, accessibility, functional diversity, and research, Paris is recognized as "Alpha+." This designation signifies that the city is among the most influential and globally connected, at the pinnacle of the world economic hierarchy ⁴³.

The map based on 2020 Apur data (figure 17) illustrates the economic distribution in the departments of Grand Paris, focusing on the average family income. Clearly visible are areas with higher average income in the central-west region, showing a stark contrast with the northeast of the metropolis. High average income

(39) CEBR (2022), World Economic League Table 2024 <https://cebr.com/wp-content/uploads/2023/12/WELT-2024.pdf>

(40) (2023), GDP Ranking, "The world bank", <https://datacatalog.worldbank.org/search/dataset/0038130>

(41) Choose Paris Region, Paris Ile-de-France Regional Chamber of Commerce and Industry, L'Institut Paris Region (2023), Paris Region, Facts & Figures 2023, https://www.cci-paris-idf.fr/sites/default/files/2023-03/PRFF2023_web.pdf

(42) see note 41

(43) GaWC (2020), The World According to GaWC 2020 <https://www.lboro.ac.uk/microsites/geography/gawc/world2020t.html>

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indicates economic prosperity, access to skilled occupations, and a better quality of life. However, it is crucial to consider the overall socio-economic context, including any disparities between zones.

The differences reflect the presence of specific economic sectors, as highlighted in the La Défense district to the west of department T1, known for high-tech industries and financial services. Furthermore, areas with higher incomes

often coincide with famous tourist attractions such as the Eiffel Tower and the Arc de Triomphe, contributing to increased property costs and the cost of living.

This map facilitates the understanding of regional dynamics and the assessment of investment and economic development opportunities, highlighting significant socio-economic differences within the context of Grand Paris.

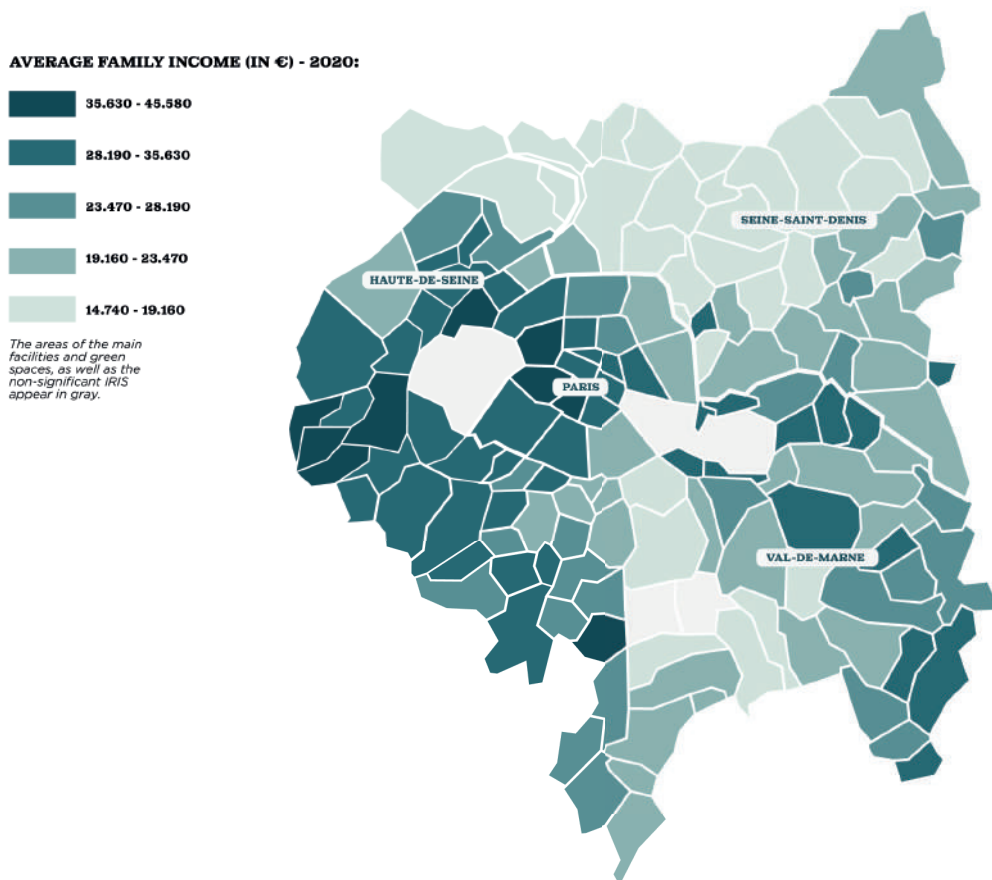


Fig. 17 Average Family Income of the Grand Paris Departments, 2020 ⁴⁴

(44) Personal elaboration on: Apur (2020), Data portraits Grand Paris, <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

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The data on unemployment and poverty for 2022 according to Apur ⁴⁵ confirm the social vulnerability situations in the northeast area of Grand Paris compared to the citywide average of Paris (figure 18). In detail, the unemployment rate in Saint-Denis is 22.9%, while 37% of families live below the poverty line. These figures

highlight a significant disparity compared to, for example, the 16th arrondissement of Paris, where the unemployment and poverty rates are around 10%. This indicates that the metropolis continues to record notable levels of unemployment and poverty, with considerable disparities among different areas.

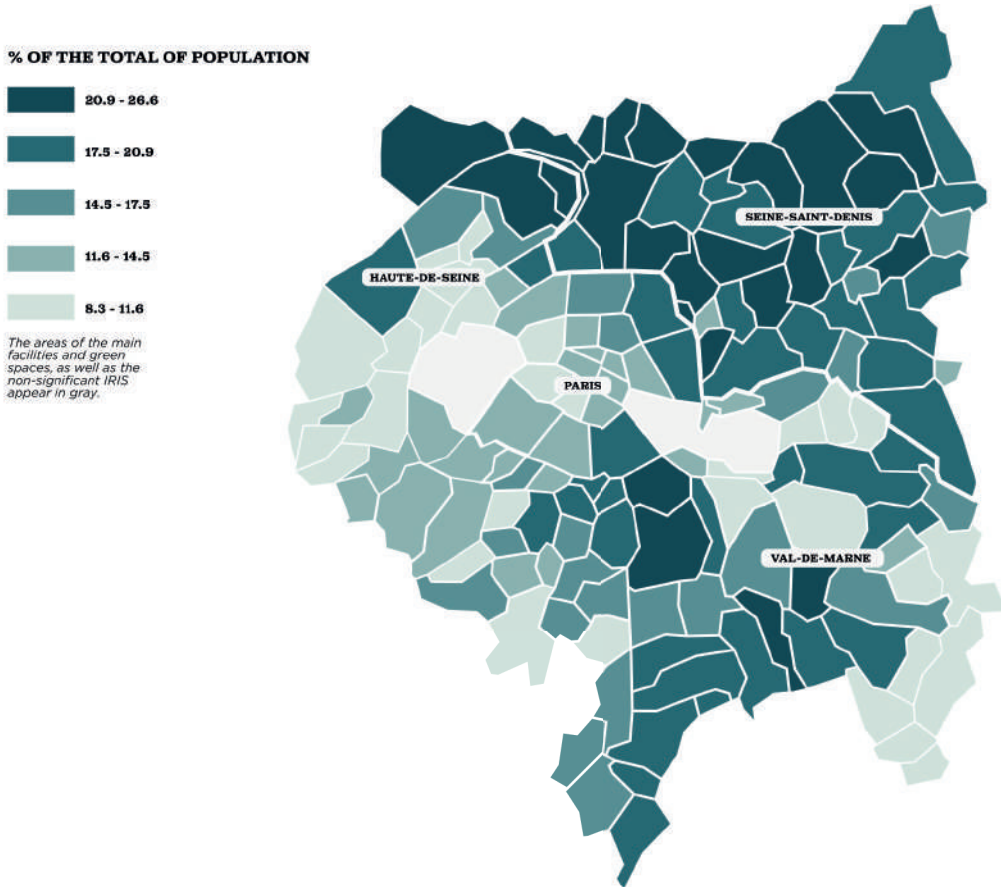


Fig. 18 Unemployment rate of the Grand Paris departments, 2020 ⁴⁶

(45) Apur (2022), Data portraits Grand Paris, <https://www.apur.org/dataviz/portraits-metropole-grand-paris/>

(46) see note 44

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Nevertheless, in the center of Paris, a significant presence of homeless individuals is observed. During the Night of Solidarity (figure 19), conducted between January 30 and 31, 2020, 413 people in street situations were identified, equivalent to 42 individuals per 10,000 inhabitants. This figure exceeds the citywide average, which reports an average of 16 homeless individuals per 10,000 inhabitants. In fact, the center

of Paris records the highest per capita incidence of homelessness in the city, second only to the 19th arrondissement, where 695 homeless individuals were counted. It is noteworthy that the 1st arrondissement, encompassing the area from the Louvre to the Forum des Halles, hosts one of the highest concentrations of people without permanent housing ⁴⁷.



Fig. 18 Migrants, tents in Paris for the 'Night of Solidarity' in Bastille Square. , 2021 ⁴⁸

In conclusion, socio-economic disparity and multiculturalism addressed symbolically by politics can create a context in which some communities are

more vulnerable to criminal phenomena. Is Paris a safe city? According to the 2024 data from the World Population Review, France is among the 10 European regions

(47) Apur (2021), SYNTHÈSE DU DIAGNOSTIC TERRITORIAL Paris centre, "Le diagnostic territorial du PLU", https://www.apur.org/sites/default/files/01_plu_diagnostic_territorial_paris_centre.pdf?token=uqX-SuHpy

(48) Redazione Ansa.it, Migranti, tende a Parigi per la 'Notte della solidarietà', 2021, Migranti, tende a Parigi per la 'Notte della solidarietà' - Primopiano - Ansa.it

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with a moderate crime rate, approximately 56% ⁴⁹. Paris presents distinct security challenges compared to other regions in France. The perception of 'danger' in the city primarily stems from two phenomena: thefts and minor fraud targeting tourists, and disturbances in densely populated areas marked by poverty, immigration, and unemployment, leading to incidents like pickpocketing, drug trafficking, violence, and prostitution. Additionally,

Paris ranks high in terrorist attacks and related arrests. It's crucial to differentiate between terrorist threats, aimed at instilling fear for political or ideological reasons, requiring global responses, and everyday crimes, necessitating local interventions to enhance safety and community well-being. While terrorist attacks in France decreased from 2013 to 2021, the country remains a target (figure 19).

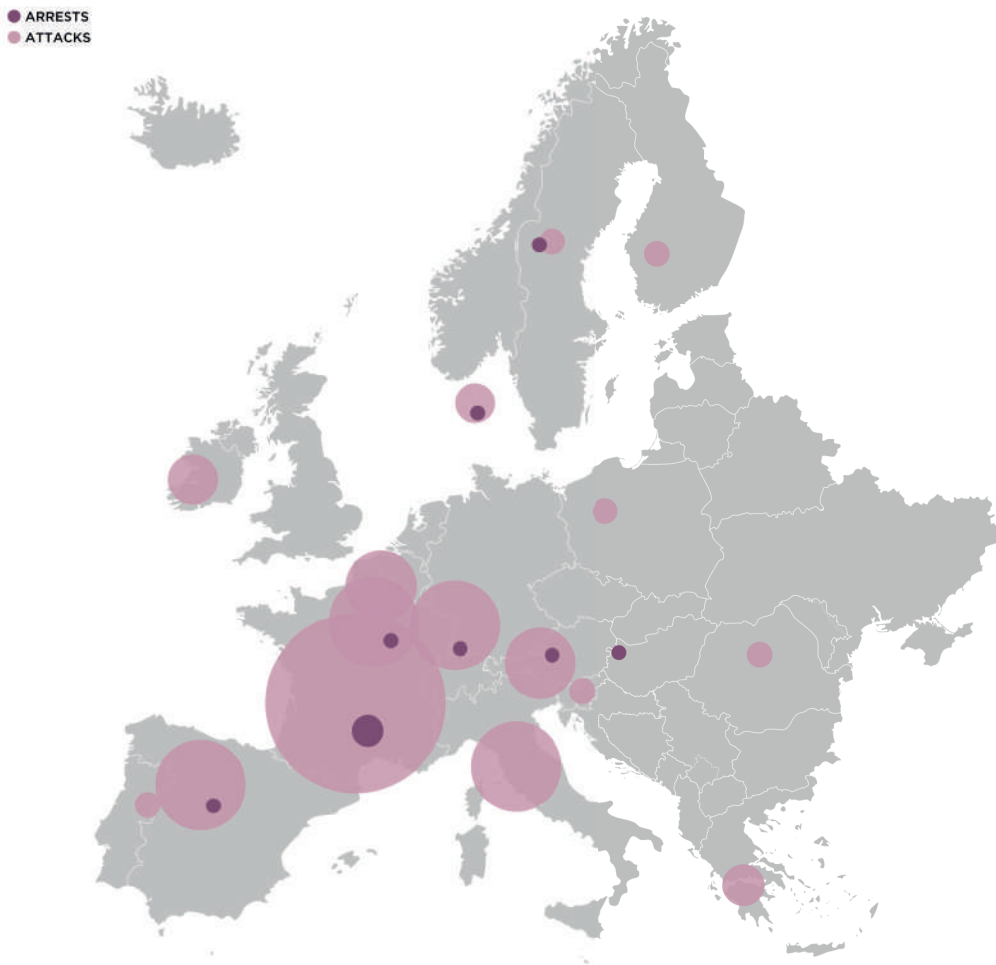


Fig. 19 Map of Europe with main terrorist targets ⁵⁰

(49) (2024) Crime rate by country, "World population review", Crime Rate by Country 2024

(50) (2021) Infografica - Il terrorismo nell'UE: fatti e cifre, Consiglio europeo, <https://www.consilium.europa.eu/it/infographics/terrorism-eu-facts-figures/>

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Analysts identify numerous reasons behind Islamic terrorist attacks in France. Among these, the negative perception of France within the Muslim community emerges as a key element. Paris's participation in the US-led military coalition against the Islamic State, the ease of crossing borders with automatic weapons, and the number of young Muslims inspired by Islamic ideology contribute to French vulnerability. Additionally, the difficulty of security services in monitoring around

20,000 individuals considered dangerous is a critical factor. France, with a history of controversial treatment of Muslims from its former colonies, also grapples with issues of discrimination and social inequality. With an estimated 10% Muslim population, Muslim representation in prisons reaches 70% (figure 20), while employment discrimination, highlighted in various studies, worsened after the 2015 attacks⁵¹.

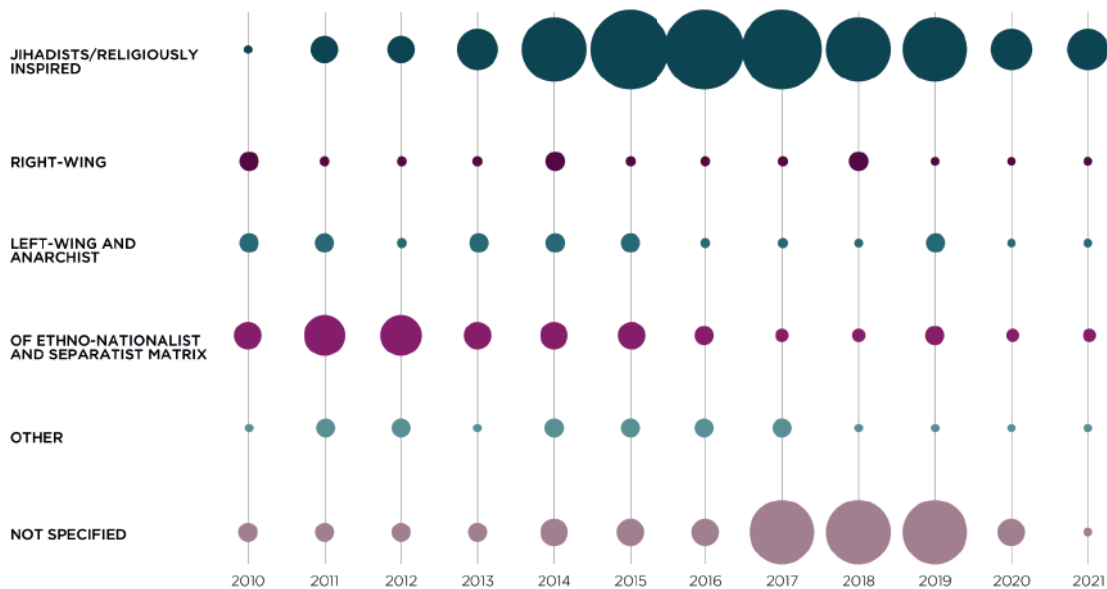


Fig. 20 Arrests related to terrorism in the EU (2010-2021)⁵²

The recent jihadist attack at the end of 2023, near the Eiffel Tower, has reignited concerns about the terrorist threat in France, eight months before the start of the Olympic Games in Paris. The event highlighted the vulnerability of the city, especially in areas designated for protection during the Olympics. The vice

president of the Paris region emphasized the importance of developing a “Plan B” in response to the risks of attacks⁵³. Such concern was already present before the flare-up between Israel and Palestine reignited on October 7, 2023, highlighting a growing awareness of the risk of terrorism in the area.

(51) Formicola L. (2019), Perché la Francia resta un obiettivo prioritario del terrorismo islamico, Analisi di difesa <https://www.analisedifesa.it/2019/06/perche-la-francia-resta-un-obiettivo-prioritario-del-terrorismo-islamico/>

(52) (2023), Le Olimpiadi in Francia e il rischio di nuovi attentati, Agenzia Italiana <https://www.agi.it/estero/news/2023-12-04/francia-paura-terrorismo-jihadista-olimpiadi-24272395/>

(53) (2021) Infografica - Il terrorismo nell'UE: fatti e cifre, Consiglio europeo, <https://www.consilium.europa.eu/it/infographics/terrorism-eu-facts-figures/>

3.4 Tourism and culture

The French economy also significantly benefits from tourism, with Paris at the heart of this dynamic. Historically, the city has been a focal point of the Grand Tour in the 17th-19th centuries, serving as an educational attraction for the bourgeoisie. However, the iconic image of Paris as a tourist destination solidified in the 19th century during the city’s modernization. This historical shift is reflected in contemporary tourist guides and the expansion of 19th-century world exhibitions, highlighting the central role of tourism in the French economy. To this

day, Paris remains at the top of the list of the world’s most visited cities according to Euromonitor 2023 statistics (fig. 21) ⁵⁴. In the next chapter, with the arrival of the Olympics, tourism in Paris will heighten local concerns. Some interviewed Parisians are considering leaving the city during the event. However, tourism remains confined to the heart of Paris: as emphasized earlier, “France is not Paris, but without Paris, there is no France ⁵⁵”. The projects of Grand Paris and the Olympics will provide a unique opportunity to expand the attractive hubs of the metropolis.

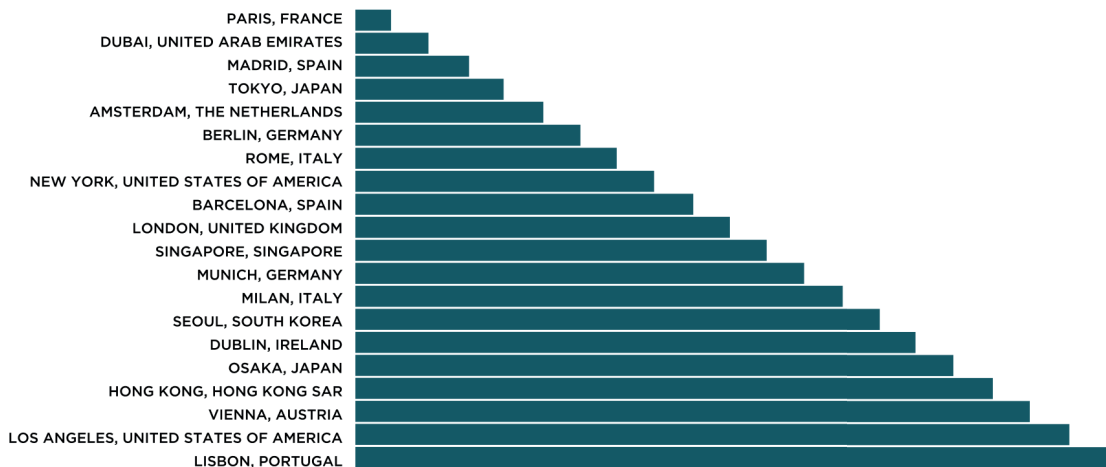


Fig. 21 Top 20 Cities Worldwide by Rank 2023, Euromonitor 2023 ⁵⁶

The United States, United Kingdom, Italy, Japan, Spain, and Germany are the main countries from which travelers originate. Thanks to its role as the political and economic center of France, Paris attracts a large number of business travelers as well as tourists drawn to the architectural and

cultural heritage and the major landmarks of the city . The presence of tourists in the city has shown a steady increase in recent years, as evidenced by the evolution of the hotel industry’s occupancy rate from 2019 to 2023 (fig. 22). Examining the graph, it can be observed that the values of the

(54) Euromonitor International (2023), Top 20 Cities Worldwide by Rank 2023, Euromonitor International’s report reveals world’s Top 100 City Destinations for 2023

(55) Maselli F. (2022), La Francia non è Parigi, ma senza Parigi non esiste una Francia, “Marat”, n 25 <https://marat.nightreview.it/p/grand-paris-francia-parigi-metropoli-mondiale>

(56) see note 54

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pre-Covid period have been recovered, with an even surpassing, especially during

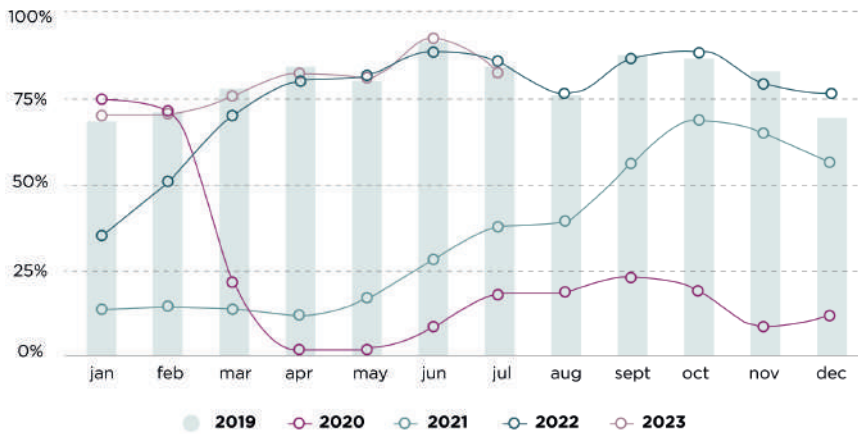


Fig. 22 Evolution of the occupancy rate from 2019 to 2023 in the hotel sector, with a breakdown of different months ⁵⁸

Talking about tourist attractions, the main one in 2022 was the Louvre Museum, followed by the Eiffel Tower and the Musée

d'Orsay. Figure 23 shows the number of visitors to the major cultural centers in Paris in the year 2022.

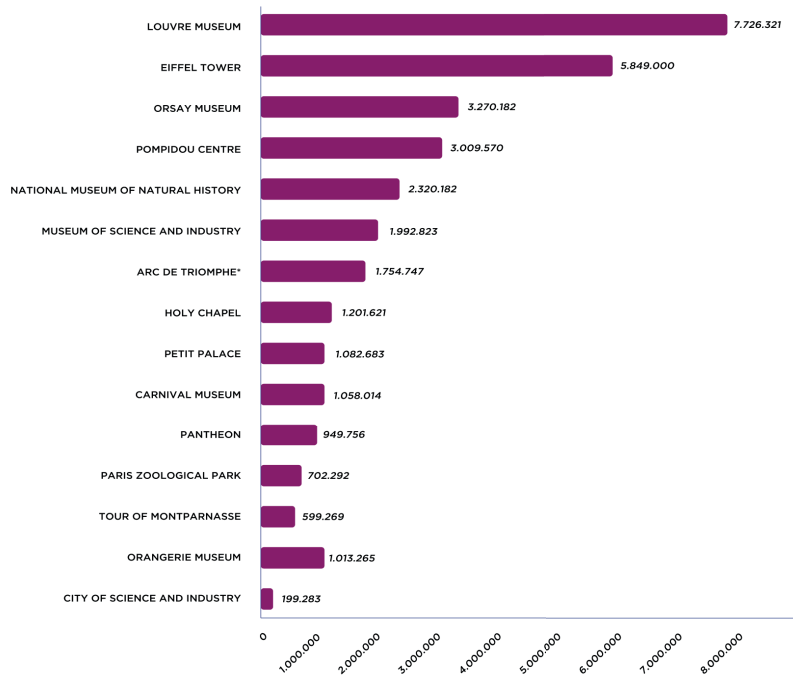


Fig. 23 Number of visitors in 2022 to the main cultural centers of Paris ⁵⁹

(57) Freytag T. (2010), Dej' a-vu: tourist practices of repeat visitors in the city of Paris, <http://www.soc-geo-gr.net/5/49/2010/sg-5-49-2010.pdf>

(58) Apur (2023), Observatoire de l'économie parisienne : données conjoncturelles, <https://www.apur.org/fr/geo-data/observatoire-economie-parisienne-donnees-conjoncturelles#5b>

(59) Personal elaboration on: Statista (2022), Numero di visitatori di musei e monumenti a Parigi nel 2022, <https://fr.statista.com/statistiques/492342/sites-culturels-frequentation-touristique-paris/>

03 Grand Paris

In 2005, the French capital had approximately 1500 hotels hosting over 15 million visitors who spent a total of 33.7 million nights ⁶⁰. As seen from figure 24, in 2019, the number increased to 2,060 hotels with a total of 124,000 rooms in the Greater Paris Metropolitan area. 69% of this capacity was concentrated in Paris, providing 84,800 rooms. However, there are some critical aspects to consider

in relation to these data. The inventory of these establishments is the result of collecting various sources consolidated during studies conducted by Apur: the database of the Paris Tourism and Conventions Office listing hotels, including those that have not requested classification and those scheduled to open.

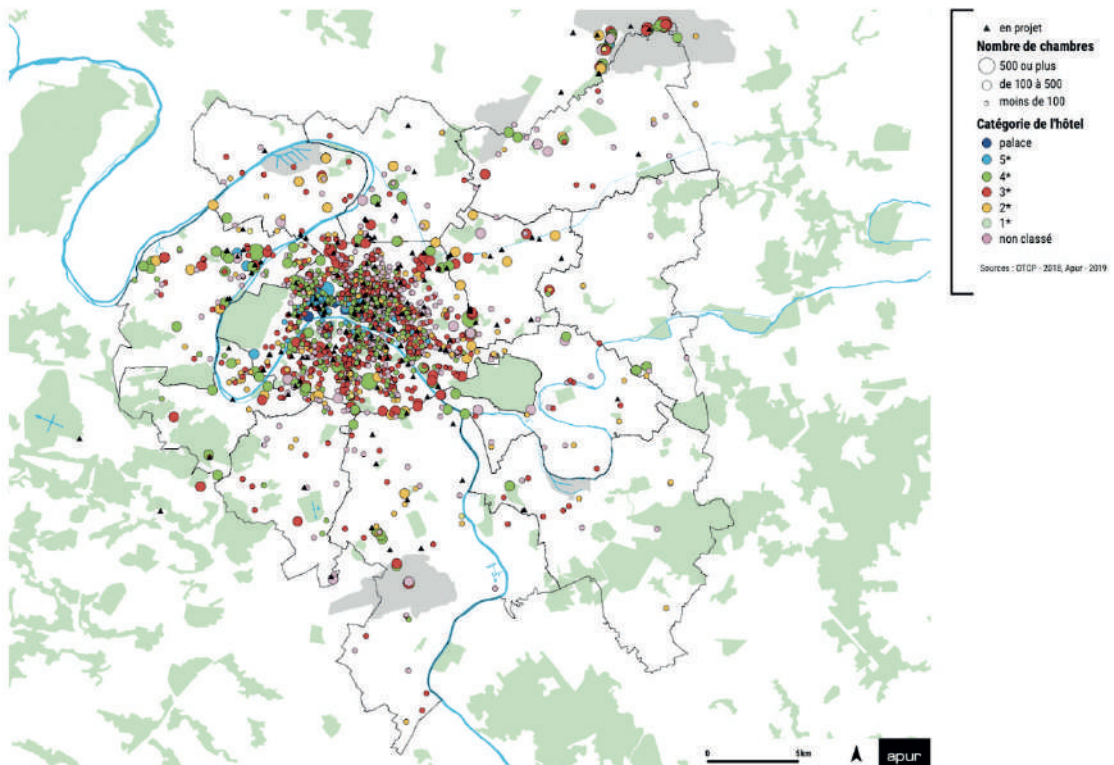


Fig. 24 Hotel categories and numbers of rooms, Apur 2019 ⁶¹

One of the highlighted challenges is the significant concentration of hotel capacity in Paris, with 69% of the total located in the central area of the city. This could imply an unequal distribution of tourism opportunities in Greater Paris, with potential impacts on sustainability

and economic diversification in the surrounding areas, confirming what has been discussed earlier. A detailed examination of construction permits and data collected from various territorial sources suggests a complex methodology to obtain a comprehensive overview

(60) Insee (2006), Tableaux de l'économie française, édition 2006, <https://www.insee.fr/fr/statistiques/fichier/1372192/ecofra06e.pdf>

(61) Apur (2020), The distribution of the hotel offer in the Greater Paris, <https://www.apur.org/en/geo-data/distribution-hotel-offer-greater-paris-grand-paris-metropolis>

Research

of the hotel supply. This could indicate challenges in accurately monitoring industry dynamics and predicting future needs.

In addition to Paris's famous cultural landmarks, the city offers a wide range of cultural services, as highlighted in the Atlas of Cultural Places in Greater Paris (figure 25). The map reveals a rich diversity of facilities, including museums and exhibition spaces (282), libraries and media libraries (290), cinemas (207), and venues dedicated to live performances (809). These data emphasize the variety of cultural options available to residents, contributing to the vibrant artistic fabric of the region.

Particularly significant is the presence of numerous artistic learning centers (933) and places dedicated to the production

and practice of the arts (1,543). These not only enrich the daily cultural experience of residents but also highlight the crucial role of Greater Paris in stimulating artistic creativity.

The Atlas also highlights the emergence of new cultural spaces, such as hybrid spaces (139 third-party venues, art factories, micro-folies), which testify to contemporary cultural activity and ongoing artistic production. These reflect the intention and willingness of a young metropolis that fosters creativity and believes in the importance of promoting it. With the advent of the Grand Paris project and the new Grand Paris Express transport network, there is a prospect of more cultural places in Petite Couronne, providing greater opportunities for the surrounding areas of Paris.

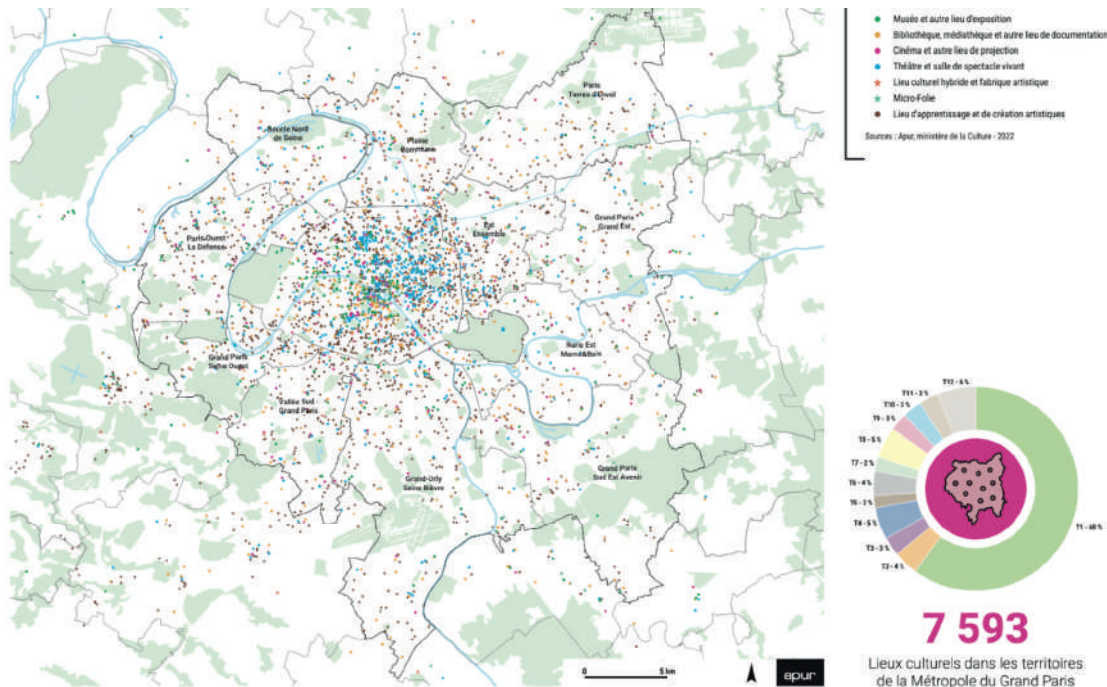


Fig. 25 Cultural sites in Metropol of Grand Paris ⁶²

(62) see note 61

3.5 Education

Paris, besides being generally regarded as a significant cultural center, is home to several universities often ranked among the best globally. For instance, PSL Université Paris is among the top 30 universities worldwide according to the QS World University Rankings 2024⁶³. From a European perspective as well, Paris ranks among the most educated cities in Europe.

With 787,175 highly educated students in 2022, the Paris region provides the largest

pool of students in Europe, including world-class engineers, researchers, and scientists (fig. 26)⁶⁴. In 2018, only 16.3% of individuals aged 15 and above who were not attending school did not possess a higher education diploma, a figure that has decreased by 20% since 2013⁶⁵.

In addition to benefiting from some of the best academic programs, graduates from the region receive practical and concrete training that prepares them to enter the job market immediately after graduation.



27% OF FRANCE'S STUDENT POPULATION

378,986 STUDENTS IN PARIS REGION'S PUBLIC UNIVERSITIES

MESRI- SIES / Système d'information SISE 2022, data 2021-22

99 DOCTORAL SCHOOLS
Campus France 2022

22,172 PhD STUDENTS, INCL.

7,226 INTERNATIONAL PhD STUDENTS

31% OF PhD STUDENTS IN FRANCE

MESRI- DGESIP - DIGRI - SIES/ Système d'information SISE 2022, data 2020-2021, Ministry of Education 2022, data 2021-22

Fig. 26 Some numbers concerning scholastic education in Parisian Region⁶⁶

Specifically, within the city, there are 13 universities, most of which are located in the Latin Quarter, south of the Seine. Additionally, many of the “grandes écoles,” high-level educational institutions, are based in Paris, such as the Institut de France and the Centre National de la Recherche Scientifique. Characterized by

a large and highly qualified international workforce, the Paris Region represents an ideal location to identify highly specialized talents. The world-renowned universities and engineering schools in the region serve as a strong attraction for companies seeking new human resources. The region offers a broad, diversified, and incredibly

(63) QS World University Rankings (2024), World University Rankings, <https://www.topuniversities.com/world-university-rankings>

(64) see note 41

(65) (2018), Data Portraits Paris/Grand Paris – communes, territoires, départements , Apur, <https://www.apur.org/dataviz/portraits-metropole-grand-paris-donnees/>

(66) see note 41

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resilient job market. With nearly 25% of all jobs in France, Paris has a vast pool of talent characterized by a mix of cultures and diversity, imparting significant global influence⁶⁷.

The Paris-Saclay project (fig. 27), formalized by the law of June 3, 2010, on the Grand Paris, aims to create a Silicon Valley of academic and scientific excellence in the southern region of the Saclay plain, between Versailles and Saint-Quentin-en-Yvelines, in the southern

area of the Petite Couronne. The urban campus, centered around the districts of Moulon and École polytechnique, is the largest ongoing urban project in Europe, featuring 19 university institutions, including CentraleSupélec and the Institut d'optique graduate school. The goal is to accommodate thousands of researchers, students, and employees by 2030, positioning itself as the capital of education in Europe.



Fig. 27 Campus Paris Saclay⁶⁸

(67) see note 41

(68) *A large, innovative, world-class campus*, "Paris Saclay", <https://paris-saclay.business/offers/paris-saclay-campus/>

3.6 Services

3.6.1 Mobility

As seen from the previous points, such a densely populated city puts greater pressure on existing infrastructure, such as public transportation, roads, and public

services. This can lead to traffic congestion, overcrowding in transportation, and increased demand for public services (fig. 28).



Fig. 28 Overcrowding on means of transport ⁶⁹

To move around the city by car, Paris relies on a road and highway system that includes an inner ring road, the Boulevard Périphérique, and two outer rings, the Super Périphérique and the Francilienne. Paris is a crucial transportation hub in France and Europe, with an extensive railway and public transportation network available to residents and visitors. The city is served by seven main railway stations: Paris Austerlitz, Paris Bercy, Paris Est, Paris Gare de Lyon, Paris Montparnasse, Paris Nord, and Paris Saint-Lazare. The high-

speed railway network is well-developed, with TGV connections and similar services such as Thalys and Eurostar enabling fast travel throughout Europe. The Grand Paris metropolitan area has three main airports: Charles de Gaulle Airport, located near Roissy-en-France in the department 95, northeast of the city (about 30 km from the center, reachable in approximately 30 minutes by car or 55 minutes by metro); Orly Airport, located south of the city in department 94 (about 20 km from the center, reachable in about 20 minutes

(69) (2020), Metro sovraffollata, ma il ministro assicura: "I trasporti pubblici non sono luogo di contagio", "Europa Today", <https://europa.today.it/attualita/coronavirus-trasporti-pubblici-contagio.html>

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by car or 50 minutes by metro); and Beauvais-Tillé Airport. The latter is smaller and situated north of Paris in department 60. It is approximately 90 km from the city center and can be reached in about 1 hour and 20 minutes by car but is not accessible by metro. However, from Porte Maillot, shuttle buses are available for airport transport.

Paris's metro system (fig. 29) is among the best in Europe, comprising 14 lines that

provide extensive coverage of the urban and suburban areas. In addition to the Métro lines, the city also has an extensive network of bus lines, which, together with the metro system, offers a comprehensive and interconnected public transportation network. The RER (Réseau Express Régional) provides a high-speed regional transportation system, connecting Paris to the suburbs and surrounding areas.

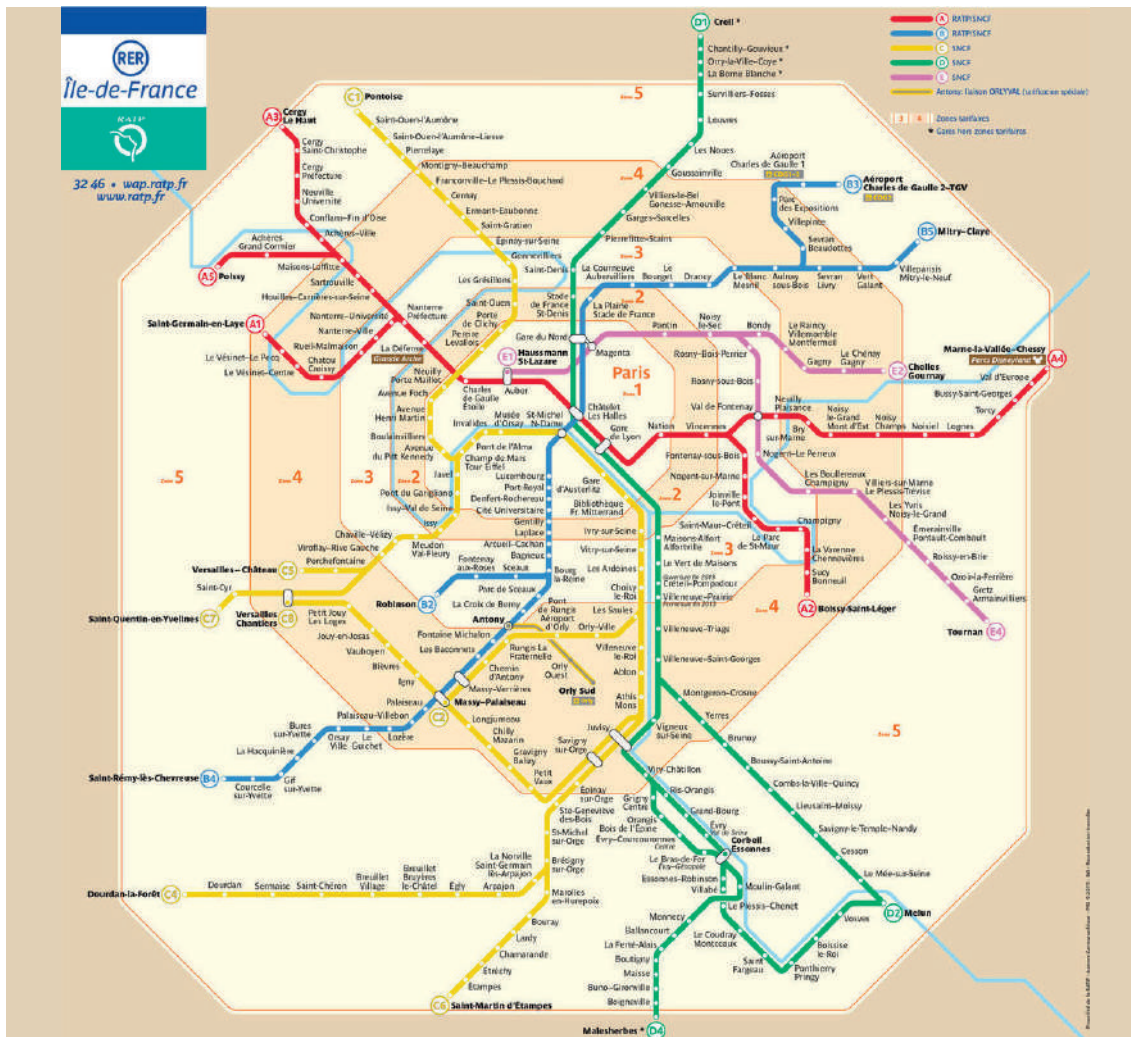


Fig. 29 Map of Paris' metropolitan lines ⁷⁰

(70) Mappa di RER e Treno Parigi, "Paris Map 360°", <https://it.parismap360.com/mappa-rer-parigi>

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As previously mentioned, one of the most significant projects of the Grand Paris is the Grand Paris Express. Starting from the mid-2000s, the State and local authorities, with particular attention from the Île-de-France region, began to consider the organization of transportation in the Paris area after the decentralization of the Union des Transports de France (STIF). The creation of the Société du Grand Paris (SGP) in 2010 marked a crucial point, with a specific focus on the Grand Paris Express project. The latter involves the implementation of new metro lines and the extension of an existing line (figure

30). Initially oriented towards the design phase in the period 2010-2015, the project is currently in progress, facing significant challenges related to management, risks, timing, and costs. These challenges are also influenced by evolving political dynamics.

The implementation of the Grand Paris Express represents a crucial step in the transformation of the metropolitan transportation system, aiming to improve connectivity, mobility, and the quality of life for residents of the Île-de-France region ⁷¹.

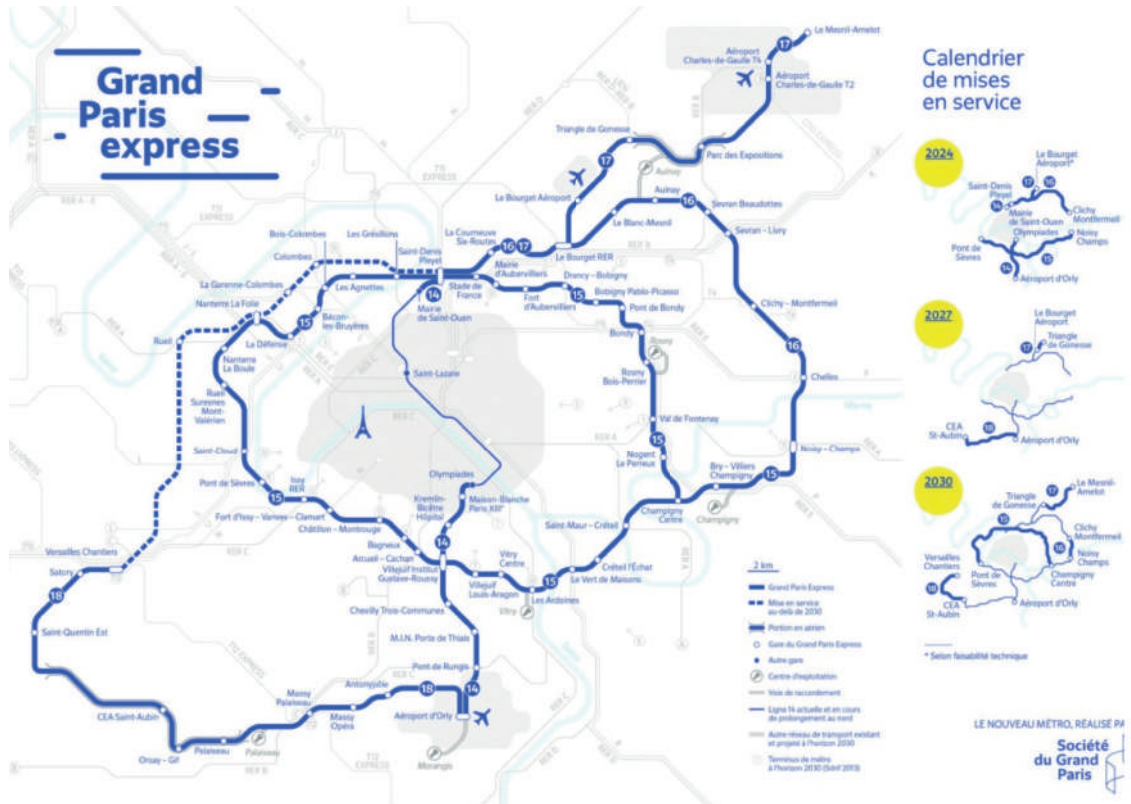


Fig. 30 Grand Paris Express Map ⁷²

(71) (2017), *La Société du Grand Paris, "Cour des Comptes"*, https://www.comptes.fr/sites/default/files/2018-01/20170117-rapport-societe-grand-Paris_1.pdf

(72) Bicknell Argerious N. (2021), *Map of the Grand Paris Express, Europe's Largest Transit Expansion Project*, "The Urbanist", <https://www.theurbanist.org/2021/12/28/map-of-grand-paris-express-europes-largest-public-transit-expansion-project/>

Research

The project also aims to promote economic development and accessibility to job opportunities throughout the region, making Paris and its surrounding area even more attractive for residents and businesses.

The Grand Paris Express (GPE) is an unprecedented public investment, and it is crucial to analyze and understand its implications on the territory and the population, especially considering that the first stations have already been inaugurated (Line 14 North has been operational since December 2020). The analysis of the numerous projects that constitute the GPE reveals that the 68 neighborhoods hosting the stations are at the center of significant construction dynamics, anticipating increased accessibility with the arrival of the metro. However, the neighborhoods of the stations located in the eastern part of the metropolis are experiencing

slower growth compared to those in the vast western half, extending from Plaine Saint-Denis to the Saclay plateau, passing through La Défense, an increasingly coveted area by the real estate sector. Furthermore, in addition to the diversity of situations found among the 68 station neighborhoods and the 353 analyzed projects, a common issue is evident: the lack of public spaces and green areas, as well as the need to strengthen connections with existing facilities and other projects under development in the surrounding area.

The Grand Paris works have been accelerated with the arrival of the Olympics, and to date, only 38% of the planned 32 million square meters have been delivered, despite the goal being to complete it entirely by 2025. In figure 31, you can see the progress of each project, with the percentages of square meters still to be built ⁷³.

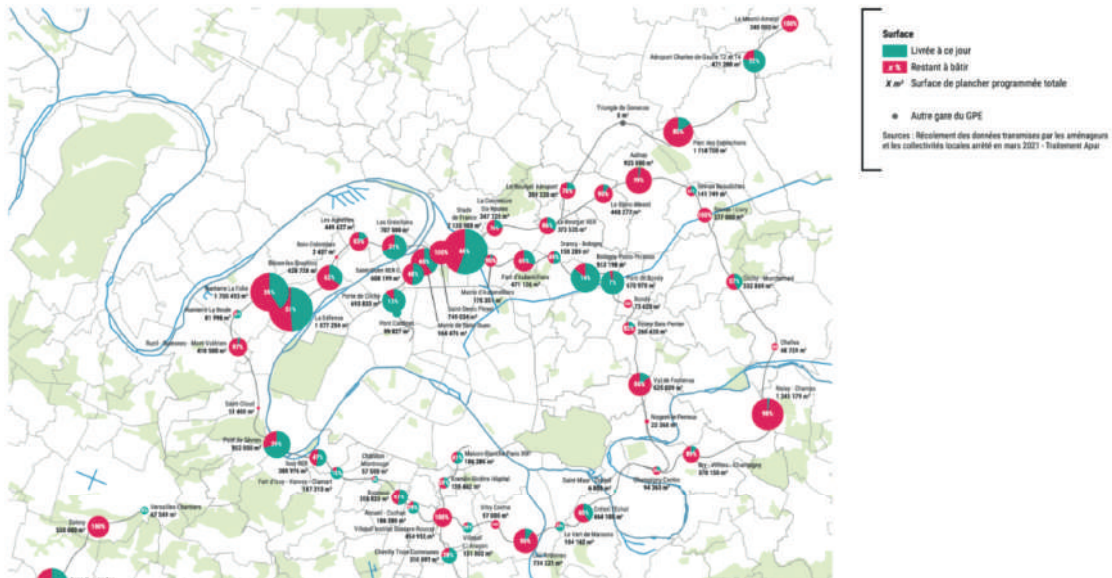


Fig. 31 Progress status of projects in the 68 GPE station neighborhoods 2021 (Surface in %) ⁷⁴

(73) Arpur (2021), Mutations dans les 68 quartiers de gare du GPE en 2021, https://www.apur.org/sites/default/files/20p196_mutations_68_quartiers_gare_gpe_2021.pdf?token=3-NaZ5JE

(74) see note 73

03 Grand Paris

However, as emphasized, there are some critical issues and challenges to address. The difference in growth between the station neighborhoods in the eastern and western parts of the metropolis is a point of concern. This inequality could lead to a concentration of economic development in some areas at the expense of others, contributing to territorial imbalance.

The construction of some Grand Paris Express stations, planned in anticipation of the 2024 Olympics, raises some significant considerations. In particular, some residents express doubts about the real need for these new stations, given the limited and temporary needs associated with the Olympic events. The population density and influx of people in the Seine Saint Denis region are generally lower compared to other parts of Paris (in 2021, an estimated 91 inhabitants per hectare in Saint Denis compared, for example, to 322 inhabitants per hectare in the most densely populated arrondissements)⁷⁵.

In addition, some members of activist collectives interviewed (including Saccage 2024) argue that the delay in delivering a substantial part of these projects could have repercussions on the usability of the Grand Paris Express during the Olympics themselves.

Finally, from an environmental perspective, the lack of public spaces and green areas, coupled with the need to improve connections with existing infrastructure and other ongoing projects, poses a significant challenge in an area where air quality is critical. These aspects not only impact the residents' quality of life but are also crucial for enhancing the overall attractiveness of the involved areas.

3.6.1.1 Reduced Mobility

Although Grand Paris boasts a well-structured and interconnected public transportation system, its accessibility for people with disabilities and reduced mobility has long been a critical point. In recent years, efforts have been made to improve the situation, such as adapting roads with wheelchair ramps. However, the situation remains complex and less user-friendly.

The city offers an extensive network of metro lines, but only Line 14 is fully accessible to this user category. This represents a significant limitation for those who need to use the subway, making access to public transportation less inclusive.

On the other hand, the bus and tram network has undergone restructuring to make it accessible to people with disabilities. This improvement has been made possible through the installation of automatic ramps operated by the driver, facilitating access and mobility on these means of transport.

In the context of the 2024 Olympics and Paralympics, the issue of accessibility to public transportation in Paris takes on even greater importance. While there will be an enhancement of transportation services during the Games, the question arises whether this will be sufficient to address existing challenges, especially considering the difficulties already present in accessing metro stations.

It is imperative that Paris continues to focus on improving the accessibility of its public transportation, not only for the period of the Olympics but also for the benefit of residents and visitors in general. This effort is crucial, especially to ensure

(75) Arpur (2021), Data Portraits Paris/Grand Paris - arrondissements, communes, territoires, <https://www.apur.org/dataviz/portraits-metropole-grand-paris-cartes/>

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inclusive hospitality for all guests and Paralympic participants, contributing to creating a more accessible and equitable city. The success of such a prestigious event requires a sustained commitment to overcoming accessibility challenges, providing solutions that enhance the mobility of all individuals.

3.6.1.2 Micro Mobility

One of the most widely used means of transportation in Paris, after the metro, is the bicycle. In fact, the city is equipped with an excellent network of bike paths that allow you to reach almost every area. With the installation of around 1,500

stations in Paris and 61 municipalities in the metropolis, the Vélib' service became the largest bike-sharing system in Île-de-France by the end of 2022 (fig. 32). Since its conceptual inception in 2007, it has enjoyed tremendous success, revolutionizing the traditional idea of urban public transportation. It is a service established by the city of Paris that can be used by both residents and tourists. Every day, over 20,000 bicycles are made available to users in a widespread and well-structured network throughout the city of Paris and neighboring municipalities of the inner ring ⁷⁶.



Fig. 32 Velib Bike station ⁷⁷

The following map (fig. 33) represents the current state of cycling infrastructure in Paris and surrounding municipalities as of March 2021, including both permanent and temporary facilities. Additionally, the map provides details about the bike offerings provided by Vélib' Métropole

and the locations of various docking points. These include bike racks and shared bike-motorcycle parking located on the streets of Paris, Vélo Stations at the Lyon and Montparnasse stations, and Véligo storage and shelter services.

(76) Parigi in bicicletta, "Parigi.it", <https://www.parigi.it/it/spostarsi-a-parigi-in-bicicletta.php>

(77) Velib metropole, <https://www.velib-metropole.fr/>

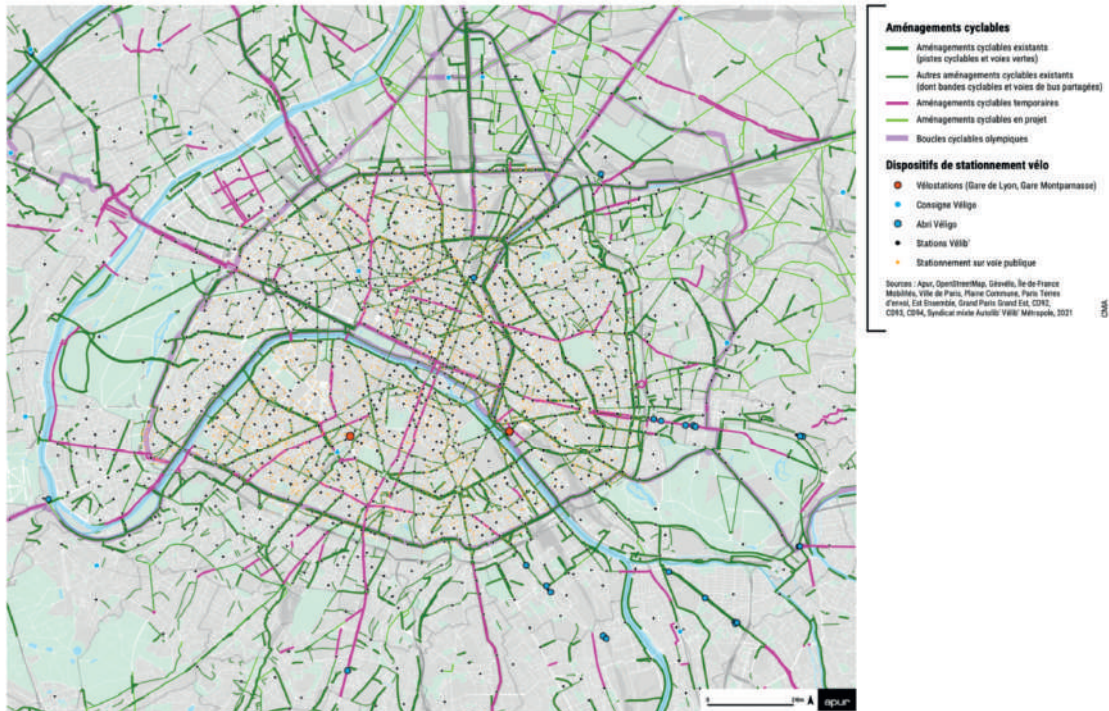


Fig. 33 Existing and planned cycling infrastructure ⁷⁸

3.6.2 Health in Paris

Paris provides a well-developed healthcare system with an extensive network of hospitals and health services. The city is equipped with 39 hospitals of the Assistance Publique, spread across various districts of the capital and the Île-de-France region. The hospital facilities are of high quality, both public and private, and cover a wide range of medical specialties. Among the most renowned is the Pitié-Salpêtrière Hospital, recognized among the top 10 hospitals in Europe in 2023 according to Statista ⁷⁹. The Parisian healthcare system also includes an extensive network of medical centers, private clinics, and pharmacies, making healthcare services accessible to the

entire population. Additionally, there are various specialized healthcare services, including home care assistance, mental health centers, and disease prevention programs. Paris is home to numerous world-renowned medical research institutions, such as the Pasteur Institute and the National Institute of Health and Medical Research (Inserm). These institutions make significant contributions to scientific research and innovation in the field of medicine.

In summary, the city offers a wide range of high-quality healthcare services and a well-developed network of hospitals and clinics, ensuring a high level of medical care for its residents and visitors.

(78) Apur (2021), *Aménagements cyclables existants et en projet à Paris*, <https://www.apur.org/fr/geo-data/amenagements-cyclables-existants-projet-paris>

(79) (2023), *The World's Best Hospitals in 2023*, "Statista", <https://www.statista.com/chart/26995/top-10-hospitals-according-to-peer-recommendations-patient-experience-medical-kpis/>

3.6.3 Alimentar services

Paris, as emphasized earlier, being a highly urbanized city, has an economy that traditionally does not rely on the agricultural or primary sector. Moreover, since 2022, France has experienced a significant rise in consumer goods inflation. Despite a slight decrease in inflation in July 2023 to 4.3% on an annual basis, prices of products across France increased by 13.4% (fig. 34). An analysis compiled by France Info and NielsenIQ of

the consumer price index by department reveals a complex picture, but notably, Paris is the most expensive city in France, averaging 20% higher prices compared to the national average⁸⁰.

These differences reveal the complexity of the cost of living and how, specifically concerning food items, it has made it more challenging to ensure a wide selection of fresh and affordable foods for all citizens.



Fig. 34 Insee (2023), Annual changes in the consumer price index (CPI), basic inflation (ISJ) and the harmonised index of consumer prices (IPCH)⁸¹

(80) Uhart T. (2023), *Inflation : votre département fait-il partie des plus chers de France?*, "France Info", https://www.francetvinfo.fr/economie/inflation/le-panier-de-courses-franceinfo/carte-pouvoir-d-achat-votre-departement-fait-il-partie-des-plus-chers-de-france_5741648.html

(81) Insee (2023), *En octobre 2023, les prix à la consommation augmentent de 0,1 % sur un mois et de 4,0 % sur un an*, <https://www.insee.fr/fr/statistiques/7713753#graphique-ipc-g1-fr>

03 Grand Paris

Paris needs a significant transformation to prevent negative impacts on its population's long-term health. The city's official website, La Ville de Paris, details various strategies and initiatives, such as partnering with Agri Paris Seine, to promote local and sustainable agricultural production.⁸²

However, many strategies seem focused on 'greenwashing' rather than effectively addressing sustainability issues, aiming to enhance the city's image rather than tackling core problems. The organization of the Olympic Games highlighted this, leading to the removal of cherished urban gardens and green spaces in northern Paris, notably in Seine Saint Denis, to make way for new Olympic neighborhoods. This sparked protests from collectives like 'Jardins à Défendre' in Aubervilliers, composed mainly of affected area residents⁸³ (for further details, see chapter 4.7.1.4).

These groups vigorously defended their gardens, vital for both local livelihoods and community cohesion. Lack of communication between residents and institutions fueled citizen frustration and protests, as they felt marginalized in Olympic planning, perceiving it as an opportunity for authorities to build without proper community involvement.

3.6.4 Sportive services

Speaking of a healthy lifestyle, according to official statistics, only 5% of French people engage in regular physical activity. More than half of the adult population in France lacks physical activity or spends

too much time sitting. Even among young people, 66% of adolescents exhibit excessive inactivity and screen dependency, according to Anses⁸⁴. Furthermore, according to an interview with Eurobarometer, the majority of respondents confirm the findings reported by Anses, stating that young people do not engage in sports, and if they do, it happens infrequently, which is not significantly different from the European average (figures 35).

SPORT AND PHYSICAL ACTIVITY, SURVEY
"HOW OFTEN DO YOU PLAY SPORT? "

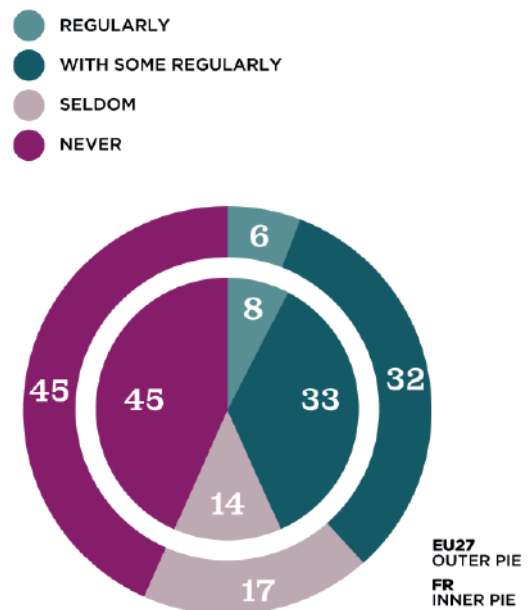


Fig. 35 Eurobarometer (2021), Sport and physical activity, survey⁸⁵

(83) (2022), *Projet de Destruction des jardins ouvriers des vertus à Aubervilliers*, "Jardins à défendre (JAD)", <https://www.jardinsaubervilliers.fr/CahierJardin.pdf>

(84) Anses (2021), *Lack of physical activity and overly sedentary lifestyles: public health priorities*, <https://www.anses.fr/en/content/lack-physical-activity-and-overly-sedentary-lifestyles-public-health-priorities>

(85) Personal elaboration on: European Commission (2021), *Sport and physical activity*, <https://europa.eu/eurobarometer/surveys/detail/2668>

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Researchers also examined the reasons why many French people do not engage in any sports. A lack of interest emerged as the most common reason by far (55%), followed by a lack of time (24%) and physical issues (23%). Only 8% stated that they do not participate in any sports due to financial constraints, and the percentage rises to 15% among those with children ⁸⁶. When asked about their favorite sports, football ranks at the top, chosen by 13% of respondents. However, among the most practiced sports, walks and hikes take

the lead at 47%, followed by fitness and bodybuilding (20%), and finally swimming (18%). Football only occupies the seventh position with a rate of 7%. Walking and hiking are particularly popular among those over 50, representing 61% of the population, and are equally popular among men and women, both reaching 50% ⁸⁷. The Eurobarometer report, mentioned earlier, also confirms a preference for engaging in outdoor sports compared to other activities (figure 36).

WHERE DO YOU PLAY SPORT?

SPORT AND PHYSICAL ACTIVITY, SURVEY

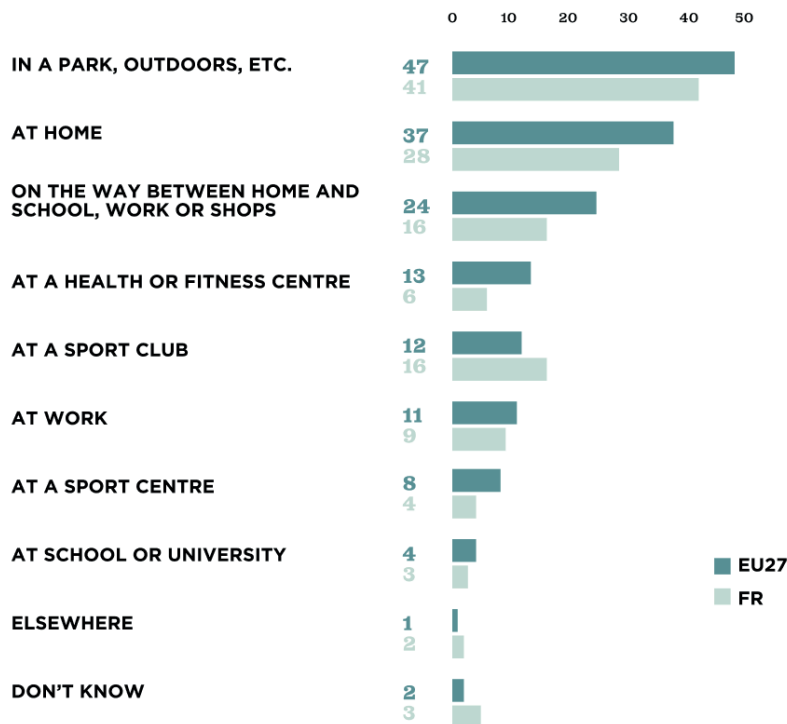


Fig. 36 Eurobarometer (2021), Sport and physical activity, survey ⁸⁸

(86) Eurobarometer (2021), <https://europa.eu/eurobarometer/surveys/detail/2668>

(87) (2021), *I francesi preferisco le attività outdoor*, Outdoor Magazine, [https://outdoormag.sport-press.it/2018/01/22/i-francesi-preferisco-le-attivita-outdoor/#:~:text=I%20ricercatori%20hanno%20anche%20esaminato,e%20problemi%20fisici%20\(23%25\)](https://outdoormag.sport-press.it/2018/01/22/i-francesi-preferisco-le-attivita-outdoor/#:~:text=I%20ricercatori%20hanno%20anche%20esaminato,e%20problemi%20fisici%20(23%25))

(88) European Commission (2021), Sport and physical activity, <https://europa.eu/eurobarometer/surveys/detail/2668>

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The issue of children dropping out of sports, explored by Daniela Natali in *Corriere della Sera* and Pascale Santi in *Le Monde* ⁸⁹, reveals common concerns in Italy and France. Both articles identify a decrease in confidence, excessive school commitments, and competitive pressure as major causes. The focus on competition in modern sports is criticized for undermining joy and true values, leading to stress and performance anxiety among youth. Both articles stress the role of education and social institutions, like schools and families, in promoting a more balanced approach to sports. While sports activity tends to decline with age, addressing this issue provides an opportunity to redefine sports practice, prioritizing enjoyment, learning, and camaraderie.

The Olympics can play a pivotal role in addressing this issue. Various initiatives have been launched to promote sports and Olympic participation. Paris 2024, in collaboration with organizations like 'Pour une France en forme' and key institutions such as the World Health Organization's Physical Activity Unit, the National Observatory of Physical Activity and Sedentary Behavior (ONAPS), and Public Health France, recognizes the significant public health challenge posed by sedentary lifestyles and lack of physical activity among children. The organizing committee has prioritized childhood physical activity, aiming to promote regular sports participation and enhance school facilities to foster active lifestyles and health among children aged 6 to 11 ⁹⁰.

TO LEARN MORE ABOUT THE 30 MINUTES OF DAILY PHYSICAL ACTIVITY PROGRAMME

+ 10,000

Schools registered and volunteering under the call for expressions of interest between September 2020 and September 2022.

Since the start of the 2022 school year the government has been responsible for rolling out 30 minutes of daily physical activity in elementary schools nationwide, with

+ 17,000

sports kits already distributed. As the measure becomes more widespread, the aim is to equip 36,250 schools with the kit by June 2024, with financial support from the State and the National Sports Agency (ANS) (+ 9,500 in December 2023 and the balance in June 2024).

€ 8,23 M

Invested between 2021 and 2024 of which €2 million is from Paris 2024. €3 million by the ANS and €3.23 million by the Ministry of Sport and the Olympic and Paralympic Games.



Fig. 37 Eurobarometer (2021), Sport and physical activity, survey ⁹¹

Uncertainty persists regarding the period following the Olympics, with the risk of losing the gains accumulated over years of commitment to sports. Especially considering the new infrastructures developed, an opportunity arises to make these facilities accessible to all residents, thus promoting long-term economic benefits through widespread and sustainable use in the future.

(89) P. Sant (2019), *Pourquoi les enfants perdent l'envie de faire du sport*, "Le Monde", https://www.lemonde.fr/sciences/article/2019/06/11/pourquoi-les-enfants-perdent-l-envie-de-faire-du-sport_5474675_1650684.html?fbclid=IwAR2UzmCQu7unHwGUy7zti2UOWmTxgul3EdkkK0c98F-dplV0eHzSuSdamZU

(90) Paris 2024, Executive Summary Report, 2023, <https://medias.paris2024.org/uploads/2023/12/Executive-Summary-Report-2023-web-1.pdf>

(91) see note 90

3.7 Resources and environment

The landscape of Métropole du Grand Paris is shaped by the meandering valleys of the Seine, Marne, and Oise rivers, characterized by hills overlooking the rivers from plateaus. This strategic location at the crossroads of waterways and land has exerted a significant influence on the city's growth since ancient times. The Romans designated the original site on the Île de la Cité as Lutetia, the capital of the Parisii, in the 1st century BC. In 494 AD, the Frankish king Clovis I conquered Paris from the Gauls, making it the capital, a role that has passed through the ages until the Capetian dynasty led by Hugh Capet⁹².

The city, located in a plain near the sea, benefits from the mild influences of the Gulf Stream and has a fairly temperate climate. However, the weather can be quite variable, especially in winter and spring, when the wind can be sharp and cold.

Nature in Greater Paris takes various forms: 16 large forests and parks, 59 medium-large parks and gardens, 604 smaller parks and walks, and about 3,581 small parks and gardens. It occupies 20% of the metropolitan area's surface, which is 12,220 hectares. The surface area of open green spaces accessible to the public is approximately 17.4 m² per inhabitant (London 45 m², Brussels 59 m², Madrid 68 m², Bordeaux 25 m²), but there are disparities within the central metropolis, lacking green spaces due to its dense population, and the more peripheral areas. Only 27% of the metropolitan population

lacks access to a garden or public park. Additionally, the metropolitan area hosts two major green parks at opposite poles, considered the "two lungs of Paris": Bois de Boulogne to the west and Bois de Vincennes to the east. Bois de Vincennes has more freely accessible play areas, while Bois de Boulogne hosts several private sports clubs. Private concessions, occupying 20% of Bois de Boulogne and 16% of Bois de Vincennes, are starting to be promoted for increased public access, responding to the growing need for green spaces related to climate change (fig. 38)⁹³. Amidst the current challenges, the need to preserve biodiversity and citizens' desire for nature make it essential to strengthen the role of nature in the city to make it more welcoming.

(92) Daul, Kimberly, Ardagh, John Anthony C. and Ehrlich, Blake (2023), *Paris*, "Encyclopedia Britannica", <https://www.britannica.com/place/Paris>

(93) Apur (2023), *Taux de végétation à l'îlot dans la Métropole du Grand Paris*, <https://www.apur.org/fr/ge-o-data/taux-vegetation-ilot-metropole-grand-paris>

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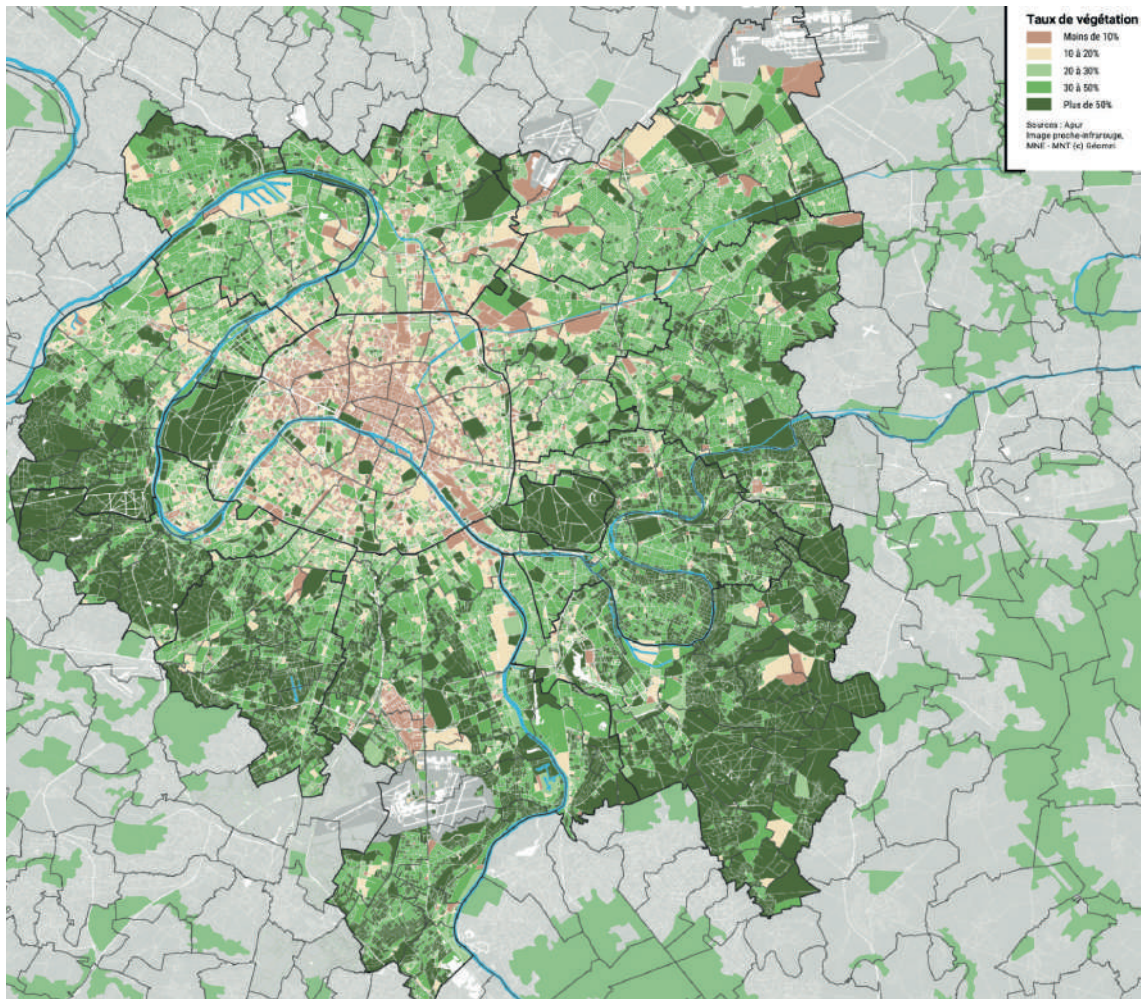


Fig. 38 Rate of vegetation per block in the Greater Paris Metropolitan Area ⁹⁴

The Grand Paris, with its dense population and unique geography, faces crucial environmental challenges. Traffic management and the promotion of sustainable transportation are top priorities, but air quality remains problematic. Waste management is another challenge, with a significant increase in the volume of waste produced.

However, Paris is taking measures to promote a circular economy and engage residents in environmental sustainability.

(94) see note 93

3.7.1 Air quality

The Grand Paris project is taking a series of initiatives to promote public transportation, encourage the use of electric bicycles, and advocate for the pedestrianization of certain areas to mitigate the harmful effects of traffic on air quality and enhance the quality of the urban environment. However, despite these measures, the issue of traffic, and consequently air quality, remains a critical challenge for the metropolis. As evident from the Annual Report of Airparif for 2022, Paris faces a clear issue related to ozone (O3), the levels of which

remained constant or even increased in 2022 ⁹⁵.

A positive development is that nitrogen dioxide (NO₂) has shown a downward trend in recent years (fig. 39), thanks to a decrease in emissions from sources such as road traffic, industries, and residential heating. In 2022, 40,000 residents in Île-de-France were potentially exposed to exceeding the annual limit value for NO₂, and the vast majority of the population is exposed to NO₂ levels higher than the WHO recommendations ⁹⁶.

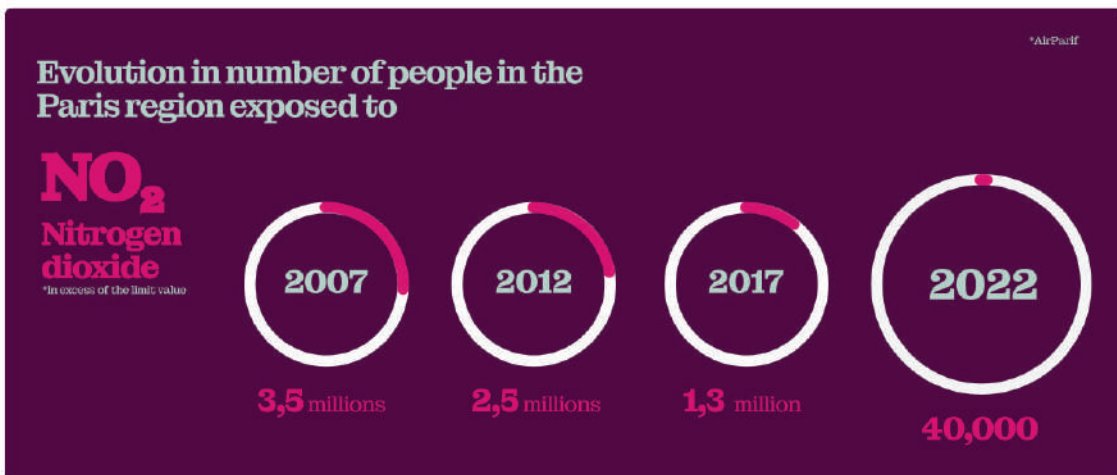


Fig. 39 Evolution of French people exposed to NO₂ over the years (2007-2022) ⁹⁷

Nevertheless, the average levels of NO₂ remain well above the established limits in certain areas, especially in high-traffic zones, including the Boulevard

Périphérique area, Autoroute A1, Autoroute A2, and Autoroute A4 (fig. 40).

(95) Airparif (2022), Rapporti e mappe annuali sull'inquinamento, <https://www.airparif.asso.fr/surveiller-la-pollution/bilan-et-cartes-annuels-de-pollution>

(96) see note 95

(97) Airparif (2022), Bilan de la qualité de l'air, https://docs.google.com/viewerng/viewer?url=https://www.airparif.asso.fr/sites/default/files/pdf/BilanQA_IDF_2022.pdf

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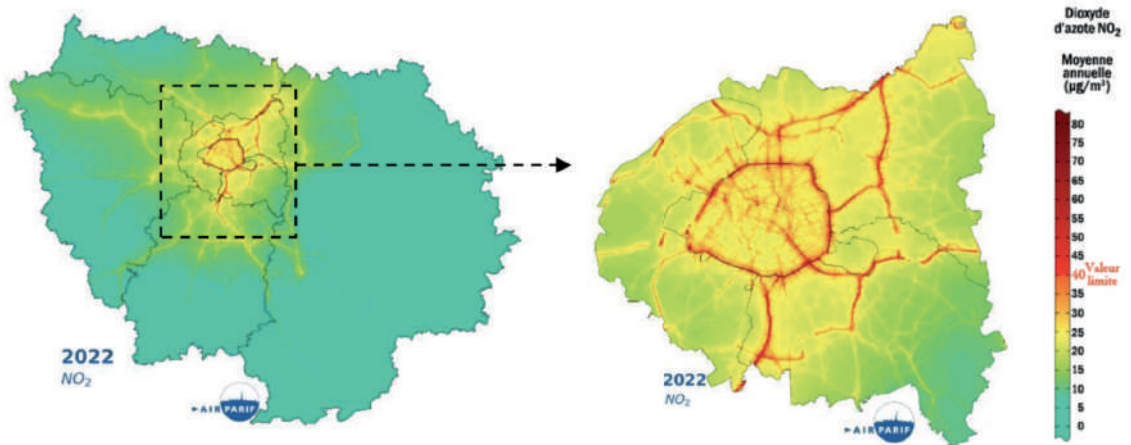


Fig. 40 Increased NO₂ concentrations in the small Paris crown ⁹⁸

3.7.2 Water resources

Regarding the supply and management of drinking water for the city of Paris and the surrounding areas, the Public Water Authority of Paris (Eau de Paris) is the primary provider. Parisian water has two sources: the first half comes from underground water captured in various locations in Île-de-France, Burgundy, and Normandy, while the other half comes from the waters of the Seine and Marne rivers, following several purification stages.

Information regarding the characteristics of water in Paris is readily accessible to the public, enabling citizens to easily educate themselves. This encourages the use of tap water as a sustainable alternative to consuming water in plastic bottles ⁹⁹.

3.7.3 Waste management

Since the introduction of the idea of waste separation and recycling in the '80s/'90s, Paris has witnessed an increase in environmental awareness, promoting the adoption of more sustainable waste disposal practices. The city has implemented recycling programs, encouraged the reduction of the use of non-recyclable materials, and promoted environmental education among residents.

However, despite these efforts, the overall volume of waste has increased. This can be attributed to various factors, including urbanization, economic development, and increased consumption. Modern society, despite reduction efforts, continues to generate significant amounts of waste, partly due to the growing population and the way urban life influences consumption behaviors.

In terms of waste management and environmental sustainability, the volume

(98) see note 97

(99) Eau de Paris (2023), "Contrôle Sanitaire Des Eaux", https://www.eaudeparis.fr/sites/default/files/import/ARS/udi_CENTRE.pdf

Research

of waste in Paris has doubled in 75 years, from 239 kg per inhabitant in 1940 to 485 kg in 2015. In 2019, OECD (Organization for Economic Cooperation and Development) countries generated an average of 535 kg of total municipal waste per person per year, including both commercial and household waste, equivalent to the weight of a polar bear. This represents an increase of 40 kg compared to 1990 but a decrease of 8 kg compared to 2000.

Although urban waste accounts for only 10% of the total waste produced, its management and treatment often require more than a third of the financial efforts of the public sector to control pollution. With

the growth of the population, it is projected that annual solid waste production will increase by 70% between 2020 and 2050, generating more than 2 billion tons of CO₂ equivalent¹⁰⁰. As can be observed from figure 41, Paris unfortunately ranks high on the podium concerning household waste production (kg per inhabitant per year) (data provided by the statistical offices of cities that responded to the OECD 2020 Survey on Circular Economy in Cities and Regions)¹⁰¹.

In the city, separate waste collection bins are not widely available, making it challenging for citizens to adopt the practice. Typically, households only have

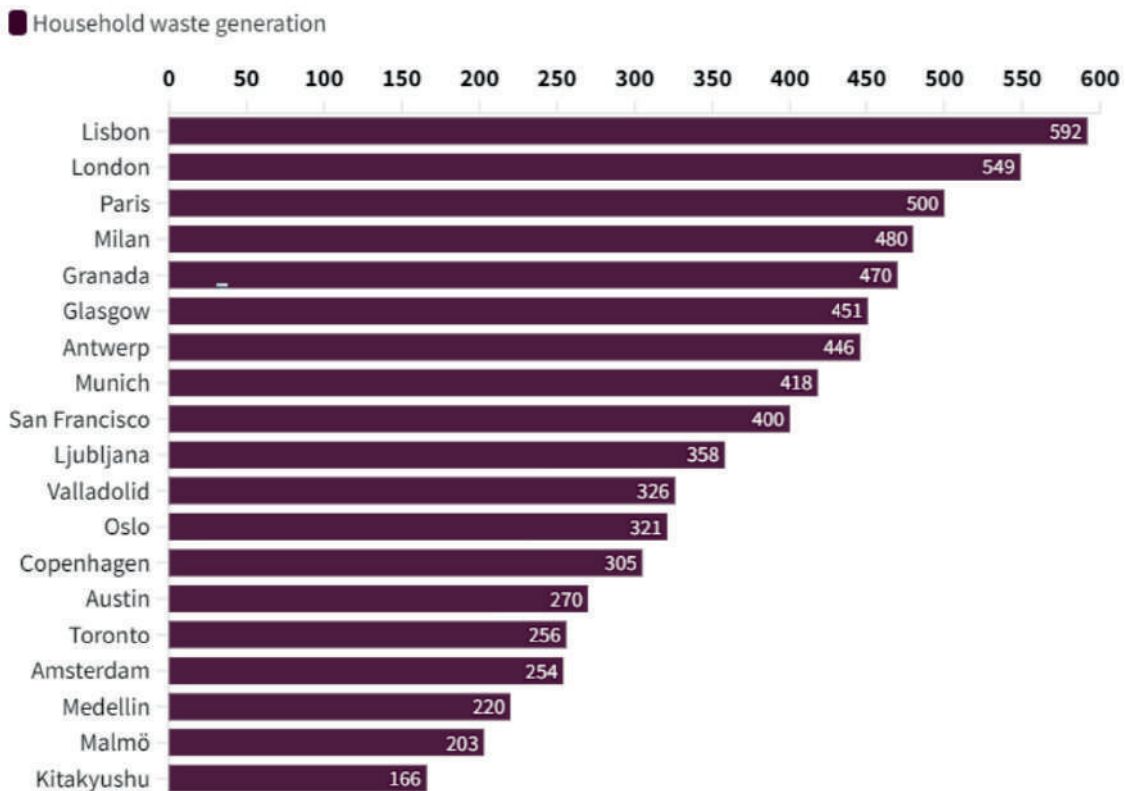


Fig. 41 Kg of waste produced by citizens in different cities of the world¹⁰²

(100) Romano O. (2023), Paris and the circular economy, “Cogito” <https://oecdcoigito.blog/2023/03/16/never-waste-a-good-waste-crisis-paris-and-the-circular-economy/>

(101) see note 100

(102) see note 100

03 Grand Paris

one bin for non-recyclable waste disposal, forcing proactive residents to seek out separate collection bins elsewhere, often inconveniently located. Consequently, due to reasons such as lack of time or convenience, a significant portion of the population disposes of their waste in non-recyclable bins. Broadening the scope to compare France with other European

countries (fig. 42), data from 2021 shows that only 45.1% of urban waste is recycled, while 22% ends up in landfills (data from 2020, with 33% being incinerated). Despite falling roughly in the middle of the rankings, France lags behind the European average for recycling or composting and exceeds the European percentage of waste ending up in landfills¹⁰³.

SITUATION IN THE MEMBER STATES		LEGEND	
		● Objectives already achieved are in green.	
		*data from 2020	
		**data from 2018	
	MUNICIPAL WASTE GENERATED (KG/INHABITANT - 2021)	RATE OF WASTE RECYCLING AND COMPOSTING URBAN (2021)	LANDFILL DISPOSAL RATE (excluding the main ones mineral waste) (2020)
EU27	530	49,60%	18%
Austria	834*	62,3% ●	9% ●
Luxembourg	793	55,3%	9% ●
Denmark	786	34,30%	1% ●
Belgium	759	53,30%	3% ●
Germany	646	71,1%* ●	9% ●
Cyprus	644 *	15,30%	52%
Ireland	633	40,80%	18%
Malta	611	13,60%	73%
Finland	609	37,10%	7%
Czechia	570	43,30%	27%
France	561	45,10%	22%
Greece	524 **	21%	60%
Holland	515	57,80%	2%
Portugal	514	30,50%	46%
Slovenia	511	60% ●	6%
Slovakia	496	48,90%	31%
Italy	487*	51,40%	15%
Lithuania	480	44,30%	17%
Spain	472	36,70%	43%
Latvia	461	44,10%	25%
Croatia	446	31,40%	34%
Sweden	418	39,50%	8% ●
Hungary	416	34,90%	35%
Bulgaria	408 *	65,50% ●	73%
Estonia	395	30,30%	83%
Poland	362	40,30%	11%
Romania	302	11,30%	51%

Fig. 42 Waste production for European countries ¹⁰⁴

(103) (2023), Gestione dei rifiuti nell'UE: infografica con fatti e cifre, "Attualità Parlamento Europeo", <https://www.europarl.europa.eu/news/it/headlines/society/20180328STO00751/statistiche-sulla-gestione-dei-rifiuti-in-europa-infografica-con-fatti-e-cifre>

(104) see note 103

3.7.4 Circular economy

Despite current challenges, the Parisian region is actively committed to promoting the circular economy within its communities, rather than continuing to support the traditional linear approach. This commitment translates into a set of meaningful initiatives. For instance, in the agriculture and food sector, the administration aims to significantly reduce food waste while simultaneously striving to substantially increase the use of local products in the diets of residents in the Parisian region. Regarding the field of design and construction, efforts are underway to ensure that a large percentage of construction waste can be recovered and reused by 2030.

Furthermore, the region also provides its citizens with the opportunity to actively participate in the decision-making process, allowing each resident to contribute to the selection of projects to be funded. This enhances local public investments in the environmental sector¹⁰⁵.

In support of this commitment, in February 2020, France enacted a new law against poor waste management and excessive waste production. This law is a transposition of the European objectives outlined in the Action Plan, aimed at accelerating Europe's transition to a circular economy. The plan has been implemented in five priority sectors: reduction of plastic usage, management of food waste, handling of critical raw materials, construction and demolition, as well as biomass and biomaterials¹⁰⁶.

Indeed, Paris has already implemented

several sustainable initiatives. An example of this is the presence of two pioneers in the heating sector in the city: the Wattignies school in the 12th arrondissement and the Aspirant-Dunant swimming pool in the 14th arrondissement, both utilizing a heating system based on recovering heat from wastewater. Additionally, the Butteaux-Cailles swimming pool, located in the 13th arrondissement, is heated using energy from computer servers¹⁰⁷.

Another concrete example concerns the food sector. In order to prevent unsold products in Parisian markets from becoming waste, market operators are required to collaborate with non-profit organizations. These associations, currently active in various food markets in Paris, collect unsold products at the end of sales and distribute them in good condition to those in need or deliver them to food assistance organizations. For instance, the association *Moissons Solidaires* operates in four markets (in the 10th, 19th, and 20th arrondissements), while the associations *Hologramme Global* and the *Red Cross* are involved in markets in the 12th arrondissement¹⁰⁸.

(105) Ar S., Circular economy, "Choose Paris region", <https://www.chooseparisregion.org/industries/circular-economy>

(106) (2020), France's new anti-waste law, "Signature", <https://www.signaturelitigation.com/wp-content/uploads/2020/03/Signature-Litigation-Paris-Briefing-Note-Frances-new-anti-waste-law-March-2020.pdf>

(107) (2020), Deuxième feuille de route de l'économie circulaire, "Paris", <https://www.paris.fr/pages/economie-circulaire-2756>

(108) see note 107

3.7.5 Paris and the rats

Another major issue in the city of Paris, perhaps among the most well-known, is the presence of rats (fig. 43). The rat problem in Paris has been a longstanding issue, with estimates suggesting that millions of these rodents reside in the city, even visible during the day. In an effort to address this situation, in 2017, the municipality launched an ambitious intervention plan worth 1.7 million euros. In addition to extensive rat extermination operations, over the past seven years, the administration has installed new capture devices, replaced hundreds of waste bins with airtight containers to prevent rats from accessing food, and applied metal plates on sewer grates to make it more difficult for them to climb up from the sewers. Despite these measures, the rat population has remained essentially stable ¹⁰⁹.

The Parisian administration, under Mayor Anne Hidalgo, shifts focus from combating rats to coexistence, aiming to manage their presence. Deputy Mayor Souyris clarifies this doesn't mean rats roam freely; prevention and public awareness initiatives are in consideration. On the contrary, initiatives focused on prevention and raising awareness among the population about the existence of rats in the streets of Paris are being considered ¹¹¹. Paris has bodies like the Hygiene Laboratory, Inhaled Particles Study Lab, and Health and Hygiene Action Service for environmental health. However, the direct participation of citizens in these services is limited; for instance, DFAS



Fig. 43 Awareness-raising campaigns to combat rats ¹¹⁰

offers free pest control in severe bedbug cases with proof of need. Additionally, consultations on indoor environments are available only with a medical prescription. These services could and should be made more accessible to ensure a healthier environment for all citizens ¹¹².

(109) (2023), Parigi vuole cambiare approccio coi ratti, "Il post", <https://www.ilpost.it/2023/06/13/francia-parigi-ratti-coabitazione/>

(110) Own image (2023)

(111) see note 109

(112) (2023), Découvrez le Service parisien de santé environnementale (SPSE), "Ville de Paris" https://www.paris.fr/pages/sante-environnementale-2082/#le-service-parisien-de-sante-environnementale_12

3.8 Innovative projects in cities

Despite challenges related to hygiene, safety and air quality, Paris, an enterprising and young city, is promoting innovative initiatives through the ‘Reinventing Paris’ programme ¹¹³.

Launched in 2014, the program has evolved into a global initiative involving 14 metropolises of the C40, a global network comprised of nearly 100 mayors from some of the world’s major cities collaborating to address the challenge of climate change ¹¹⁴. Among the cities involved are, of course, Paris, along with Milan, Reykjavik, and San Francisco. The common goal is

to transform underutilized urban sites into hubs for sustainable development and zero-carbon resilience.

These initiatives demonstrate Paris’s commitment to leave a tangible legacy, encouraging entrepreneurs and designers to contribute to urban innovation despite numerous challenges. Among these, for example, “Éole-Évangile” aims to transform an area into a model district for urban ecology and sustainable development, featuring residences, offices, cultural spaces, and a park open to the public (fig. 44) ¹¹⁵.



Fig. 44 Éole-Évangile district located in the 19th arrondissement ¹¹⁶

(113) (2023), *Réinventer Paris*, “Ville de Paris” <https://www.paris.fr/pages/reinventer-paris-4632>

(114) (2023), *Chi siamo C40*, “C40 Cities”, <https://www.c40.org/it/about-c40/>

(115) Chiron C. (2019), *Innovativi e duraturi: i progetti che trasformeranno Parigi*, “Explore France”, <https://www.france.fr/it/parigi/lista/9-progetti-innovativi-che-trasformano-parigi>

(116) (2023), *Réinventer Paris – Éole-Évangile*, “TVK”, <http://www.tvk.fr/architecture/reinventer-paris-eole-évangile>

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Another example is “Mushroof” in the 18th arrondissement, where there are plans to create an urban farm on the terrace of the Chapelle International freight building. This project holds the promise of a creative use of urban spaces ¹¹⁷.

These initiatives represent opportunities for growth but require a balance between the potential positive outcomes and the challenges associated with the evolution of cities. Therefore, it is necessary to align with the genuine interests of the population, considering transparency and accessibility for the local community in every phase of the development of such projects.

For instance, “Mille arbres” envisioned planting 1000 trees to cover the Boulevard Périphérique and counter pollution. In 2022, the project was canceled as Parisian residents and environmentalists raised objections regarding the urban transformation of Porte de Montreuil. Concerns were not just about the addition of a new green area but also involved other constructions that would have, overall, worsened the still critical situation. This debate posed a significant challenge for the designers, forced to balance the pressures from various stakeholders with different interests. Paris found itself in a complex phase of political and urban decisions that pitted residents and designers against each other, instead of fostering collaboration ¹¹⁸.

Lastly, the redevelopment of “Morland mixité Capitale,” which appeared to be an attempt to maximize the use of existing space for hotels, offices, and gyms, has raised questions about gentrification and

accessibility for the local community ¹¹⁹.

In conclusion, it can be said that Paris is a city of many faces, characterized by ambitious projects and innovations aimed at building a significant legacy. However, understanding the real effects, both positive and negative, of such a legacy is challenging. The complexity arises from its cosmopolitan nature and the diversity of its citizens in terms of culture, social background, economic conditions, and political beliefs. While the voice of residents is powerful and influential, at times, institutions may seem to not give it the due consideration.

(117) (2023), *Chapelle International (18th)*, “Les Pariculteurs”, <https://www.pariculteurs.paris/en/call-for-projects/chapelle-international/1424-chapelle-international-18th.html>

(118) (2022), *Projet Mille arbres à Paris : l'annulation du permis confirmée*, “Batiactu” <https://www.batiactu.com/edito/projet-mille-arbres-a-paris-annulation-permis-confirmee-64904.php>

(119) Pintos P. (2022), *Morland Mixité Capitale / David Chipperfield Architects + CALQ*, “ArchDaily”, <https://www.archdaily.com/982090/morland-mixite-capitale-david-chipperfield-architects-plus-calq>

3.9 Quantitative and qualitative analysis of the arrondissements

Geographically speaking, the Parisian region has maintained a circular shape over the centuries, although the extent has changed as its borders expanded to include surrounding neighborhoods. Today, it is organized through a process of territorial zoning into 20 arrondissements that follow each other spirally, starting from the first, closest to the Louvre Palace, and reaching the outermost ones (fig. 45).

Each of them has its own municipality and mayor. Parisians refer to the different arrondissements by number, starting from the first, the most central, to the twentieth, the outermost ¹²⁰. However, there are also more specific names that refer to certain areas within a neighborhood, for example: “Le Marais” in the 3rd or “Montmartre” in the 18th.

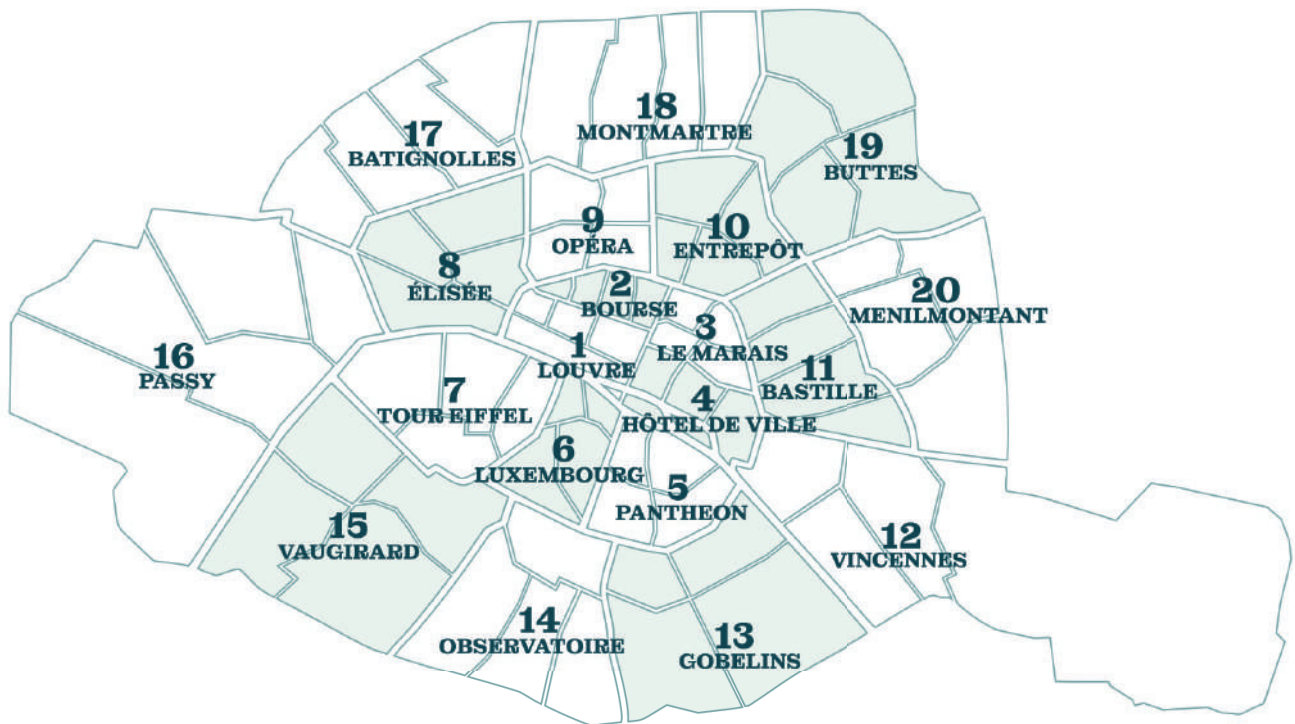


Fig. 45 Division of Paris in the different arrondissements ¹²¹

(120) Ardagh J., Daul K. and Ehrlich B., (2023), *The Halles of Paris*, “Encyclopedia Britannica” <https://www.britannica.com/place/Paris/The-Halles>

(121) *Paris*, “Maps on the web”, <https://mapsontheweb.zoom-maps.com/post/133592077785/arrondissements-of-paris>

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After careful observation and in-depth study, subgroups of arrondissements that share some common characteristics have been identified. However, considering the cosmopolitan nature of Paris, each neighborhood is unique and may have different nuances connecting it to more than one category. The creation of these categories aims to make the discourse more understandable and accessible. To this end, informative sheets have been created for each neighborhood. Each sheet contains various information about each arrondissement, considered crucial to provide a general idea of the respective area. Each sheet includes a brief textual description and charts showing the age of the resident population, predominant professions, the number of inhabitants, and the size of the territory. Additionally, there is a map indicating the main attractions of the place, well-known gardens, locations where the Olympics will take place, and the availability of transportation. At the end of each sheet, there are photographs taken during the day and at night, representing the perception of sound encountered during field analyses and the crowd density. In particular, it distinguishes whether the area is predominantly residential or more lived in by workers, whether it is sparsely frequented or very busy.

After examining the 20 arrondissements and the 7 cities in the Seine-Saint-Denis region, chosen because they will host

Olympic events, various comparative graphs are presented to facilitate understanding of the territory through the comparison of specific data and the representation of perceptions.

All data exposed in the following pages are taken from the website of INSEE ¹²², Urbistat ¹²³, Apur ¹²⁴, La Ville Idéale ¹²⁵, Chambre Notaires de Paris ¹²⁶, and subsequently reported in the attached excel sheet ¹²⁷. A crucial objective of information representation is to avoid “the black hole between data and knowledge” ¹²⁸. In this way, visualization becomes a fundamental tool to clarify information, facilitate the exploration of complex phenomena, enabling the observer to deeply understand the causes and effects of specific choices. It is an essential instrument for transforming data into information, knowledge, and wisdom in action ¹²⁹.

(122) Insee <https://www.insee.fr/fr/accueil>

(123) Urbistat <https://ugeo.urbistat.com/AdminStat/en/fr/demografia/dati-sintesi/paris/75/3>

(124) Apur <https://www.apur.org/dataviz/portraits-metropole-grand-paris-cartes/>

(125) La Ville Idéale <https://www.ville-ideale.fr>

(126) Chambre Notaires de Paris <https://paris.notaires.fr/fr/carte-des-prix>

(127) Personal elaboration: <https://docs.google.com/spreadsheets/d/1XiwqY990HaIWd7CbebloCdinmjhasfoAHKaP-Wr4vGw/edit#gid=0> and <https://docs.google.com/spreadsheets/d/1kbbKLPfHttoAJRdC3aYax-sIJZtOLkE3bQpCCCp7Maf8/edit#gid=111194024>

(128) Remondino C., Tamborini P., (2021), Lezione 4 Innovazione Politecnico di Torino

(129) see note 128

3.9.1 Youth districts

The arrondissements classified as dedicated to nightlife are primarily the 1st and the 3rd (fig. 46). They stand out for a strong presence of young people, thanks to numerous bars, pubs, or clubs open late into the night, a cheerful and lively atmosphere, dedicated events, music,

and noise. The most active hours are in the evening/night, especially from 4 pm to 2 am. In contrast, during the mornings, these neighborhoods are empty and silent, as if they are still tired and asleep from the previous night.

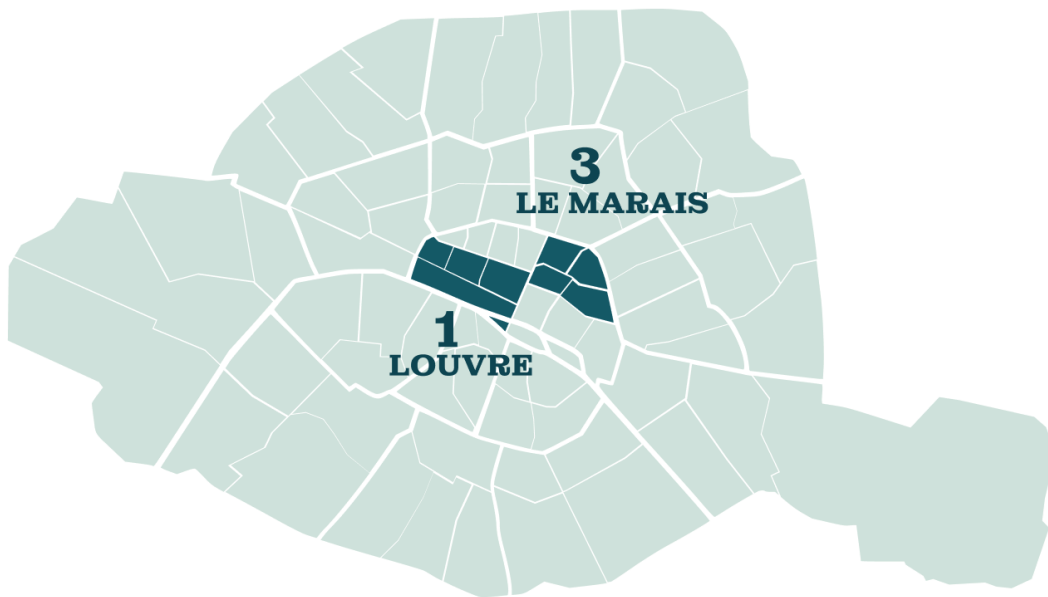


Fig. 46 Map of Paris with details of the “youth districts”⁽¹³⁰⁾

(130) Personal elaboration (2023)

3.9.2 Bourgeois districts

The arrondissements identified as “bourgeois” are those considered the richest (fig. 47). Furthermore, these neighborhoods are usually frequented by

tourists attracted to the luxury flagship stores along the Avenue des Champs-Élysées (8th arrondissement) ¹³¹.

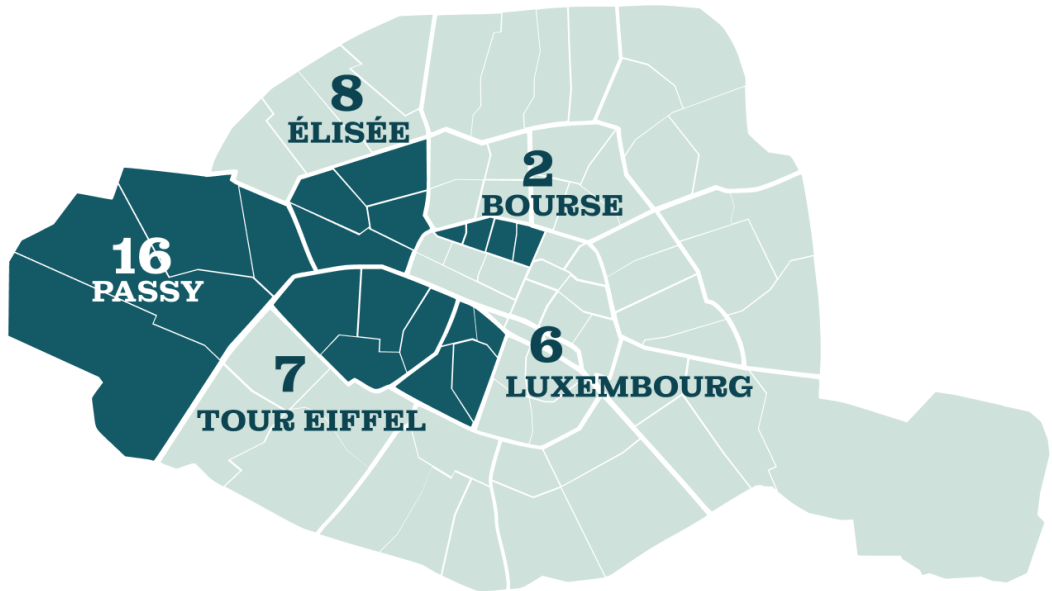


Fig. 47 Map of Paris with details of the “bourgeois districts” ¹³²

(131) Insee (2023), Dossier complet, Commune de Paris 7e Arrondissement (75107), <https://www.insee.fr/fr/statistiques/2011101?geo=COM-75107>

(132) Personal elaboration (2023)

3.9.3 Ethnic districts

In numerous neighborhoods, a strong influx of diverse ethnicities can be observed, having settled in the area and intertwining their cultural habits with those of France (fig. 48). In these neighborhoods, one can encounter individuals of African descent, Indian

and Pakistani shops, as well as butchers specializing in Jewish or Muslim products. Particularly, in the 13th arrondissement, there is an area that brings together the Chinese and Vietnamese communities and is thus referred to as the “Asian Quarter.”

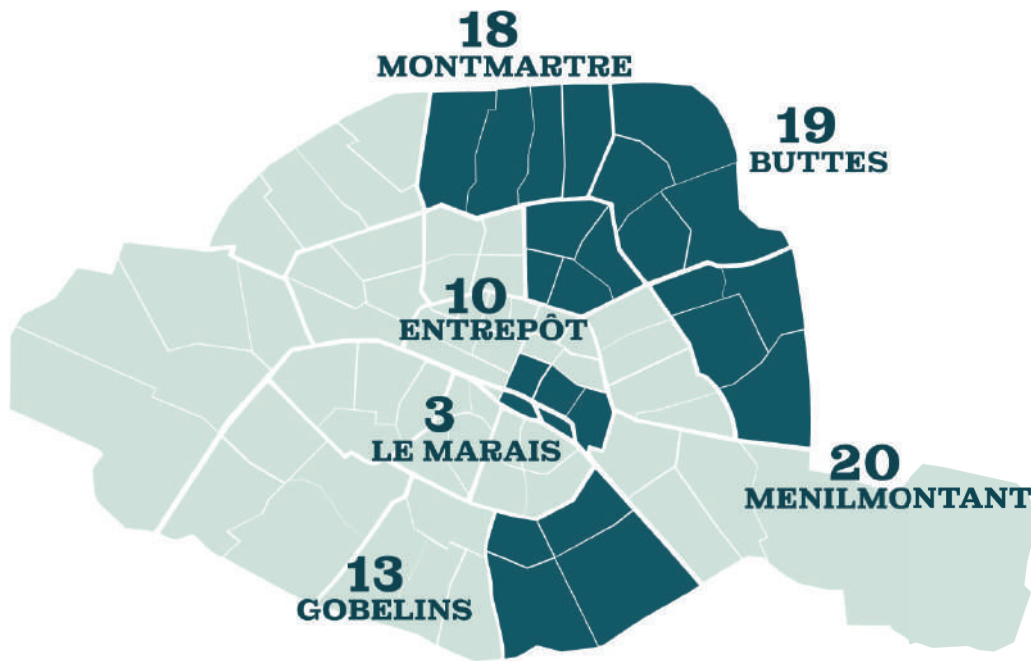


Fig. 48 Map of Paris with detail of the “mono-ethnic districts”¹³³

(133) Personal elaboration (2023)

3.9.4 Neighborhoods for students and workers

The 5th and 12th arrondissements are classified as “student and worker neighborhoods” (fig. 49). These areas indeed feature numerous modern buildings hosting primarily offices but also entire zones dedicated to students, including

high schools, universities, libraries, and evening schools. In this regard, the 5th arrondissement includes an area called the “Sorbonne,” named after one of the locations of the prestigious university and its campus.

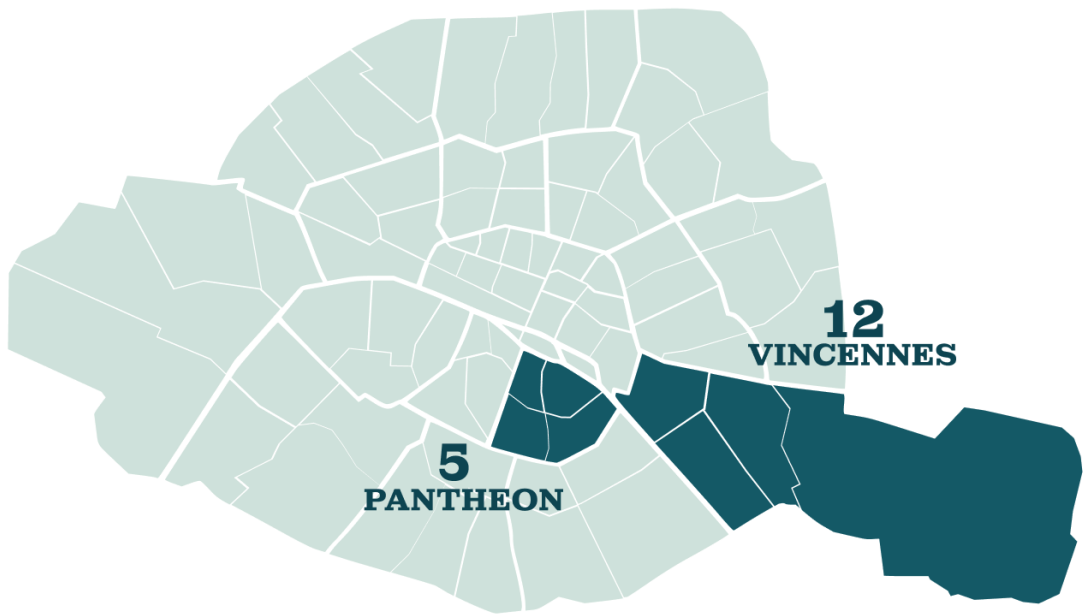


Fig. 49 Map of Paris with detail of the neighborhoods for students and workers¹³⁴

(134) Personal elaboration (2023)

3.9.5 Residential districts

Each of the arrondissements placed in this category has been considered “residential” as they have a calm and peaceful appearance, undisturbed by tourists but frequented mainly by Parisians (fig. 50). Furthermore, these

areas offer numerous public amenities such as playgrounds for children, outdoor gyms, and peaceful avenues – elements that are somewhat uncommon in other arrondissements.

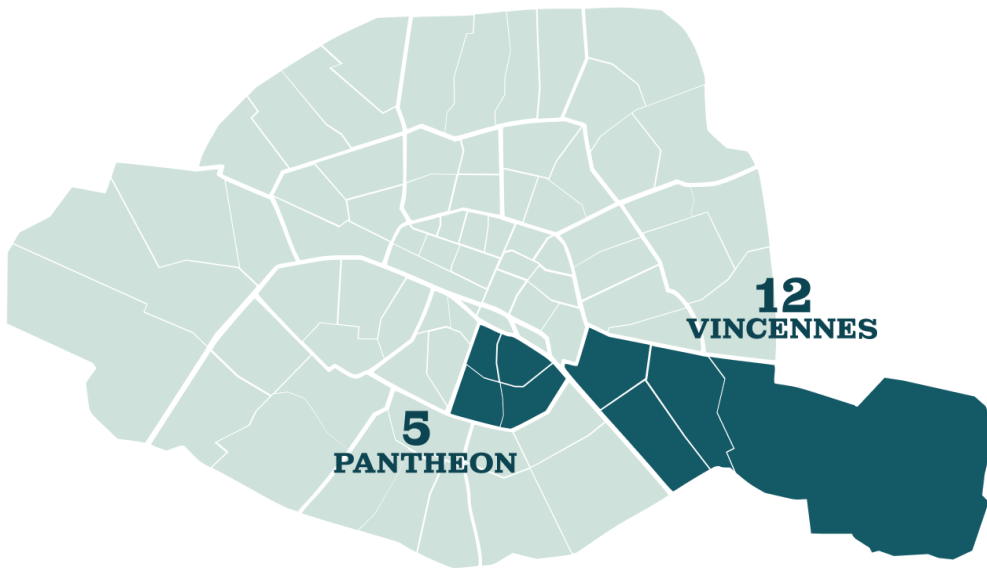


Fig. 50 Map of Paris with details of the “residential districts” ¹³⁵

(135) Personal elaboration (2023)

ARRONDISSEMENTS

LOUVRE

1^o ARRONDISSEMENT

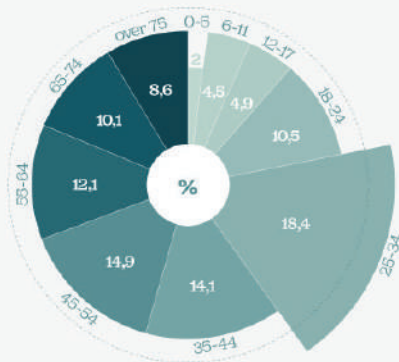
 **16.149** Inhabitants

It is the least populated district in Paris and also one of the smallest in the French capital, where numerous administrative offices coexist with squares, parks, and museums.

This arrondissement is the most well-connected in Paris in terms of transportation: it hosts the city's largest metro station, the **RER Châtelet** station, and boasts 22 bus lines and 7 metro lines.

It is a highly popular area for both tourists and residents. During the day, the main bustling areas are linked to **shopping** (Rue de Rivoli and Les Halles) and **culture** (Louvre, Jardin de Tuileries, Place Vendome). In the evening, it is primarily populated by international students drawn to the numerous bars, jazz clubs, and restaurants throughout the area.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station

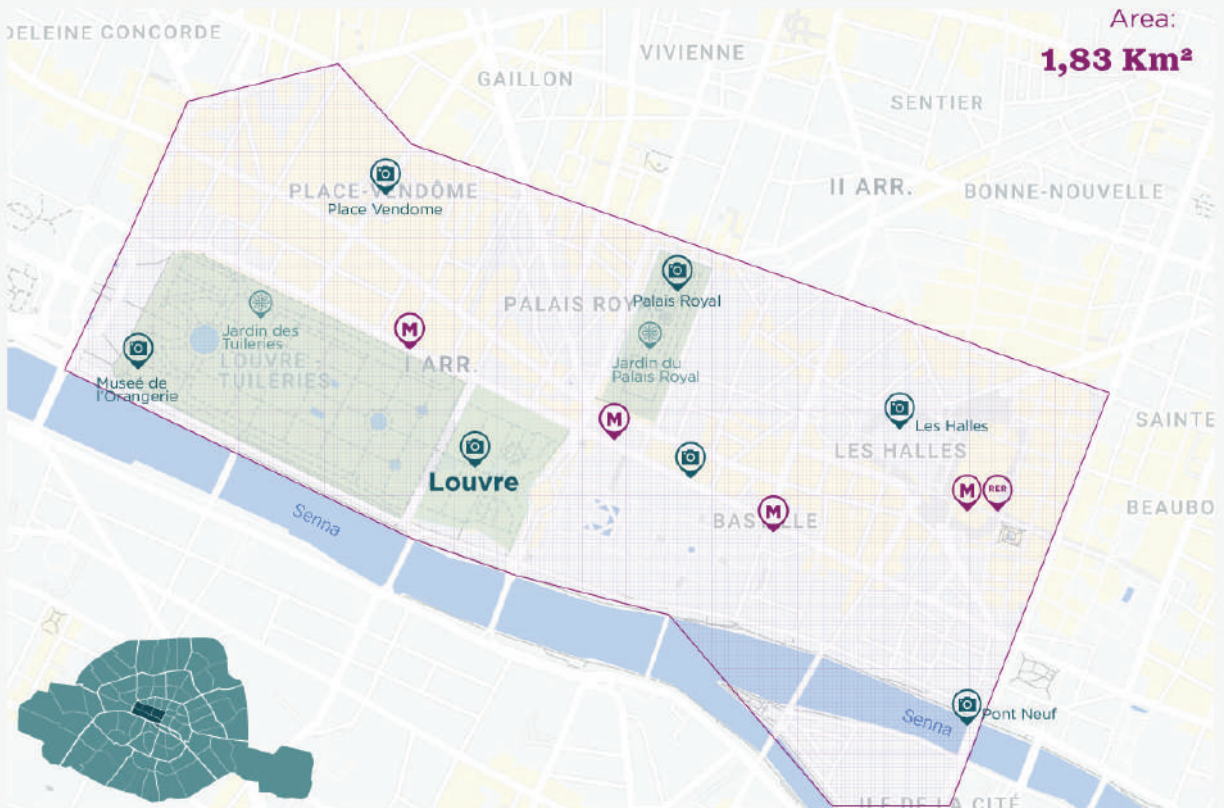


Fig 1-6 Personal photos



fig. 01 1° arr. by night



fig. 04 1° arr. by night



fig. 02 1° arr. in the morning



fig. 05 1° arr. in the afternoon



fig. 03 1° arr. in the afternoon

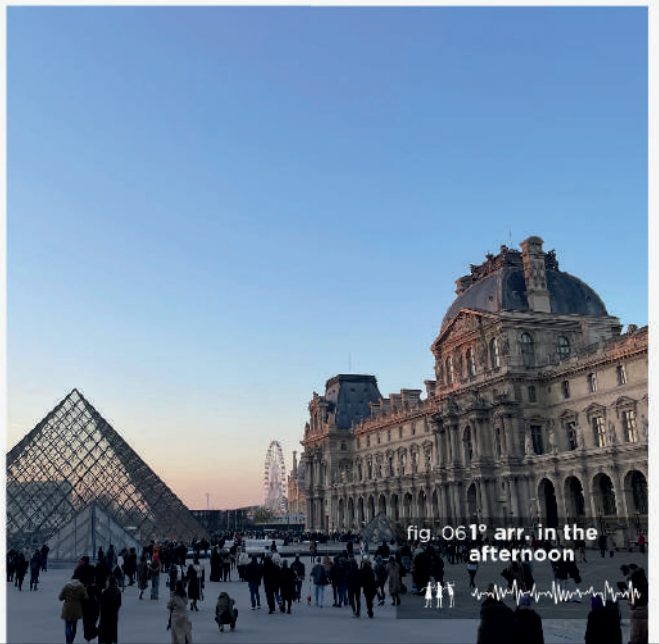


fig. 06 1° arr. in the afternoon

BOURSE

2° ARRONDISSEMENT

 **21.130** Inhabitants

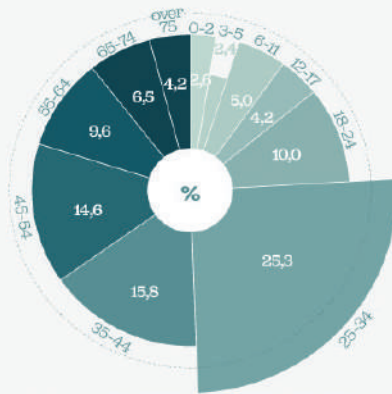
The 2nd arrondissement is also known as the smallest in Paris. Its economic significance is underscored by the Paris **Bourse**, the **Palais** Brongniart around which it is built, and which gives the area its name. In addition to its financial importance, the arrondissement also boasts a lively outdoor market.

The area is also home to the **National Library Richelieu** and the famous **Place des Victoires**, a monumental square surrounded by elegant buildings.

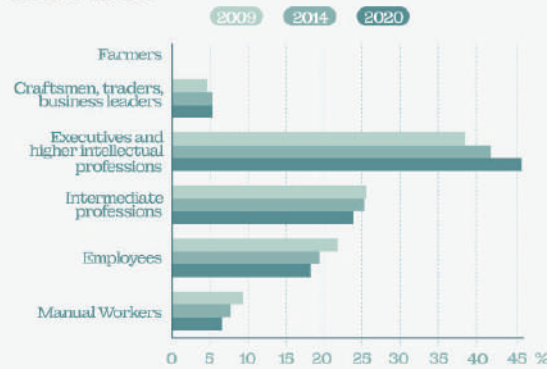
The architecture is a blend of historical and modern styles, thanks to the renovations carried out by Georges-Eugène Haussmann during the Second Empire.

With historic residences, palaces, and luxury restaurants and shops, the Bourse arrondissement is a charming mix of elegance and vibrancy. The area also boasts a lively nightlife, further enriching the cultural experience for residents and visitors.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station

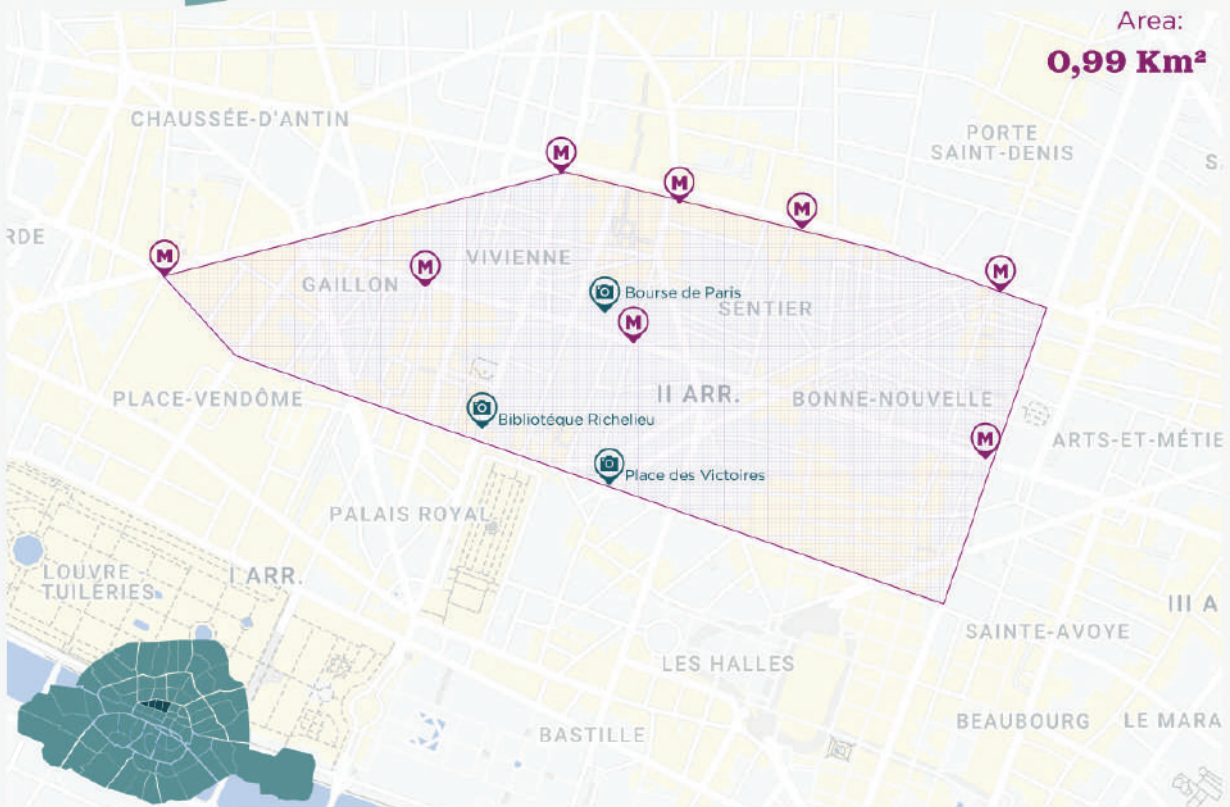


Fig 7-11 Personal photos
 Fig. 12 Photo taken from Expedia <https://www.expedia.it/Parigi-2-Arrondissement.dx6187857>



fig. 07 2° arr. in the afternoon



fig. 10 2° arr. by night



fig. 08 2° arr. in the afternoon



fig. 11 2° arr. in the morning



fig. 09 2° arr. by night



fig. 12 2° arr. in the afternoon

LE MARAIS

3° ARRONDISSEMENT

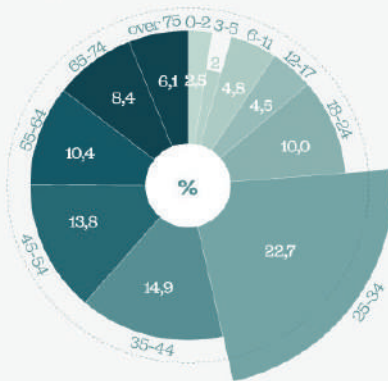
 **33.402** inhabitants

The third arrondissement of Paris, known as "Le Marais," is a district steeped in history: its origins date back to the Gallo-Roman era, with some streets, such as Saint-Martin and Saint-Antoine, still retaining their ancient charm today. Despite transformations over the centuries, Le Marais maintains an atmosphere that evokes the architecture and charm of times past. The neighborhood hosts some unique ancient hotels that have been transformed into important cultural institutions, such as the **National Archives** and the **Museum of the History of Paris**.

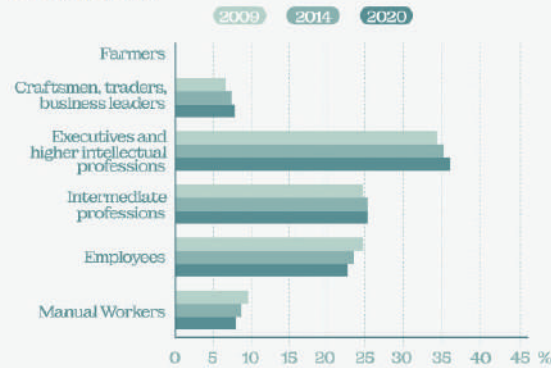
The area showcases the morphological richness of Paris, with an interesting feature: half of its surface is covered by the **Marsh Conservation and Development Plan**, a commitment to preserving the historical and architectural identity of the neighborhood.

It lights up in the evening with trendy bars, delightful restaurants, and inclusive nightlife.



Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station

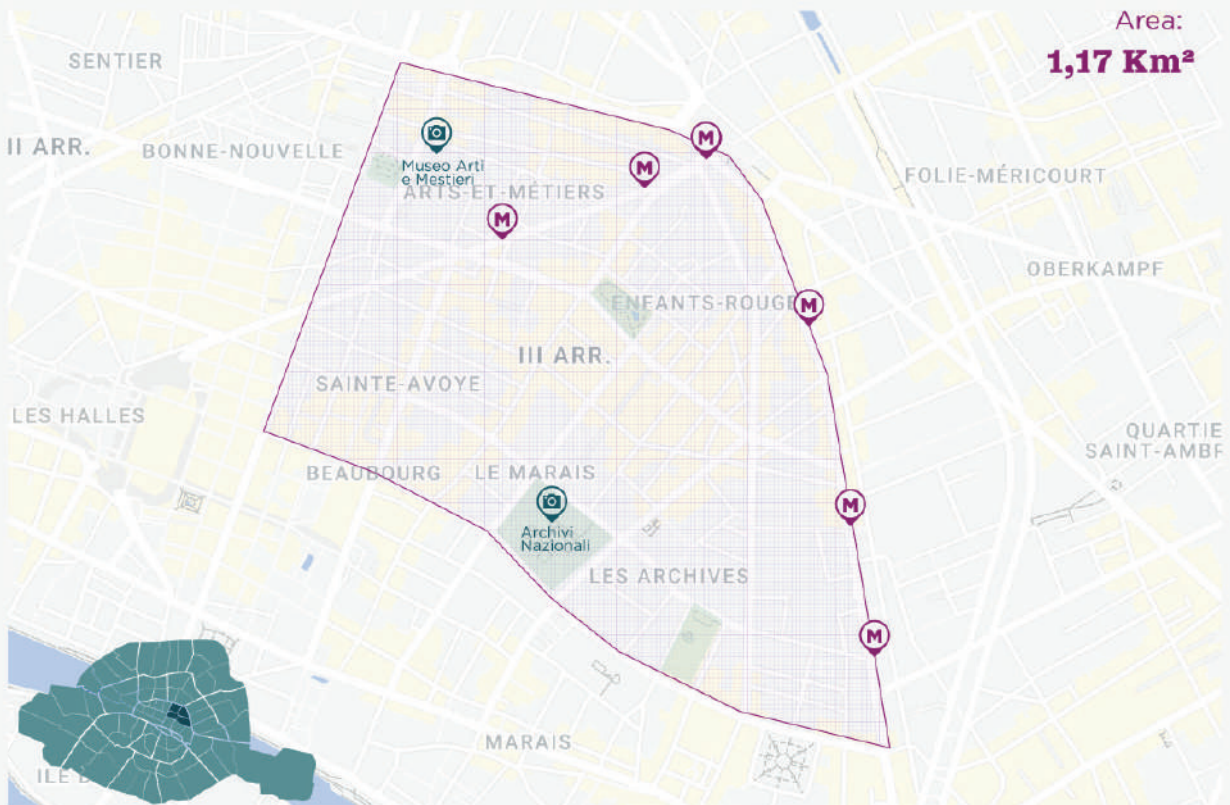


Fig. 13-15 Photo taken from Expedia <https://www.expedia.it/Parigi-3-Arrondissement.dx6187857>
 Fig. 16-18 Personal photos



fig. 13 3° arr. in the afternoon



fig. 16 3° arr. in the morning



fig. 14 3° arr. by night



fig. 17 3° arr. by night



fig. 15 3° arr. in the morning

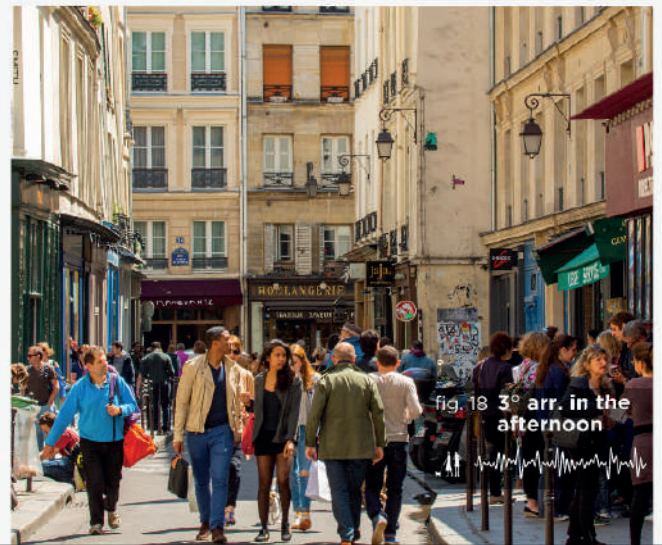


fig. 18 3° arr. in the afternoon

HÔTEL DE VILLE

4° ARRONDISSEMENT

 **29.064** Inhabitants

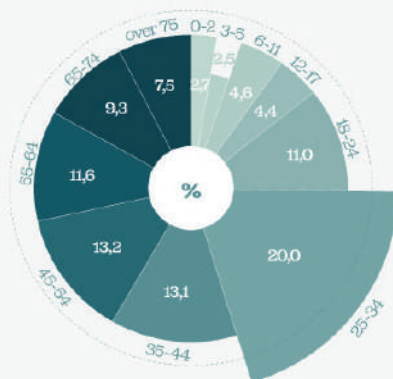
The 4th arrondissement is the medieval heart of the city. Renowned for the famous **Notre-Dame Cathedral** and the **Hôtel de Ville**, it represents an area rich in history, trendy bars, and characteristic shops. Its streets, such as Rue des Francs-Bourgeois and Rue des Rosiers, offer unique shopping experiences with Jewish shops and restaurants.

The area is lively with a vibrant nightlife, including bars, restaurants, and inclusive venues. The **Centre Georges-Pompidou**, known as Beaubourg, is a must-visit for modern art enthusiasts.

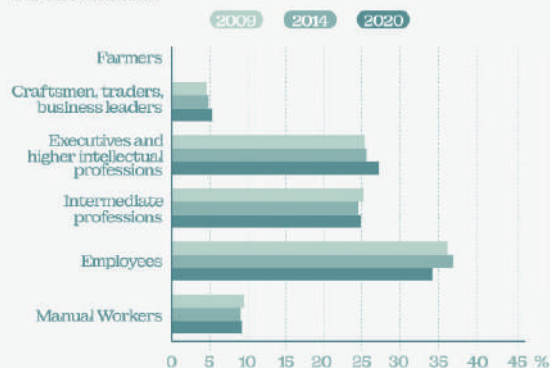
The **Place des Vosges**, dating back to 1605, offers tranquility with its gardens and arcades. Le Marais embraces the île de la Cité and île Saint-Louis, connecting the two banks of the Seine.

Served by metro lines 1, 4, 7, and 11, it provides a fusion of diverse communities and an abundance of medieval vestiges. The 4th arrondissement is a fascinating mix of history and tolerance, nestled in the heart of Paris.






Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Olympic site

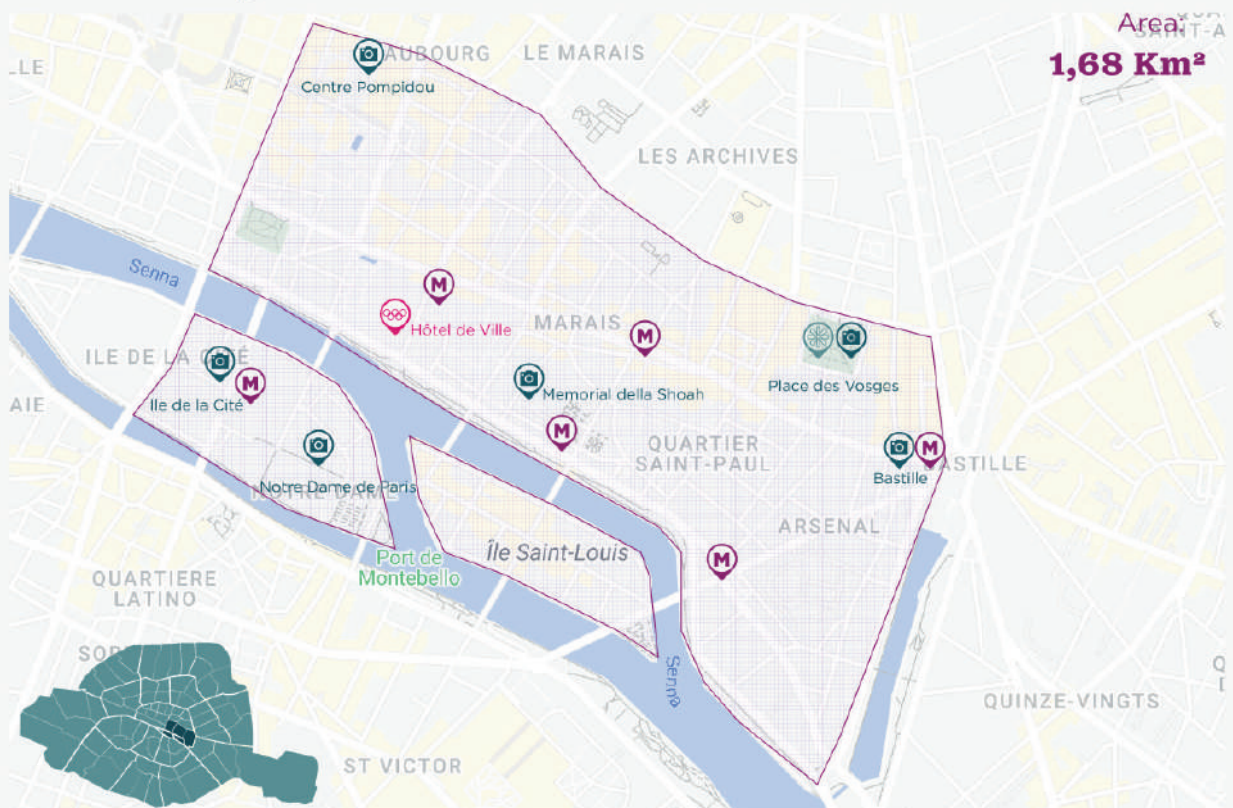


Fig. 19-23 Photo taken from Expedia <https://www.expedia.it/Parigi-4-Arrondissement.dx6187857>



fig. 19 4° arr. in the morning



fig. 22 4° arr. by night



fig. 20 4° arr. in the morning



fig. 21 4° arr. in the afternoon

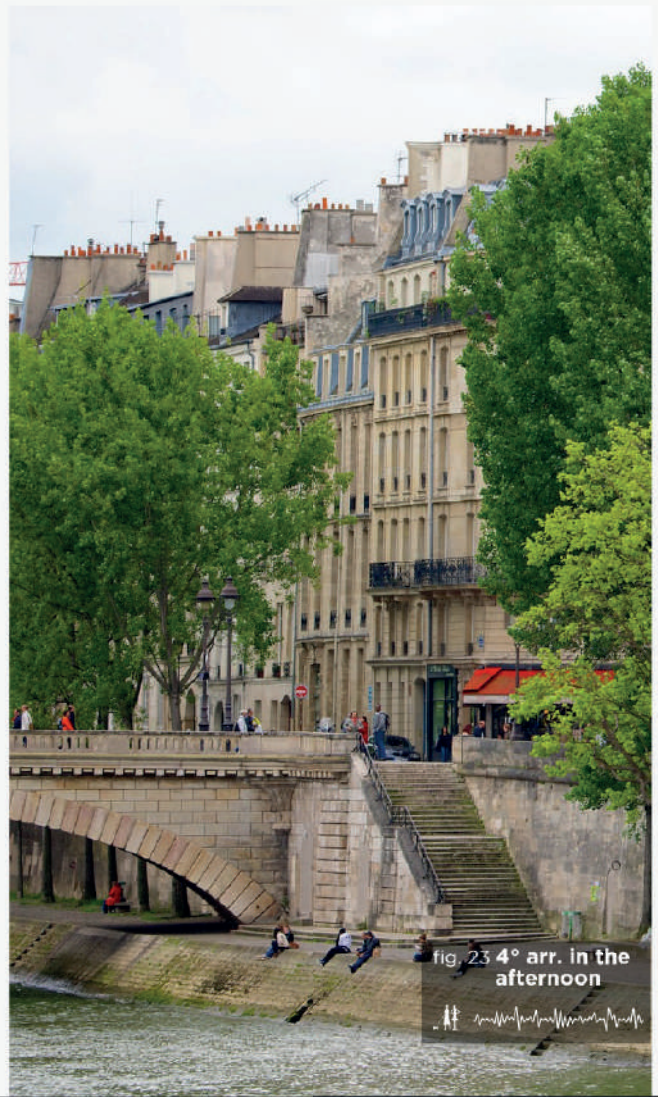


fig. 23 4° arr. in the afternoon



PANTHEON

5° ARRONDISSEMENT

 **57.380** Inhabitants

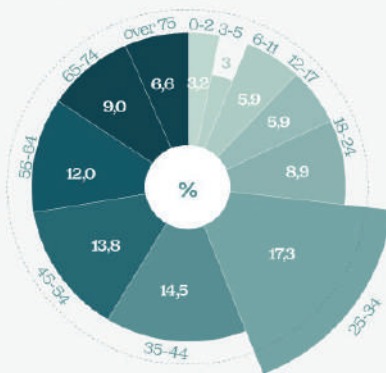
The 5th arrondissement is famous for hosting the **Latin Quarter**, an area animated by a lively mix of cultures, rich in art shops, bookstores, and music venues.

It is a preferred destination for students and intellectuals, especially around **Place Saint Michel**, fueled by the presence of prestigious academic institutions, including the renowned **Sorbonne University**, founded in 1257. The Sorbonne is the oldest and most famous university in France, imparting a strong academic atmosphere to the neighborhood.

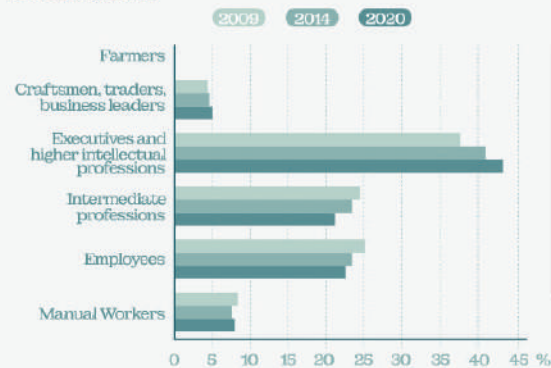
Its streets are scattered with cafes, restaurants, and nightlife venues that reflect the youthful and cosmopolitan energy of the area. The presence of historical monuments, such as the **Panthéon**, and charming medieval streets adds a timeless charm to the neighborhood.

The narrow medieval streets and enchanting squares create a unique atmosphere that attracts visitors seeking history, culture, and nightlife.






Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station

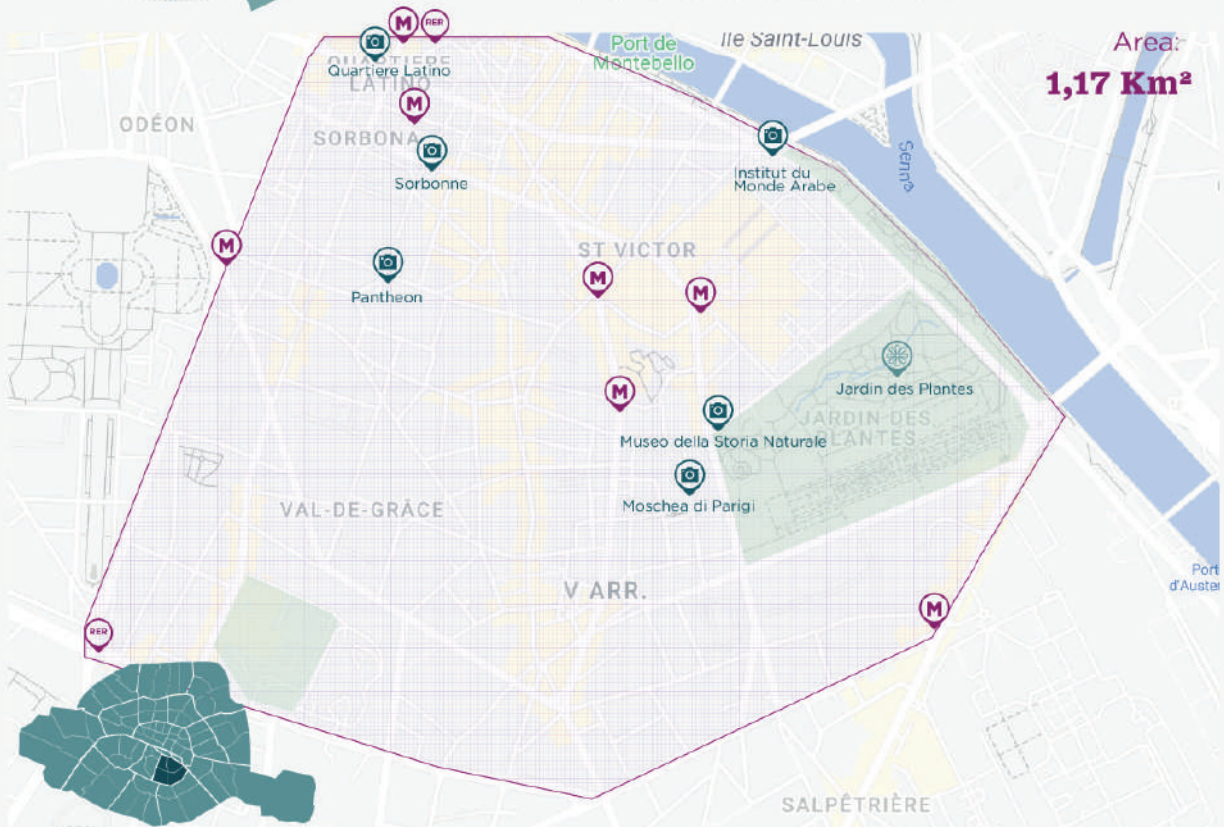


Fig. 24,27 Photo taken from Expedia <https://www.expedia.it/Parigi-5-Arrondissement.dx6187857>
 Fig 25,26,28 Personal photos



fig. 24 5° arr. in the afternoon

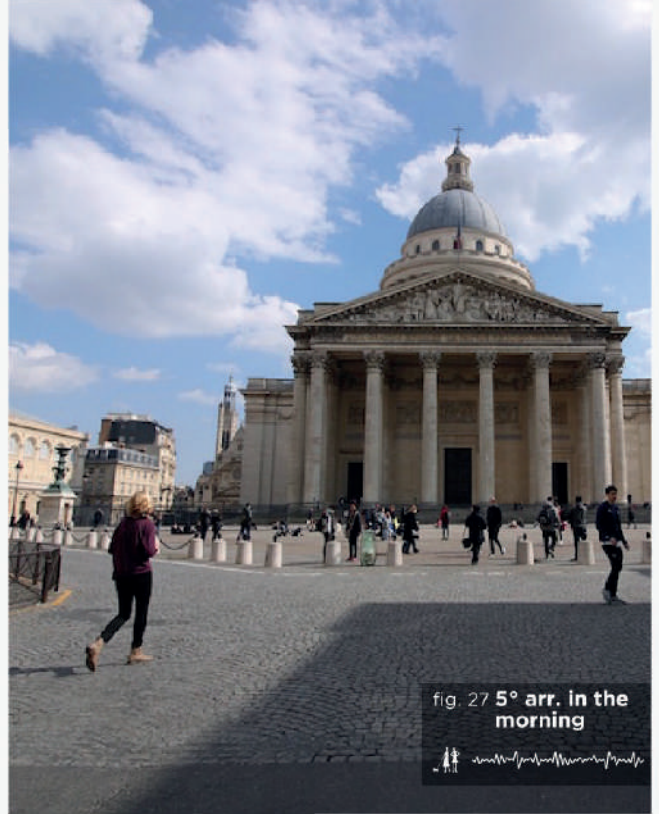


fig. 27 5° arr. in the morning



fig. 25 5° arr. in the afternoon



fig. 28 5° arr. in the morning



fig. 26 5° arr. in the afternoon

LUXEMBOURG

6° ARRONDISSEMENT

 **39.625** Inhabitants

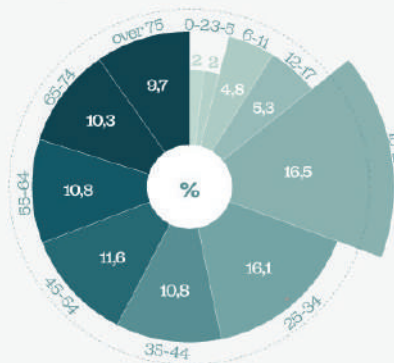
The sixth arrondissement symbolizes the Left Bank of Paris. It includes the very touristy neighborhood of **Saint-Germain-des-Prés** and the **Luxembourg Garden**, where the Senate is located. While the 6th arrondissement may have fewer universities than the neighboring 5th, famous for the Sorbonne and the Latin Quarter, it boasts equally prestigious cultural institutions such as the Institut de France, Théâtre de l'Odéon, and the Ecole des Beaux-Arts.

Jean-Paul Sartre and the existentialists used to gather at Deux Magots and Café de Flore on Boulevard Saint-Germain to discuss literature and philosophy. The grandeur of its religious buildings, especially the churches of Saint-Sulpice and Saint-Germain-des-Prés, cannot be mentioned without talking about the 6th. It is also a very affluent residential arrondissement, one of the most expensive in the city in terms of real estate price per square meter.

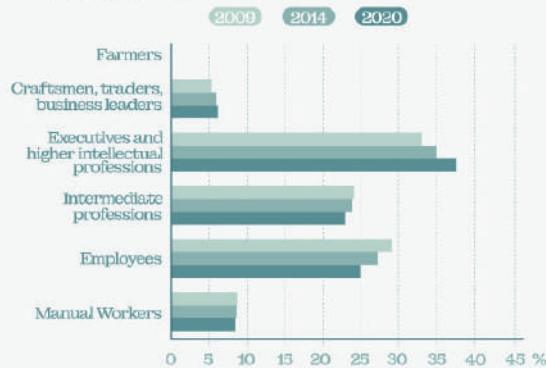
This arrondissement has a history closely linked to Paris during World War II.

In the Luxembourg Gardens, established in 1612, one can have a picnic among fountains and admire the Medici Fountain from 1630.


Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station

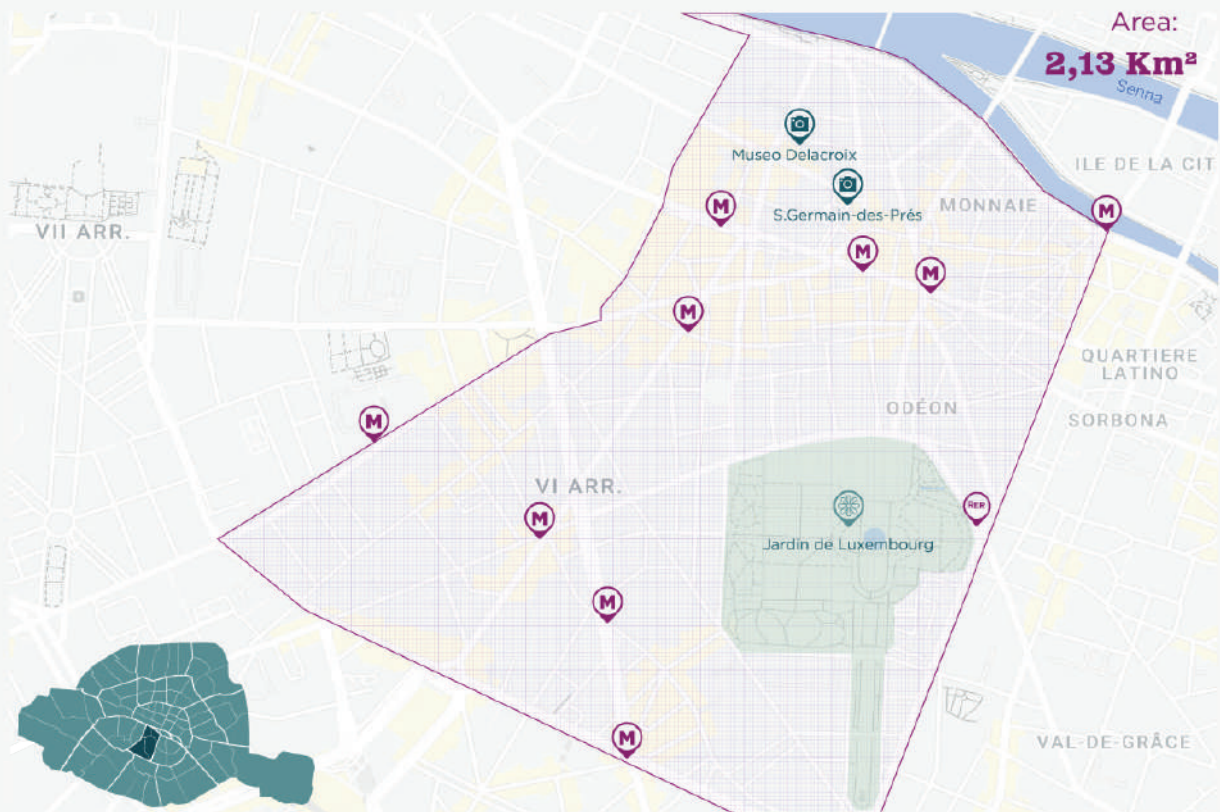


Fig 29-32 Personal photos

Fig. 33 Photo taken from [Expedia https://www.expedia.it/Parigi-6-Arrondissement.dx6187857](https://www.expedia.it/Parigi-6-Arrondissement.dx6187857)



fig. 29 6° arr. in the afternoon



fig. 30 6° arr. by night

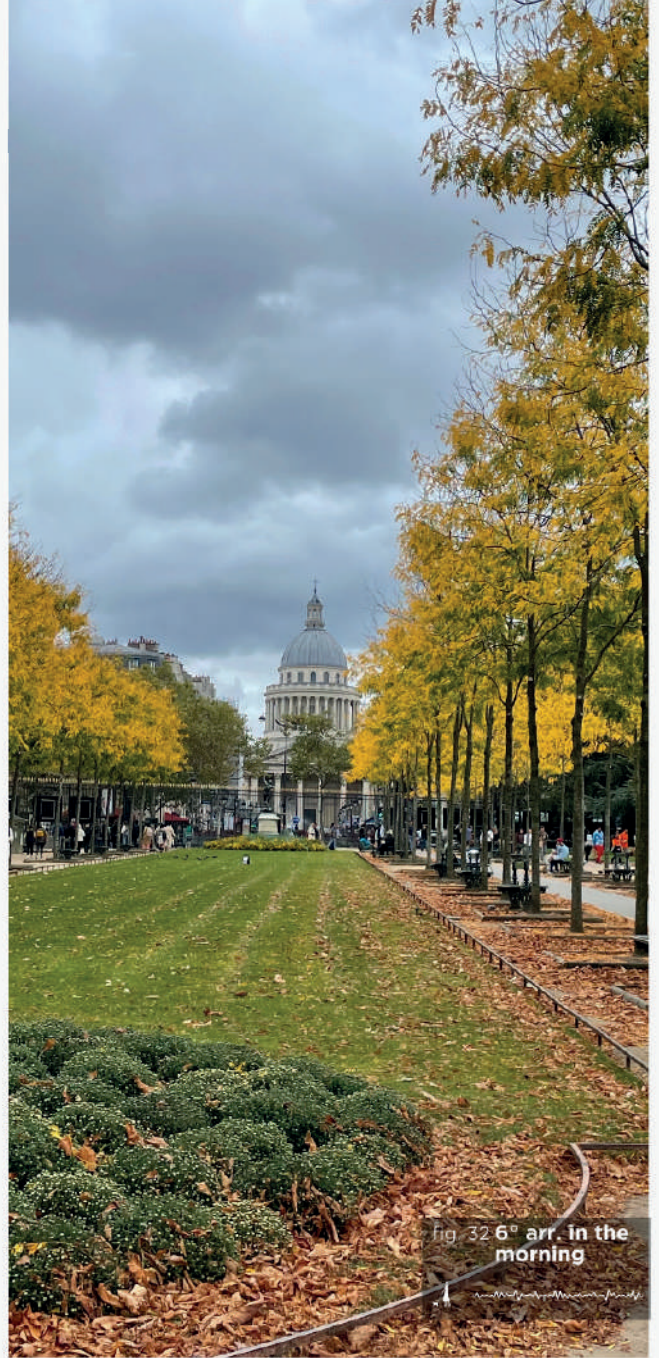


fig. 32 6° arr. in the morning



fig. 31 6° arr. in the afternoon



fig. 33 6° arr. in the morning

TOUR EIFFEL

7° ARRONDISSEMENT

 **48.520** Inhabitants

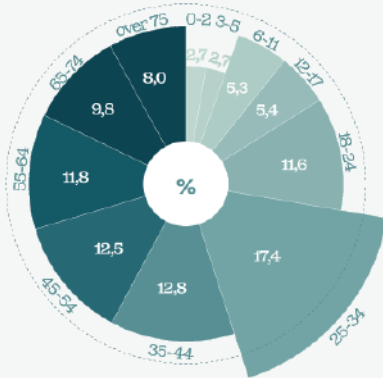
The 7th arrondissement, besides being one of the most famous tourist destinations, is also significant as it houses various ministries of the **French Republic** and institutional buildings such as the **Palais Bourbon**, the French National Assembly, the **École Militaire** (Military School), and the **UNESCO Headquarters**.

It is a quiet neighborhood where affluent families reside. The pace of life in the 7th arrondissement is relaxed, allowing residents and visitors to enjoy luxury shops, upscale local stores, and charming candlelit bistros.

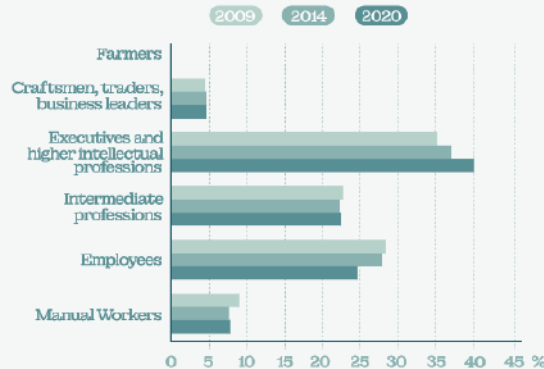
When visiting this arrondissement, you have access to an extensive selection of restaurants specializing in exquisite French cuisine.

Nestled among high-profile monuments are intimate streets lined with bakeries, delicatessens, and pastry shops catering to the affluent residents of this luxury neighborhood.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Olympic site

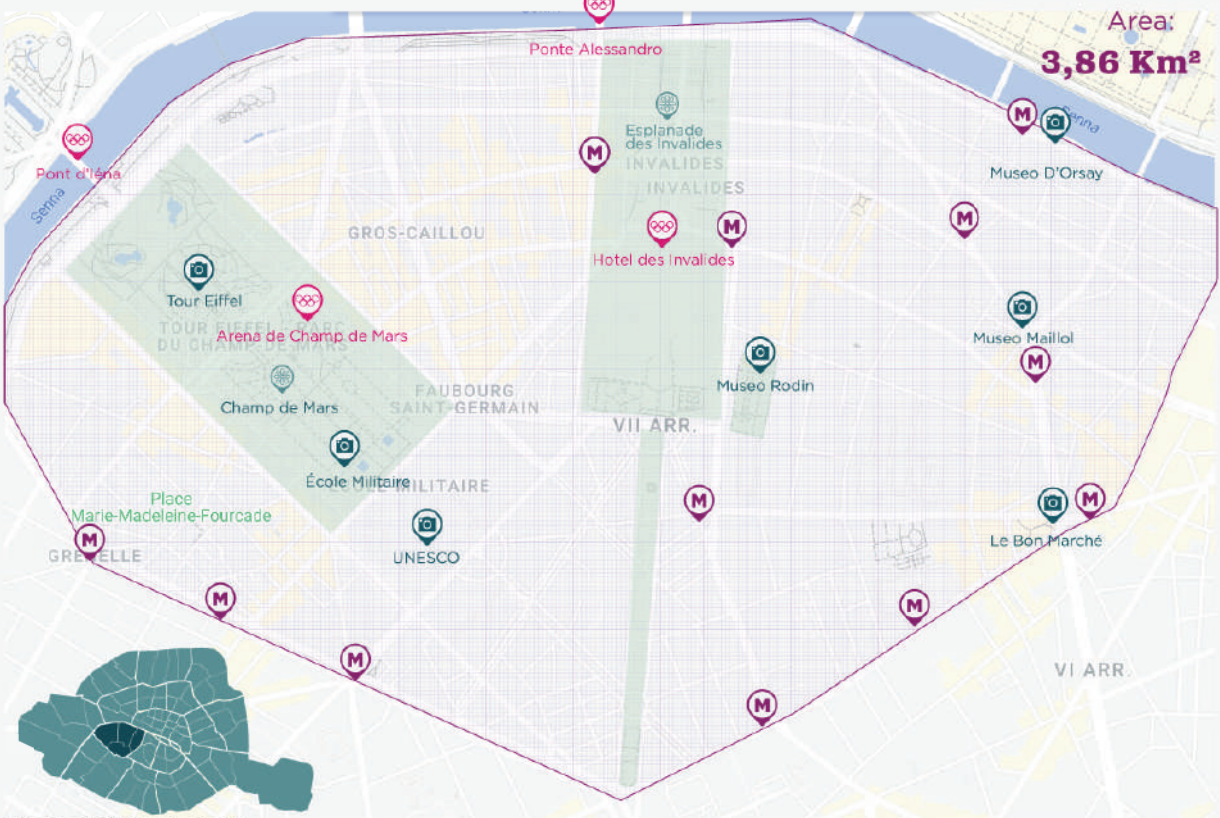


Fig 34-38 Personal photos



fig. 34 7° arr. in the afternoon



fig. 37 7° arr. in the afternoon



fig. 35 7° arr. in the morning



fig. 38 7° arr. in the morning



fig. 36 7° arr. in the afternoon

ELYSÉE

8° ARRONDISSEMENT

 **35.631** Inhabitants

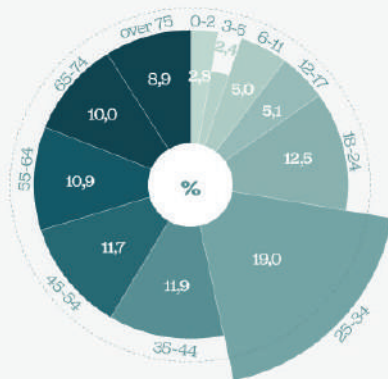
In the 8th arrondissement of Paris, some of the most culturally and politically important places in the capital are concentrated. The Avenue des **Champs-Élysées** is one of the most famous locations in the arrondissement. Along the street, there are luxury shops and press agencies that contribute to the richness of the capital. This avenue, created by Louis XIV, extends from the **Place de la Concorde**, where Louis XVI was executed, to the famous Arc de Triomphe, built by Napoleon.

The district also hosts some of the most prestigious cultural buildings in Paris: **La Madeleine, Petit and Grand Palais, and the Obelisk of Place de la Concorde**. The 8th is also a place of concentration of political power.

We find, of course, the **Élysée Palace**, the **Hôtel de Beauvau** of the Ministry of the Interior, but also numerous embassies, including that of the United States.

Along **Parc Monceau**, Haussmannian-style bourgeois residences proudly stand along Boulevard de Courcelles.




Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

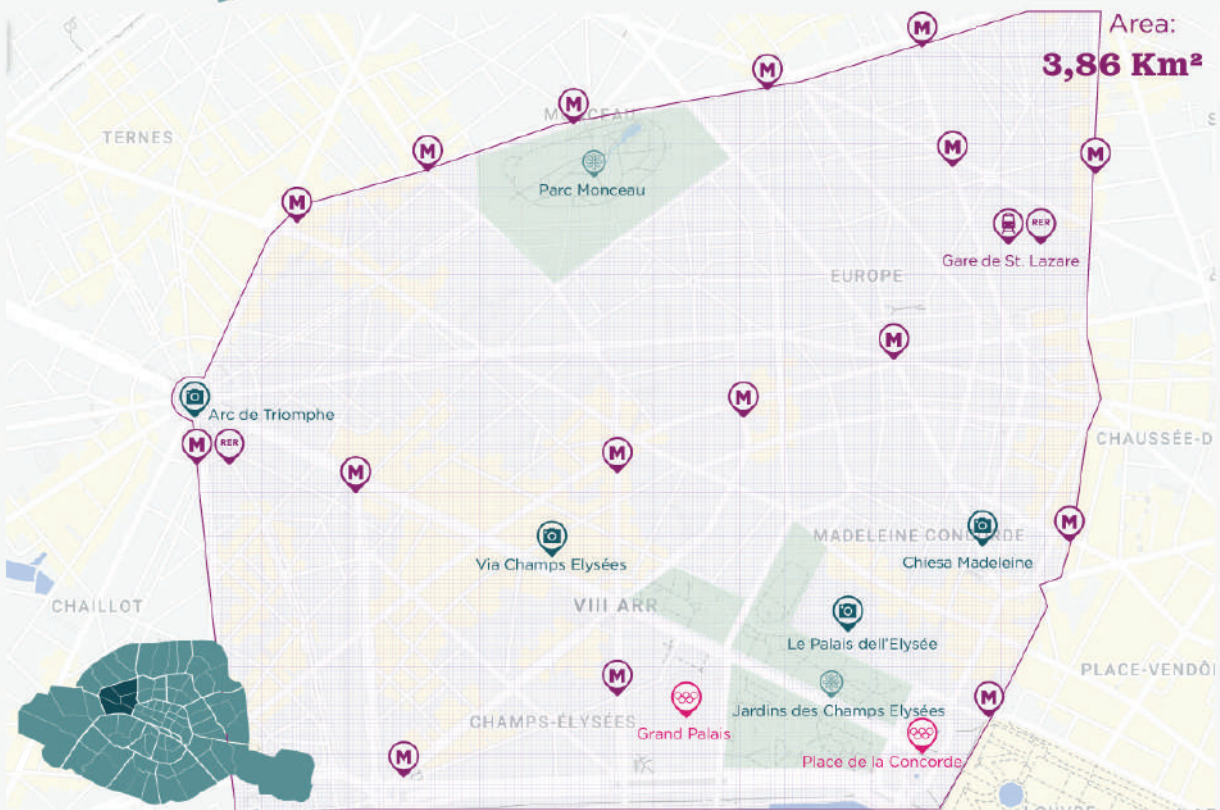


Fig. 39-42 Photo taken from Expedia <https://www.expedia.it/Parigi-8-Arrondissement.dx6187857>



fig. 39 8° arr. in the afternoon



fig. 41 8° arr. in the morning



fig. 40 8° arr. by night

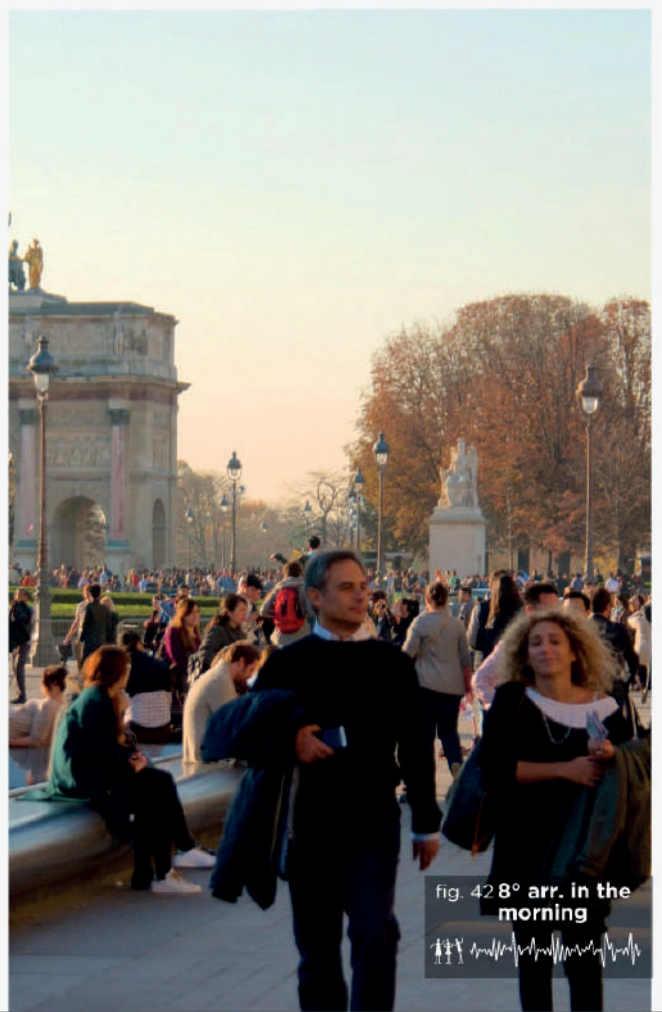


fig. 42 8° arr. in the morning



OPÉRA

9° ARRONDISSEMENT

 **60.784** Inhabitants

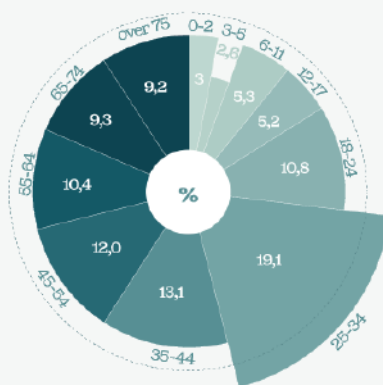
The 9th arrondissement offers an extraordinary diversity of cultural experiences, entertainment, and shopping, enriched by its heterogeneous architecture and the vibrancy of neighborhood life.

It is a district characterized by majestic Haussmannian boulevards, hosting elegant private mansions, secret passages with charming shopping galleries, and prestigious Parisian department stores. This commercial area, a crossroads between financial institutions and luxury boutiques, is also home to significant cultural institutions such as the **Opéra Garnier**.

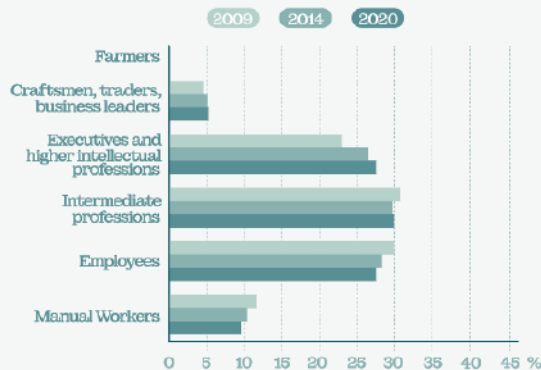
The area of **South Pigalle**, north of the 9th arrondissement, is lively with bohemian atmosphere restaurants and bars, along with the Parisian casino and boulevard theaters. Going up Rue des Martyrs, you can also find concert halls like **La Cigale** and **Le Trianon**.

The 9th arrondissement, well-connected by the metro and RER, is a fascinating gateway between the heart of Paris and the heights of Montmartre.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

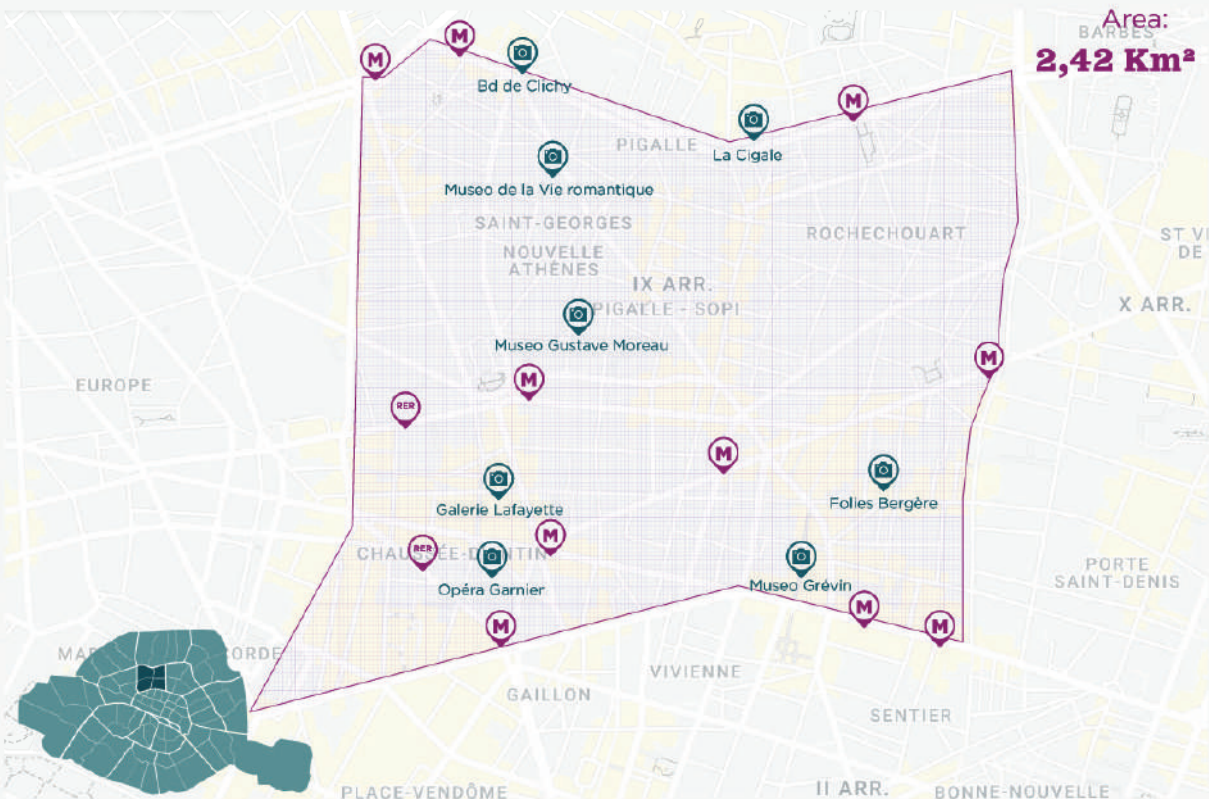


Fig. 43-45 Photo taken from Expedia <https://www.expedia.it/Parigi-8-Arrondissement.dx6187357>
 Fig. 46,47 Photo taken from <https://fashionfortravel.com/cosa-fare-a-parigi-la-sera-rue-montmartre/>



fig. 43 9° arr. by night



fig. 45 9° arr. in the morning



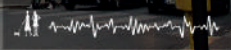
fig. 44 9° arr. in the morning



fig. 46 9° arr. by night



fig. 47 9° arr. in the afternoon



ENTREPÔT

10° ARRONDISSEMENT

 **83.459** Inhabitants

The 10th arrondissement is not only a crossroads of cultural traditions but also a dynamic place where **exotic scents** blend with the multilingual voices of its inhabitants. With its urban diversity, this arrondissement is a fascinating reflection of Parisian multiculturalism, appealing to those seeking a vibrant culinary and cultural experience in the heart of the city.

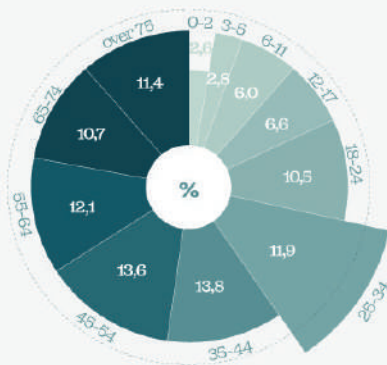
Close to **Gare du Nord**, it features **Rue du Faubourg** and its surrounding streets, forming **Little India**, a sensory journey through India, Pakistan, and Sri Lanka.

Passage Brady, with its aromas and colors of saris, provides a culinary and visual experience.

To the south, between **Porte Saint-Denis** and **Rue d'Échiquier** and d'Enghien, the Anatolian atmosphere comes to life with Turkish shops, grocery stores, and restaurants, offering various street-food options as well.

The covered **markets of Saint-Quentin and Saint-Martin** add an international touch with fresh produce and a wide selection of cuisines. This cosmopolitan area is frequented by a variety of people, from the local community to enthusiasts of international culture and cuisine.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

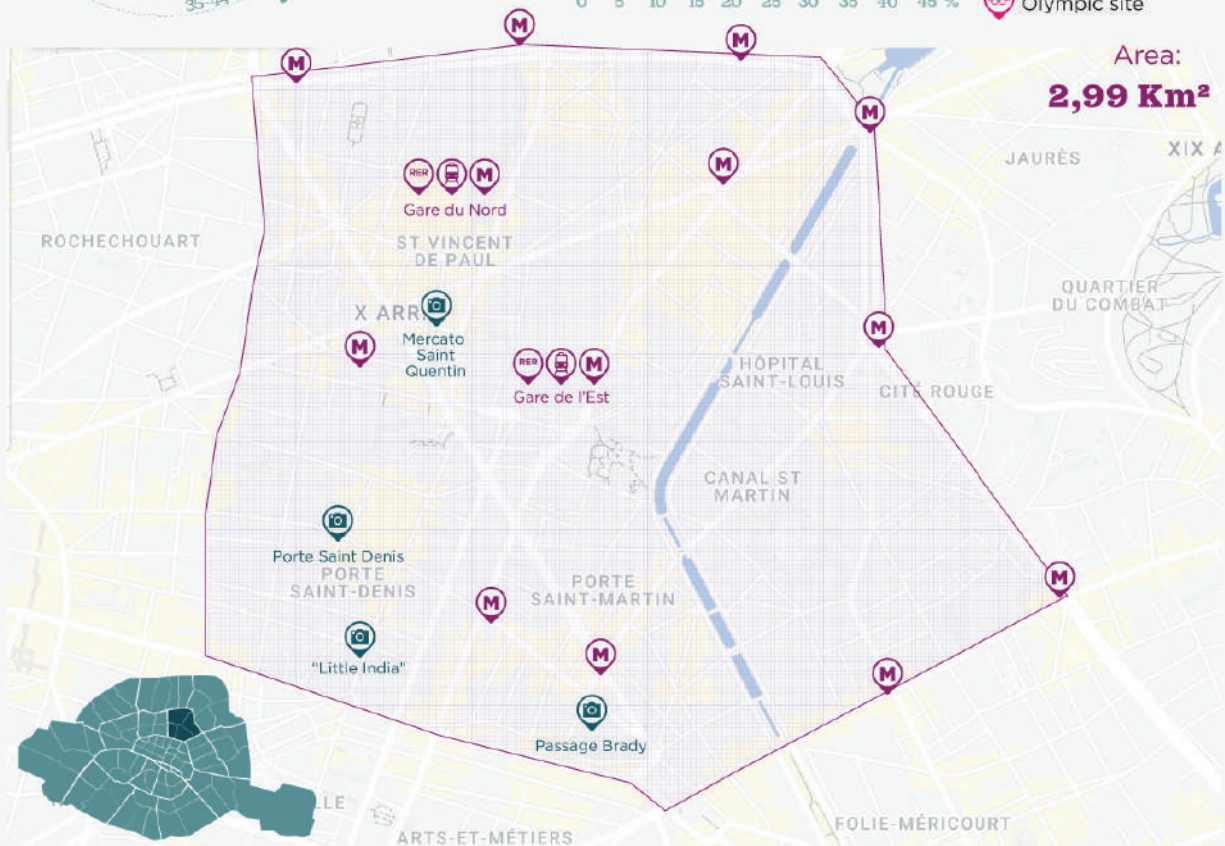


Fig. 48, 52 Personal photos
 Fig. 49-51 Photo taken from [Expedia https://www.expedia.it/Parigi-10-Arrondissement.dx6187857](https://www.expedia.it/Parigi-10-Arrondissement.dx6187857)



fig. 48 10° arr. in the afternoon



fig. 51 10° arr. in the morning



fig. 49 10° arr. by night



fig. 50 10° arr. in the morning



fig. 52 10° arr. in the afternoon

BASTILLE

11^e ARRONDISSEMENT

 **144.292** Inhabitants

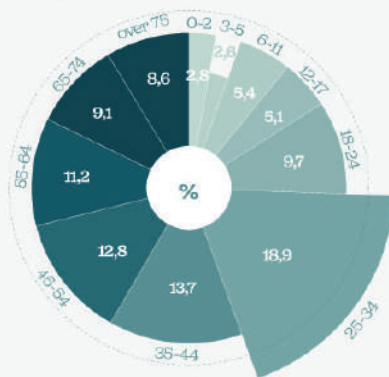
The 11th arrondissement, once considered a working-class neighborhood, has become today's trendy hotspot, particularly due to its bars and nightclubs. Comprising the neighborhoods of Folie-Méricourt, Sainte-Ambroise, Roquette, and Sainte-Marguerite, it is home to iconic Parisian landmarks such as Place de la Bastille, a symbol of Paris and the French Revolution of 1789.

The 11th arrondissement remains a true symbol of revolution today, often serving as a venue for protests. In the eastern part of the arrondissement, the **predominant feature is residential areas**

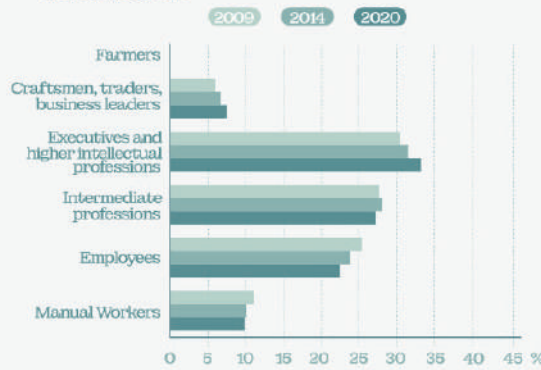
With a greater presence of wholesale businesses, the overall area surrounding Boulevard Voltaire and Avenue Parmentier serves as crucial crossroads for the **local community**.

However, it is important to note that the 11th arrondissement has unfortunately experienced tragic events in its recent history that have deeply marked both the community and the history of the arrondissement.


Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

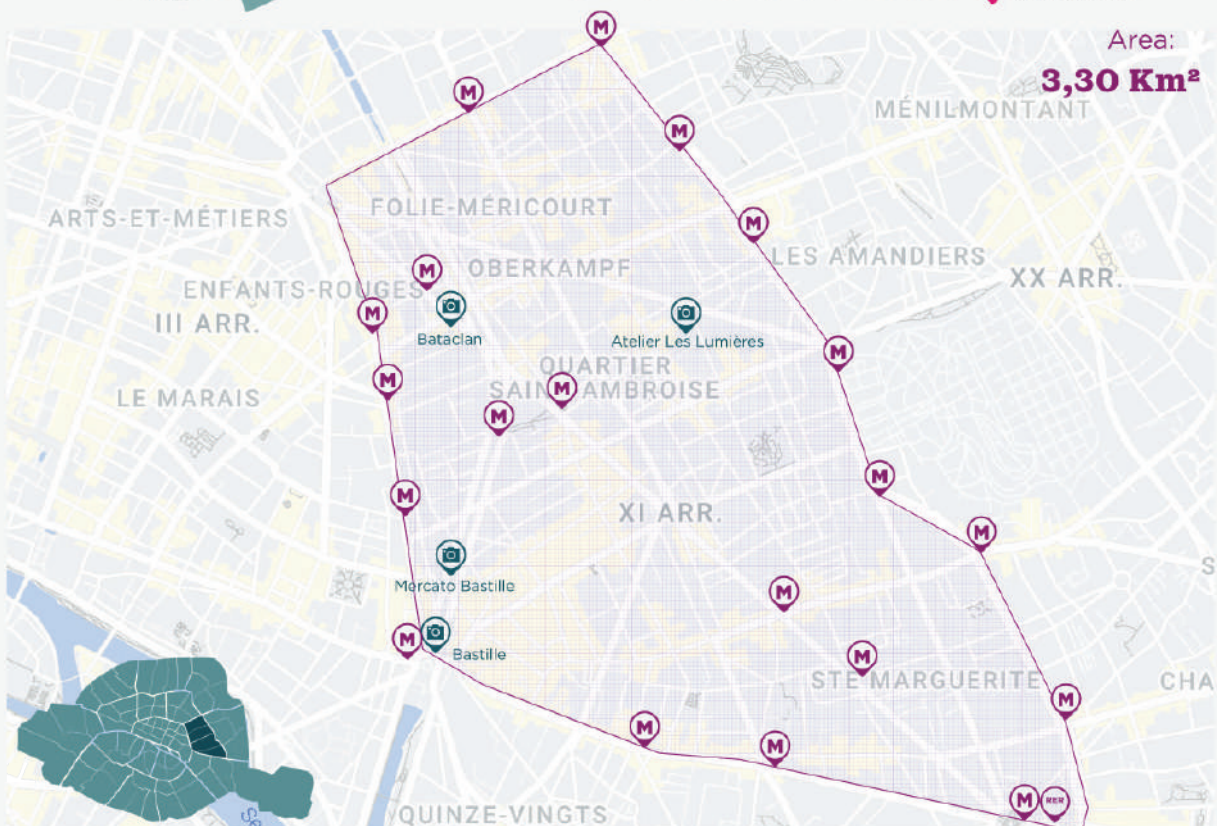


Fig. 53, 54 Personal photos
 Fig. 55-57 Photo taken from Expedia <https://www.expedia.it/Parigi-11-Arrondissement.dx6187857>



fig. 53 11° arr. in the afternoon



fig. 56 11° arr. in the morning



fig. 54 11° arr. by night

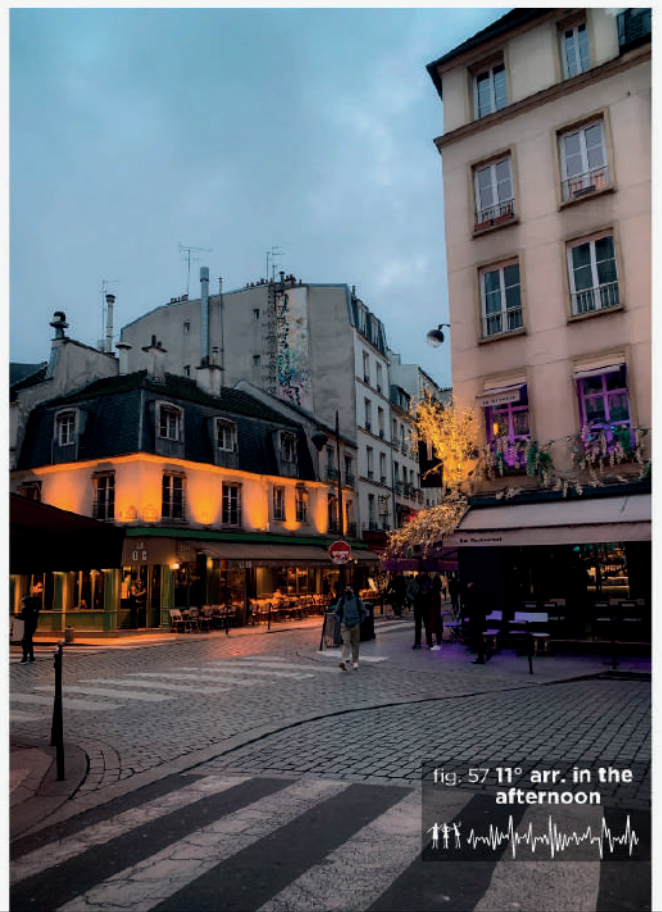


fig. 57 11° arr. in the afternoon



fig. 55 11° arr. in the morning



VINCENNES

12° ARRONDISSEMENT

 **60.784** Inhabitants

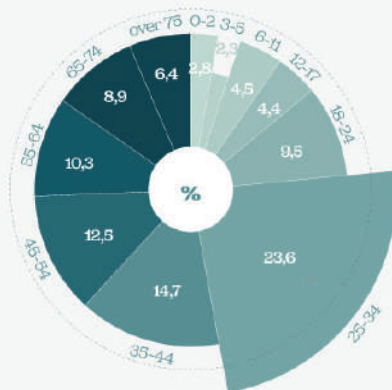
The 12th arrondissement of Paris is one of the city's most extensive, encompassing the 2,460 acres of the **Bois de Vincennes**. Situated on the right bank of the Seine, it is the easternmost district of the capital. From the **Bois de Vincennes** to the **Place de la Bastille**, it offers a combination of tranquil and trendy atmospheres. Its main attractions include the Gare de Lyon railway station, often the first stop for those arriving from Switzerland, Italy, or southern France.

district, similar to other "outer" neighborhoods that were incorporated into Paris during its expansions.

An area characterized by tranquility, green spaces, and proximity to rich educational resources can be found in districts like Picpus and Nation, as well as the southern part of Bel-Air. The latter is in close proximity to the Bois de Vincennes, the largest green space in the capital, renowned for its landscapes and diverse recreational activities.

Although some areas like Bastille, Gare de Lyon, and Bercy are lively, the 12th arrondissement, outside of these central locations, may appear as a peripheral








Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

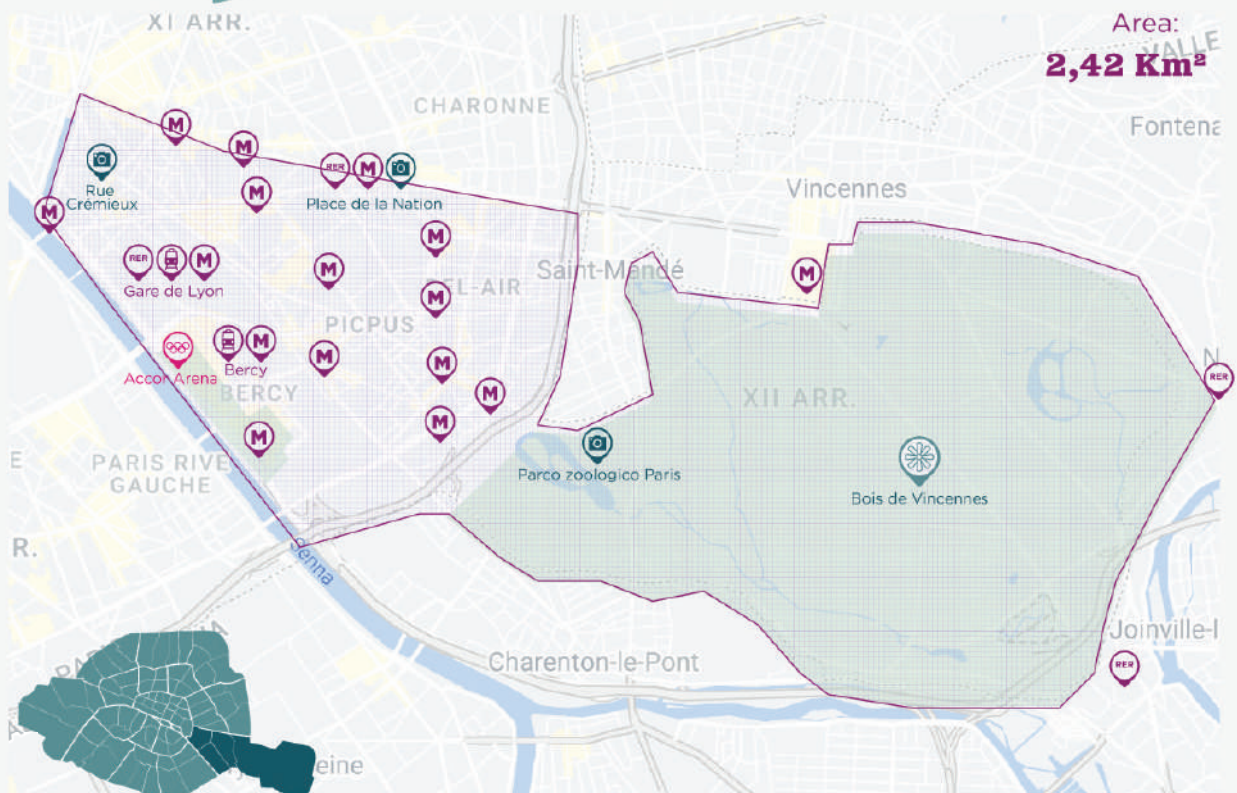


Fig. 58-62 Photo taken from [Expedia https://www.expedia.it/Parigi-12-Arrondissement.dx6187857](https://www.expedia.it/Parigi-12-Arrondissement.dx6187857)



fig. 58 12° arr. in the morning

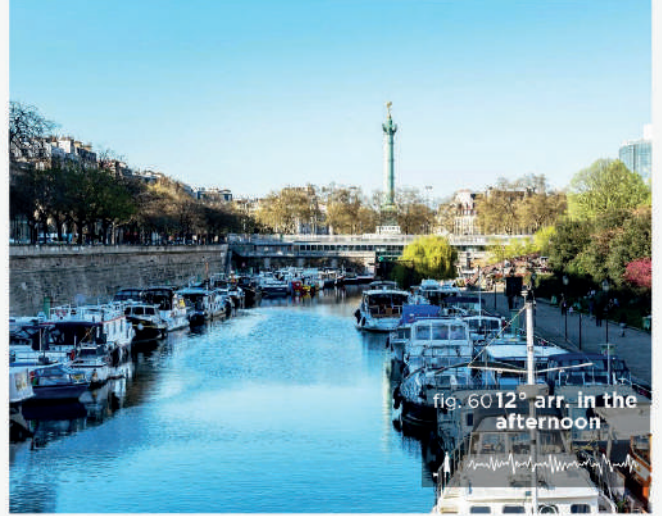


fig. 60 12° arr. in the afternoon



fig. 61 12° arr. by night

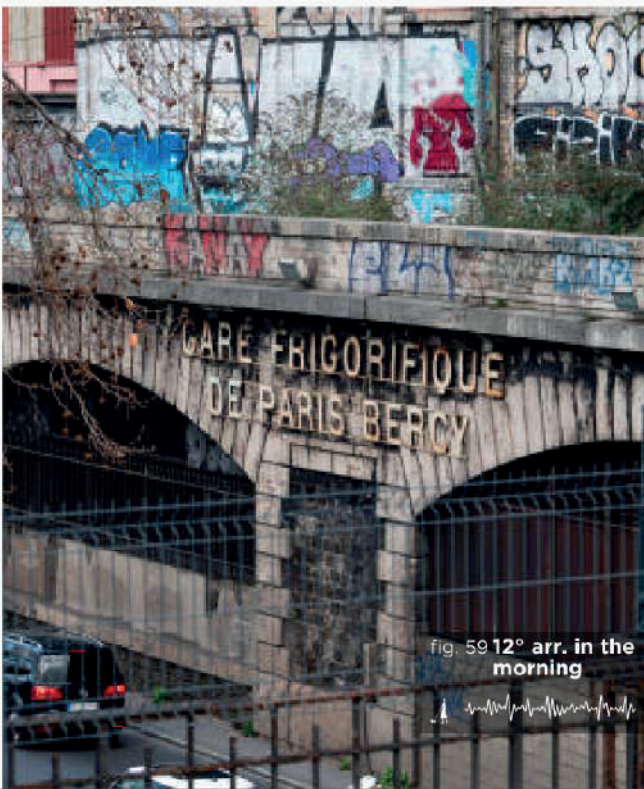
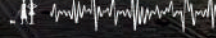


fig. 59 12° arr. in the morning

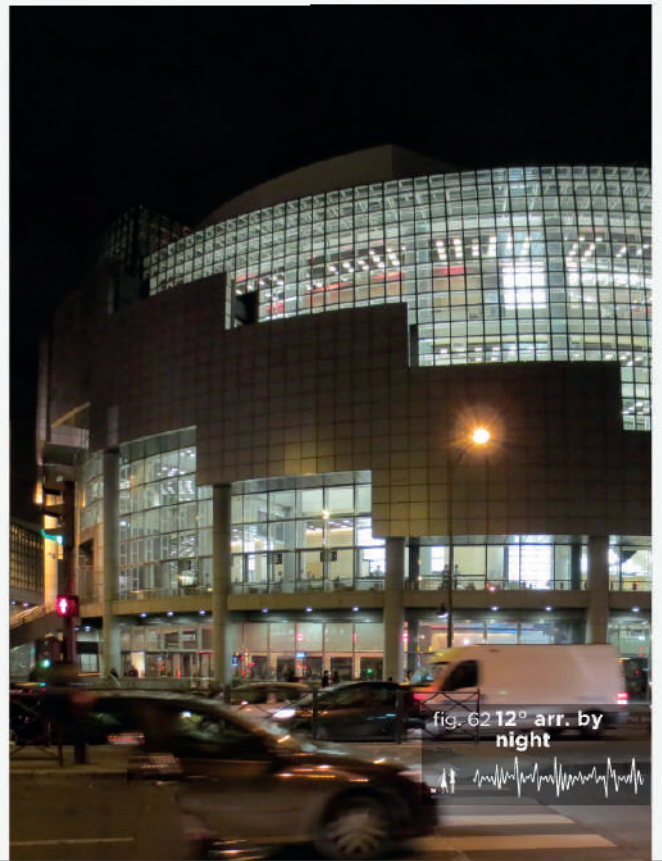
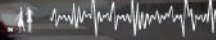


fig. 62 12° arr. by night



GOBELINS

13^e ARRONDISSEMENT

 **177.833** Inhabitants

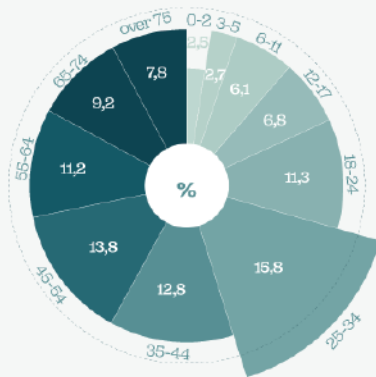
The neighborhood has a limited tourist appeal and consists of areas that were once industrial but have now been mostly revitalized and filled with new constructions. This arrondissement is particularly known for its **Asian quarter** characterized by towering structures and numerous Asian businesses.

The area is predominantly **residential**, featuring a local market on Sundays. It boasts wide tree-lined avenues and some green spaces with playgrounds for children, making it a less touristy space.

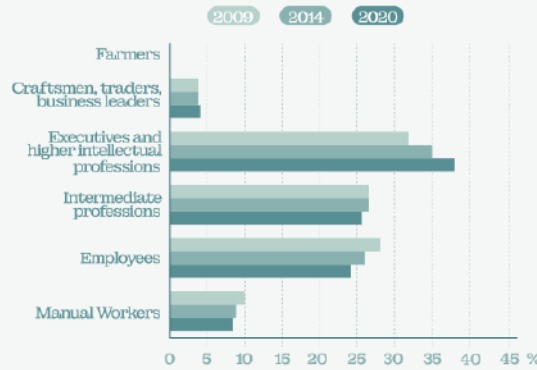
Despite the Sunday local market, which attracts several residents from the area, the perceived environment is tranquil and generally quiet.

The presence of the **François Mitterrand Library**, a complex of four buildings oriented along the cardinal points, adds to the distinctive character of the neighborhood. The construction features a pine grove at its center, and this island of greenery contrasts with the austerity of the building.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

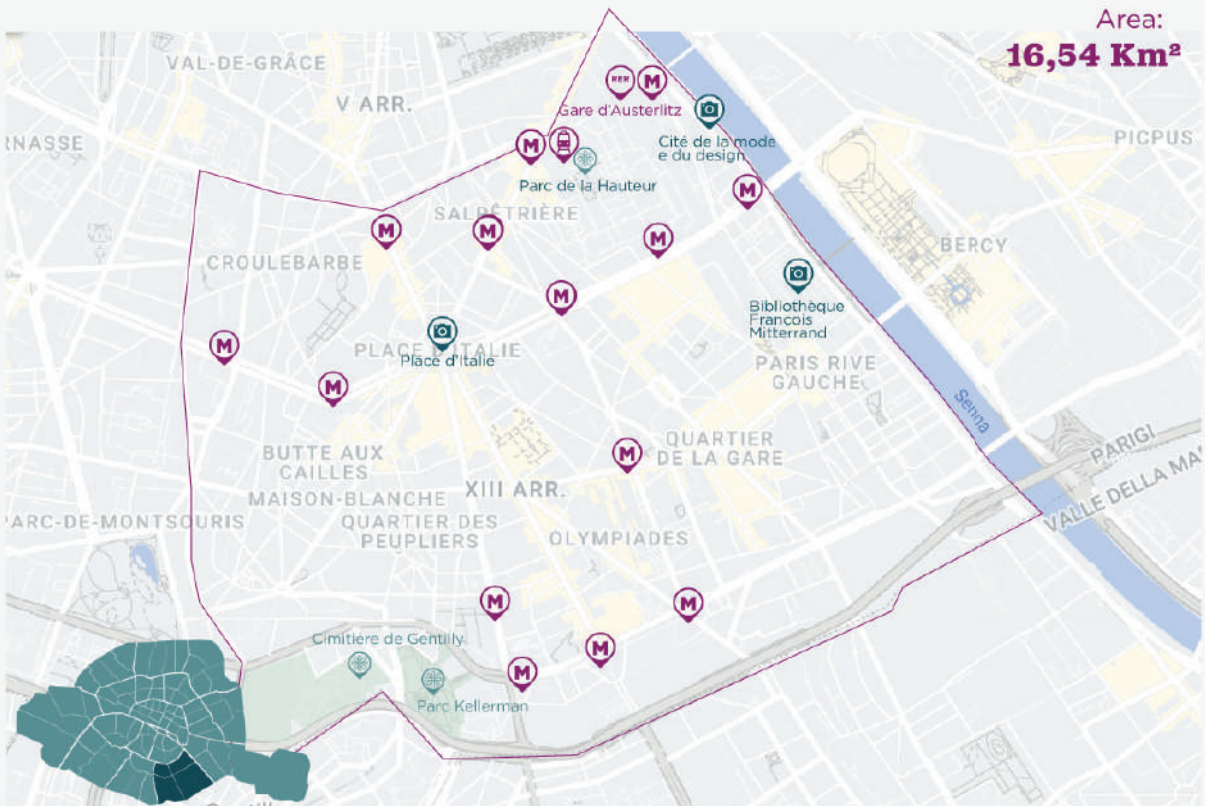


Fig. 63-67 Photo taken from Expedia <https://www.expedia.it/Parigi-12-Arrondissement.dx6187857>



fig. 63 13° arr. in the morning



fig. 66 13° arr. in the afternoon



fig. 64 13° arr. in the afternoon



fig. 65 13° arr. in the morning



fig. 67 13° arr. by night

OBSERVATOIRE

14^o ARRONDISSEMENT

133.967 Inhabitants

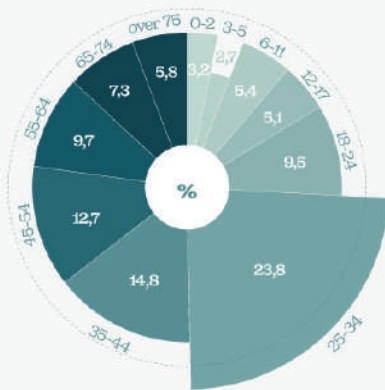
The 14th arrondissement is a neighborhood where cultural and artistic life thrives. Its roots trace back to the early last century when Montparnasse became the epicenter of **intellectual and artistic** life worldwide. Artists from various countries chose to settle in this district, where affordable workshops could be found.

Moreover, it is considered a **lively neighborhood suitable for families**, with wide tree-lined avenues enhancing its appeal.

Many **daily activities** thrive in this neighborhood. The shopping street Daguerre exudes a rather **familiar atmosphere**, attracting local residents with its bakeries, florists, wine merchants, boutiques, and bistro terraces.

This district of Paris hosts numerous small markets, such as the "Bio Place Brancusi," contributing to the vibrant and diverse character of the area..

Population's age



Professions



Legend

- Touristic attraction
- Green area
- Parc
- Metro station
- RER station
- Train station
- Olympic site

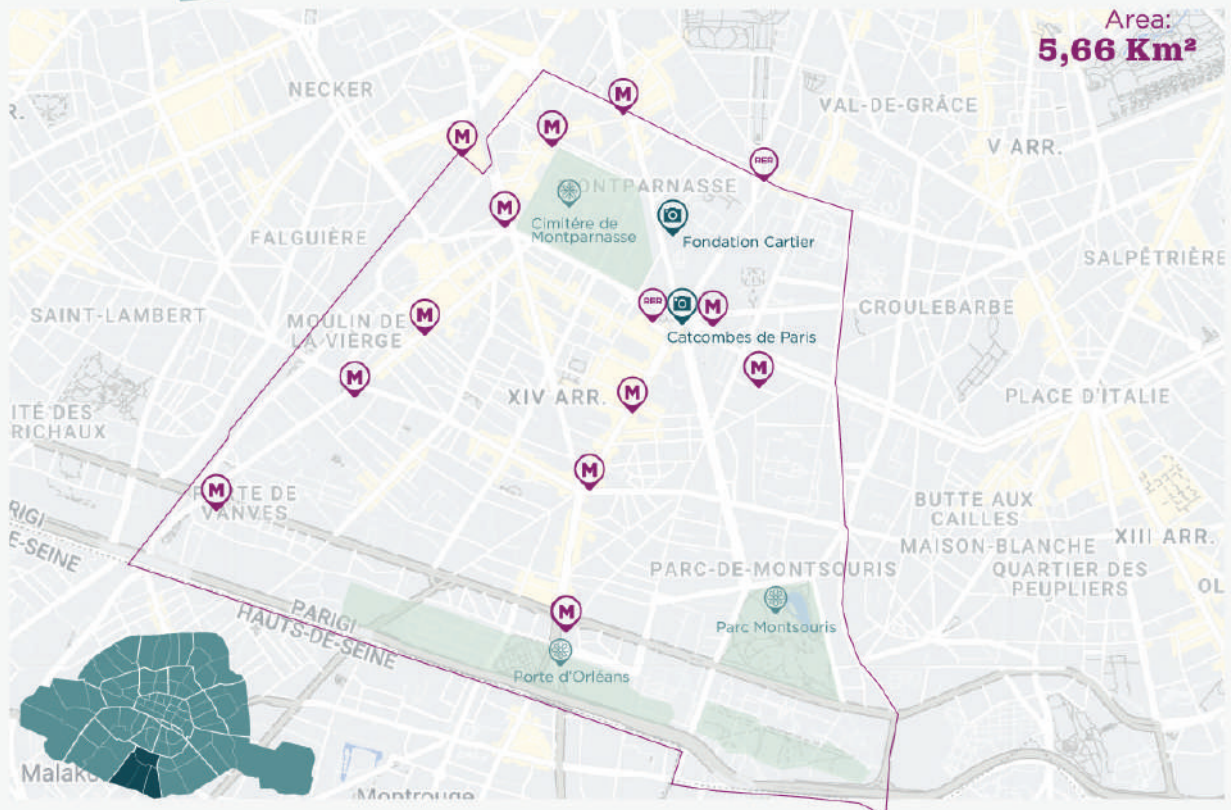


Fig. 68, 72 Personal photos



fig. 68 14° arr. in the morning



fig. 71 14° arr. in the morning



fig. 69 14° arr. in the morning



fig. 70 14° arr. in the afternoon

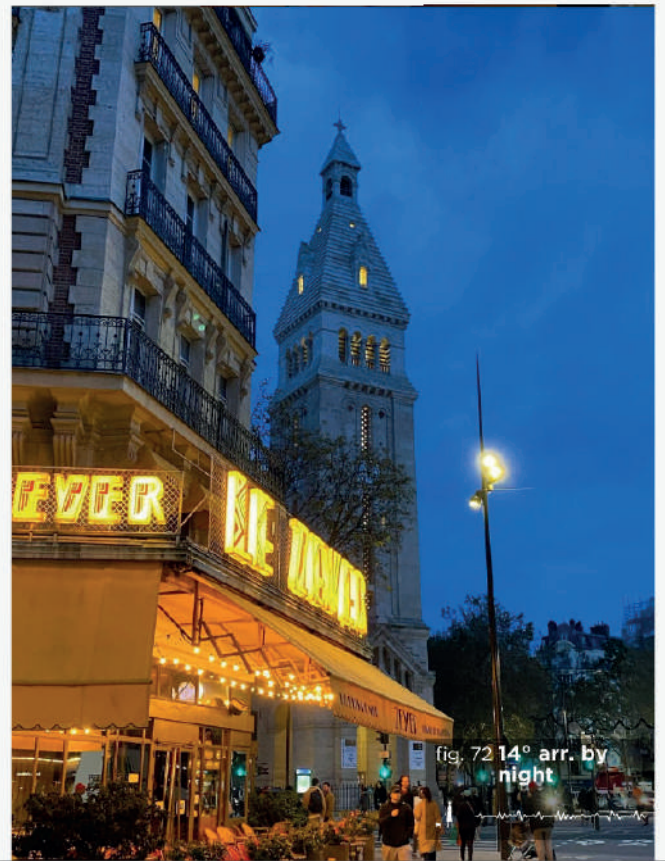


fig. 72 14° arr. by night

VAUGIRARD

15° ARRONDISSEMENT

 **230.981** Inhabitants

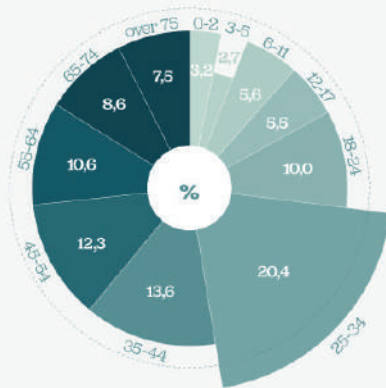
The 15th arrondissement is a vast neighborhood situated on the left bank of the Seine, renowned for its **quiet and residential atmosphere**. It stands as one of the **most populous districts** in Paris, characterized by predominantly modern architecture, although it retains some areas of historical interest.

The neighborhood is known for its significant presence of government offices, including the Ministry of Defense and the Ministry of Agriculture, attracting public servants and government employees. Additionally, there are numerous schools and universities, making the area popular among families and students.

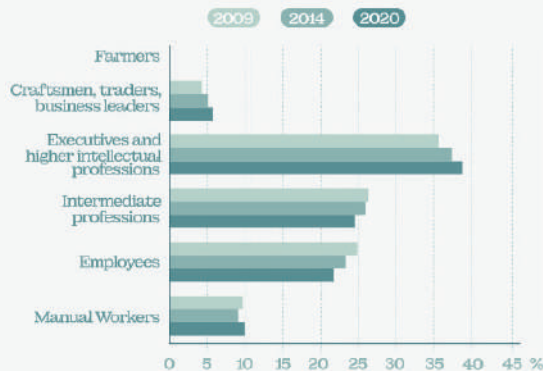
The perception of the neighborhood is ideal for those seeking a less hectic residential life compared to more central arrondissements. It is **the largest district in Paris** (excluding Bois de Boulogne and Vincennes).

Today, it is the most populous and is undergoing dynamic growth and transformation, making it a popular choice for those seeking a blend of urban life and comfort.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

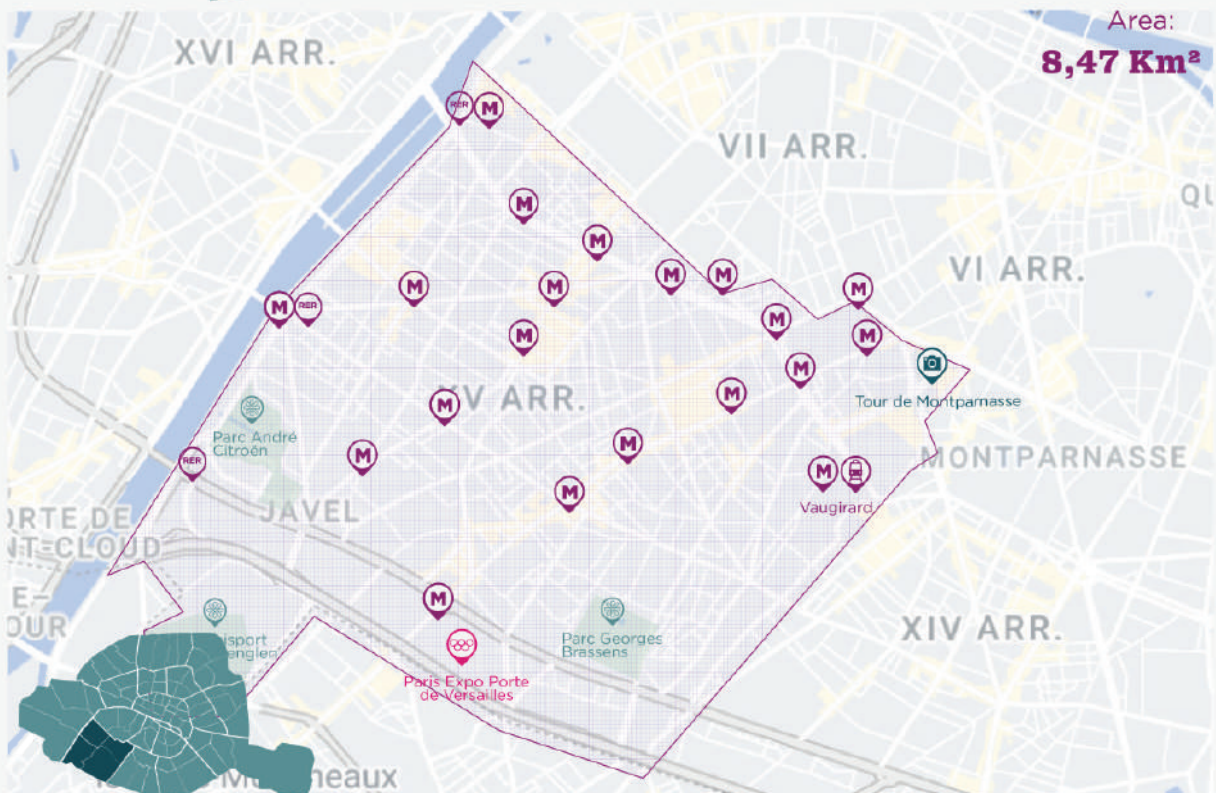


Fig. 73, 74, 76 Personal photos
 Fig. 75 Photo taken from https://c2.staticflickr.com/6/5296/5550683648_589239f1a4_b.jpg



fig. 73 15° arr. in the morning



fig. 75 15° arr. by night



fig. 74 15° arr. in the morning



fig. 76 15° arr. in the afternoon



PASSY

16° ARRONDISSEMENT

 **162.816** Inhabitants

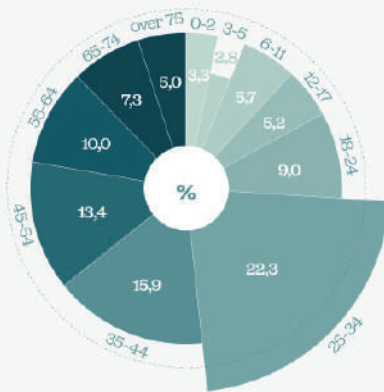
The 16th arrondissement is a **bourgeois neighborhood**, primarily residential, tranquil, safe, less congested, elegant, and abundantly green, mostly inhabited by affluent residents. However, it becomes bustling and crowded with tourists around **Trocadéro** and the **Arc de Triomphe**.

Due to its distance from the center of Paris, its history is relatively recent, having been rural for a long time and based on just three ancient villages. Unfortunately, there are few historical buildings remaining to visit.

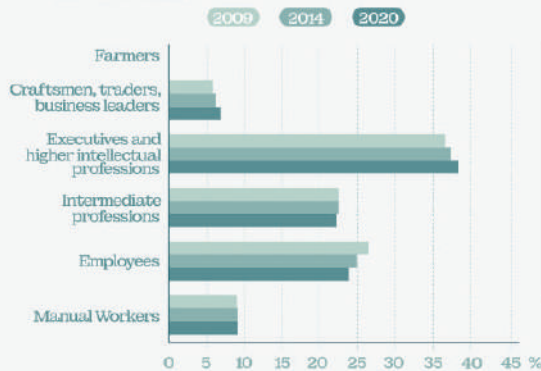
There are some **everyday shops** in the 16th arrondissement, generally of good quality, such as those on Rue Passy, where there is also a shopping gallery called Passy Plaza. It brings together about twenty well-known brands, including H&M.

In the 16th arrondissement, you can find two **elegant markets**: the covered market of Passy and the covered market of Saint-Didier. Also noteworthy is the presence of the pastry shop Cyril Lignac on Rue de Chaillot. However, some areas in this Parisian neighborhood are not very well served in terms of shops.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

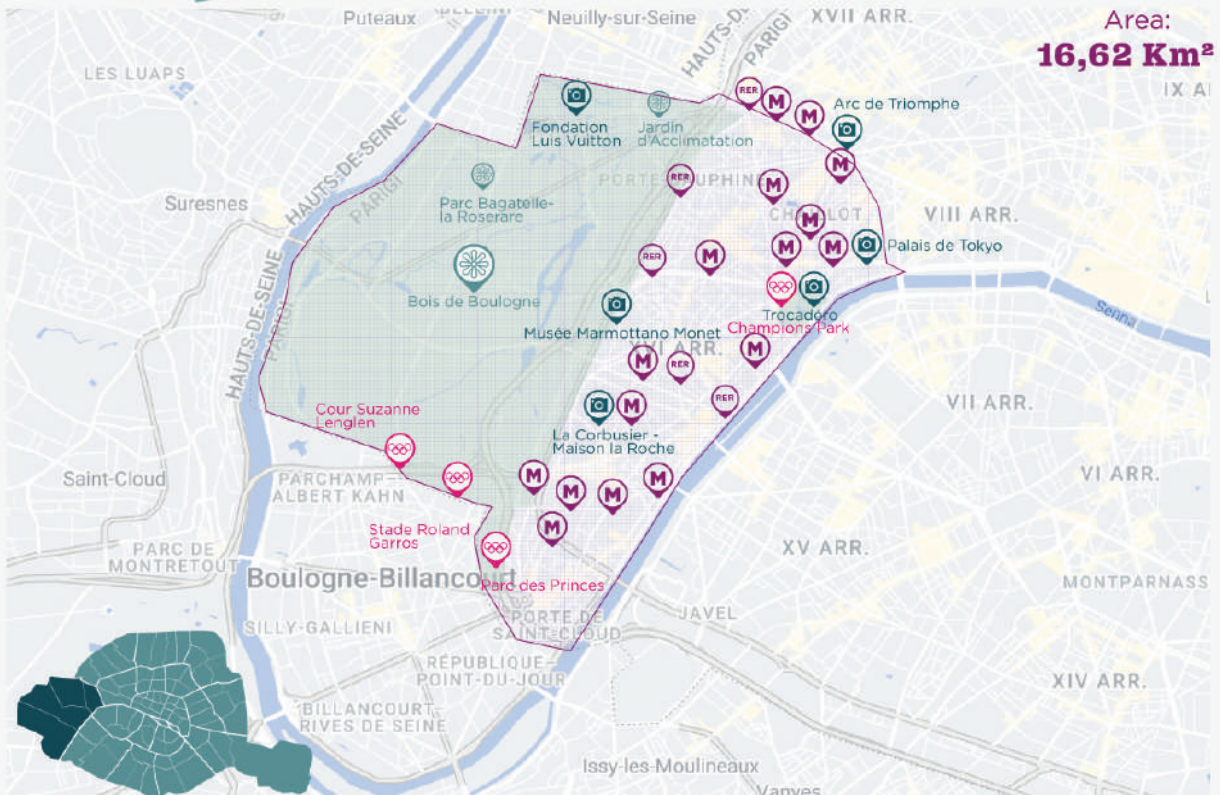


Fig. 77-80 Personal photos



fig. 77 16° arr. in the morning



fig. 79 16° arr. by night



fig. 78 16° arr. in the morning

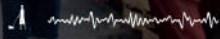


fig. 80 16° arr. in the morning



BATIGNOLLES

17^e ARRONDISSEMENT

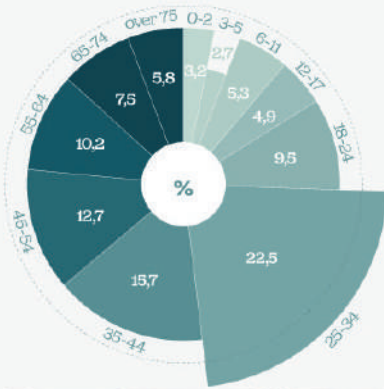
 **166.336** Inhabitants

The 17th arrondissement is quite contrasting. In the southwest, this neighborhood is **bourgeois**, tranquil, and residential with beautiful Haussmannian architecture. In the northeast, however, the district is more **working-class**.

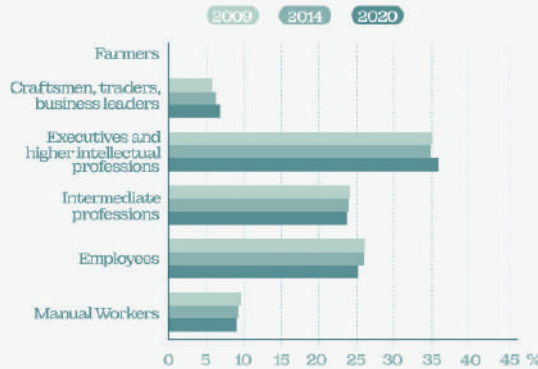
Small everyday-use shops are scattered throughout, including two small **covered markets**: the Batignolles Covered Market and the Ternes Covered Market. In the Porte-Maillot area of **Parc Monceau**, various types of activities are even grouped together, such as grocery stores, cultural shops, prêt-à-porter, and more.

Due to this dynamic, the two contrasting aspects of Paris coexist in this area, with affluent residents from the "Parisian elite" on the west side, and as you approach the 18th arrondissement, the inhabitants are predominantly **workers, students, or young professionals**.








Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

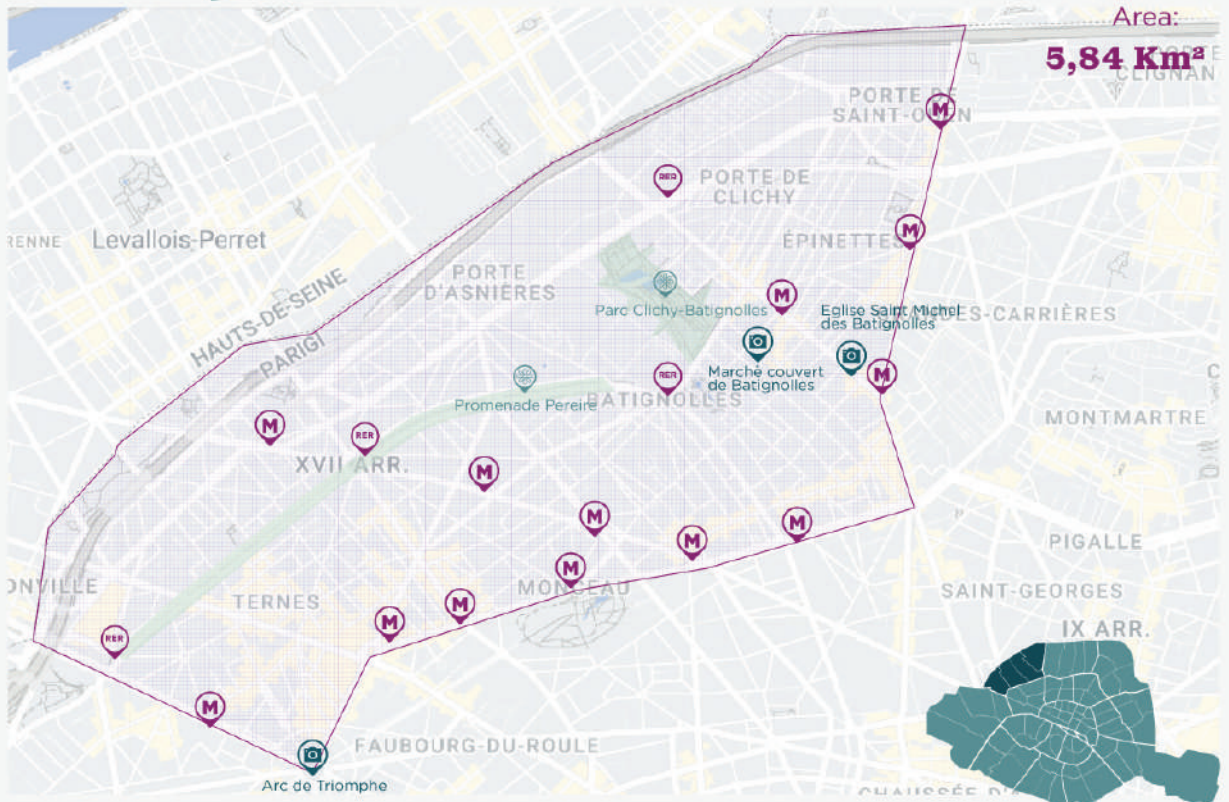


Fig. 81-85 Photo taken from Expedia <https://www.expedia.it/Parigi-17-Arrondissement.dx6187857>



fig. 81 16° arr. by night



fig. 84 17° arr. in the morning

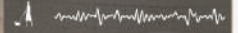


fig. 82 17° arr. in the morning

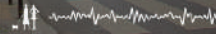


fig. 83 17° arr. in the morning



fig. 85 17° arr. in the afternoon



MONTMARTRE

18° ARRONDISSEMENT

 **192.468** Inhabitants

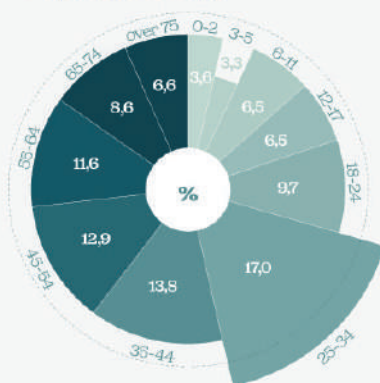
The neighborhood is characterized by a diverse urban fabric, ranging from historic architecture near **Montmartre** to more modern areas along the railway line (Quartier de la Goutte-d'Or).

Many artists and young creatives have been drawn to Montmartre, which offers a bohemian lifestyle and a vibrant artistic scene. The neighborhood is also home to iconic attractions such as the **Basilica of Sacre Coeur** and the famous **Moulin Rouge** cabaret, located in the Quartier de Clignancourt area.

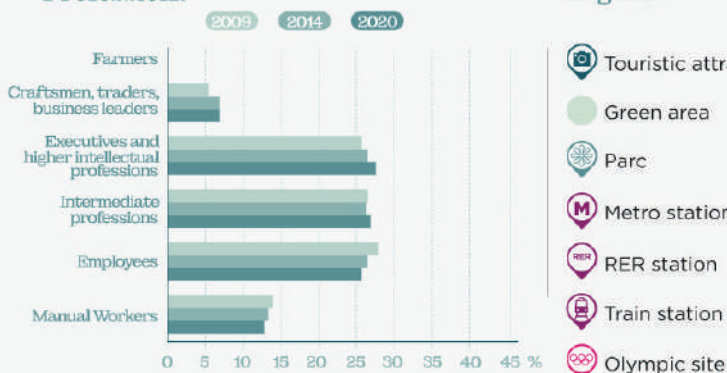
In the more peripheral areas, one can find **mono-ethnic African communities**, particularly in the Quartier de la Chapelle, as well as **residential neighborhoods**, such as in the Quartier des Grandes-Carrières.

This arrondissement has also evolved into a destination for nightlife, boasting a variety of bars, restaurants, and nightclubs that come alive after sunset.





Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

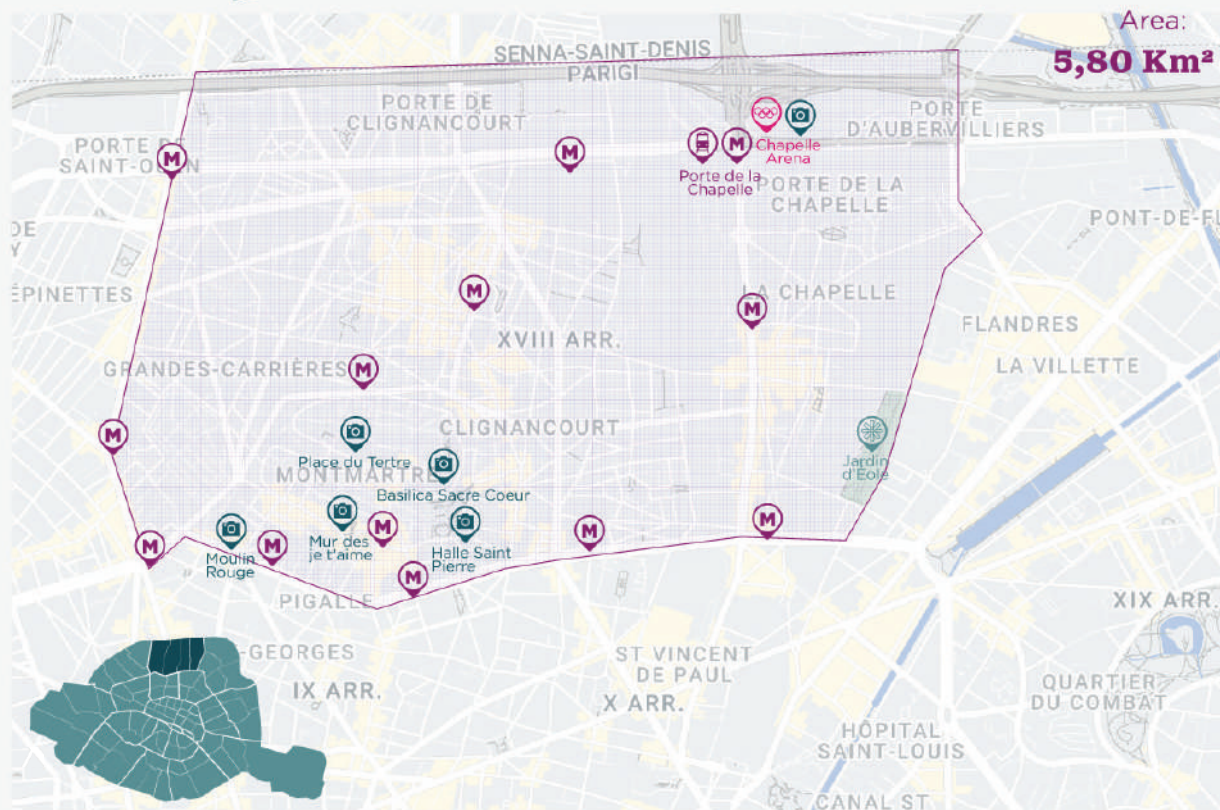


Fig. 86-89 Personal photos



fig. 86 18° arr. by night



fig. 88 18° arr. in the afternoon



fig. 87 18° arr. in the morning



fig. 89 18° arr. in the afternoon



BUTTES

19° ARRONDISSEMENT

 **183.211** Inhabitants

The 19th arrondissement of Paris is one of the eight districts formed when peripheral municipalities were annexed to the city in 1860 (including Belleville, la Villette, as well as portions of the municipalities of Aubervilliers and Pantin). Consequently, it is a relatively "new" neighborhood compared to others, lacking the intrinsic history and ancient buildings found in older parts of the city.

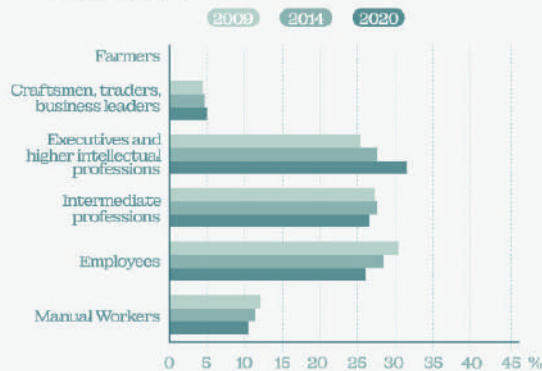
A vibrant neighborhood with one of the largest populations in Paris, the 19th arrondissement has evolved into a kind of **cultural hub**, particularly with the addition of the new Philharmonie de Paris music complex.

It is a **cosmopolitan district**, once very popular, undergoing **continuous transformation**. It is increasingly appreciated by families, mainly due to its numerous green spaces. However, this district still faces challenges in terms of security.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

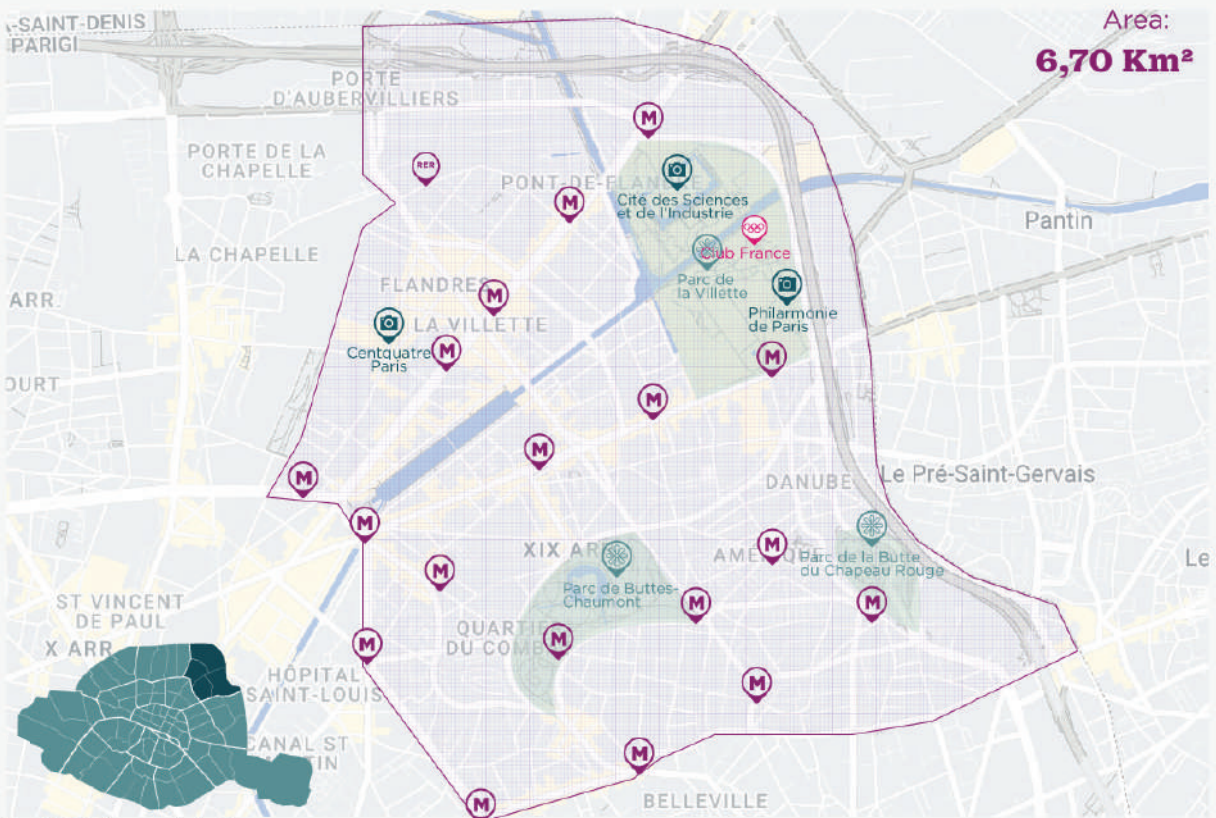


Fig. 90-93 Personal photos



fig. 90 19° arr. in the morning



fig. 92 19° arr. in the morning



fig. 91 19° arr. by night



fig. 93 19° arr. in the afternoon

MENILMONTANT

20° ARRONDISSEMENT

 **192.120** Inhabitants

The 20th arrondissement is a **popular and diverse** district where many people with **immigrant** backgrounds reside. Particularly in the areas of Ménilmontant and Belleville, there is a multicultural vibe, making it considered the most ethnically diverse arrondissement in Paris. Simultaneously, it attracts many young individuals and artists who are gradually rediscovering and populating the area.

It's worth noting the presence of the **Printemps Paris Nation** department store, located on Cours de Vincennes street near Nation.

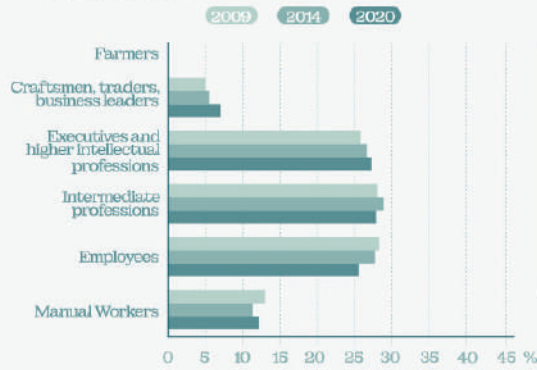
For those who appreciate vintage style and antiques, a visit to **Puces de Montreuil** is recommended, where one can find many inexpensive items, although the quality may be variable.

The 20th arrondissement is currently very trendy, with its bars, small cafes, theaters, and hipster boutiques. Additionally, there are numerous modest everyday businesses throughout this district.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

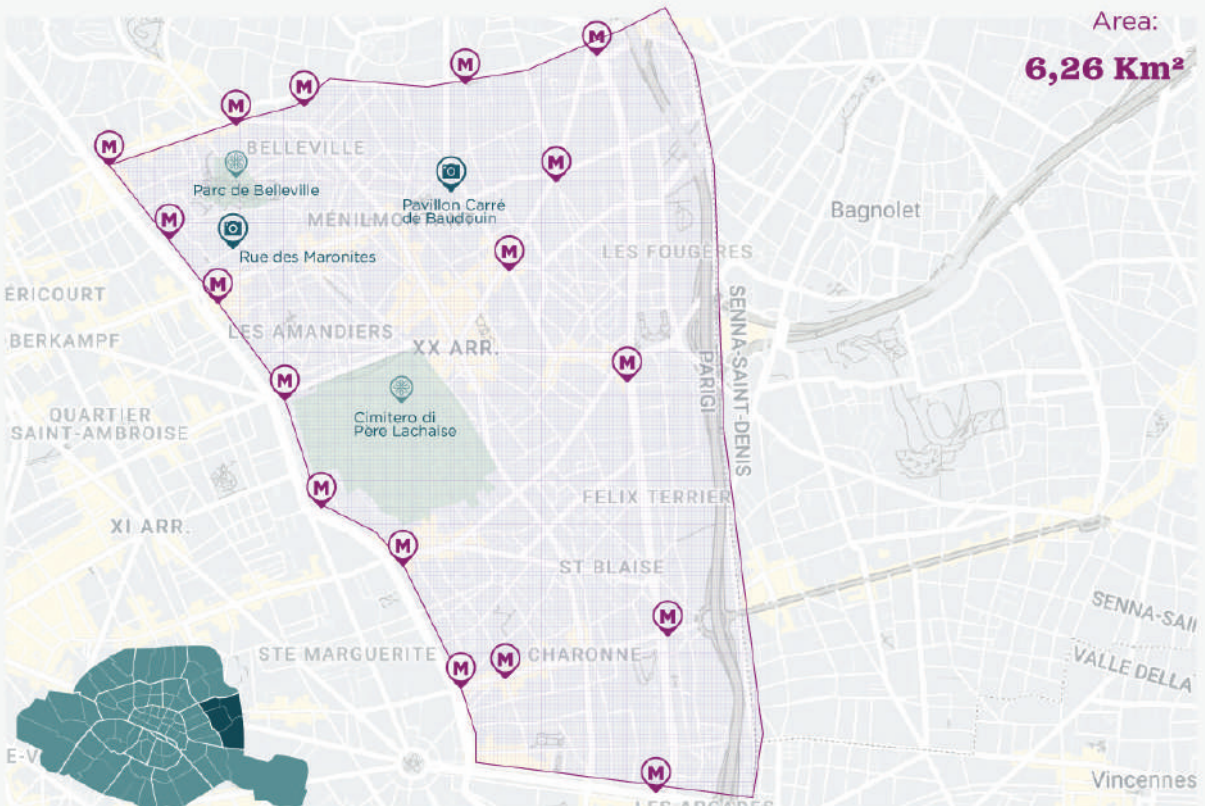


Fig. 94-97 Personal photos



fig. 94 20° arr. by night

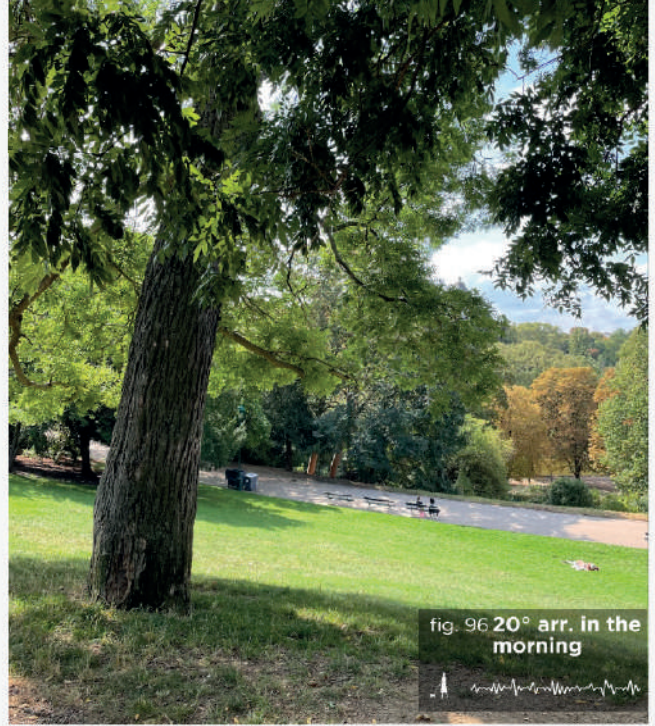


fig. 96 20° arr. in the morning



fig. 95 20° arr. in the morning

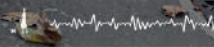


fig. 97 20° arr. in the afternoon



3.9.6 Seine-Saint-Denis

To thoroughly understand how the 2024 Olympics, along with the city’s objectives, will alter the urban and social fabric of Paris, it is crucial to vividly visualize and frame the various nuances of Paris, identifying the distinct needs of neighborhoods and arrondissements, and in which of them more decisive changes are anticipated in the context of Olympic and urban legacy. The scope of investigation extends beyond Paris to include seven other cities in the

north of Paris, namely: L’Île de Saint Denis, Saint-Denis, Saint-Ouen, Aubervilliers, Dugny, Le Bourget, and La Courneuve. All these cities are located in the north area of Paris, called Seine-Saint-Denis (fig. 51). The criterion for their selection is Olympic in nature, as these are all areas where major changes will take place in the context of the grand event, as it will be highlighted in chapter 4.

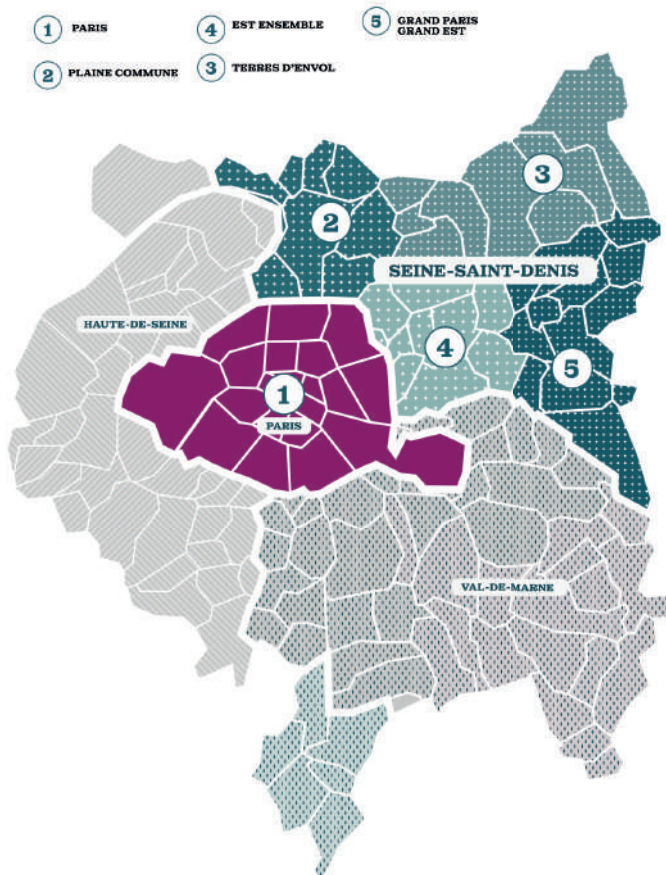


Fig. 51 Map with details of Paris and Seine-Saint-Denis ¹³⁶

(136) Personal elaboration (2023)

03 Grand Paris

The selected cities are part of Plaine Commune, a territorial public authority located in the Île-de-France region, north of Paris, France. Its creation was initially motivated by the need to address degradation in the Plaine Saint-Denis area and involved the municipalities of Aubervilliers, Saint-Denis, Saint-Ouen-sur-Seine, and the department of Seine-Saint-Denis.

In the subsequent years, Plaine Commune has seen the inclusion of other municipalities, including Épinay-sur-Seine, Pierrefitte-sur-Seine, Villetaneuse, L'Île-Saint-Denis, Stains, and La Courneuve. The main objective has been to promote urban redevelopment and coordinate sustainable development in the region.

The transfer of responsibilities from local management to the Plaine Commune entity has involved areas such as public space, maintenance, cleaning, green spaces, and sanitary services. Over time, expertise has been acquired in development, housing, integration, and public reading.

Throughout the years, Plaine Commune has grown and faced challenges and institutional changes, including the implementation of the Greater Paris Metropolis in 2016. This change has conferred upon Plaine Commune the role of a territorial public authority, with new responsibilities such as the Local Plan.

In 2020, Mathieu Hanotin was elected president of Plaine Commune. Overall, Plaine Commune represents an organization aimed at promoting sustainable development and quality of life in the region, involving various municipalities in integrated cooperation

¹³⁷.

(137) (2020), *Qui sommes-nous?*, "Plaine Commune", <https://plainecommune.fr/qui-sommes-nous/>

L'ÎLE-SAINT-DENIS

8.646 Inhabitants

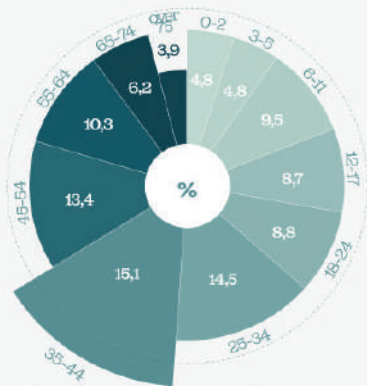
L'île de Saint-Denis is a French commune located in the Seine-Saint-Denis department. This small municipality has a population of few inhabitants.

The local community reflects the **cultural and ethnic diversity** common to many parts of the region, contributing to a vibrant neighborhood life.

Its urban description is characterized by a **predominantly residential environment**, featuring a compact urban fabric and scattered green areas. The history of Île de Saint-Denis dates back to ancient times, with archaeological evidence of pre-Roman settlements. Over the centuries, it has undergone an evolution that has led to its current urbanization.

Economic activity in the city, once largely tied to the Seine (port, storage, fishing, laundry...), has now declined. There are some small-scale industrial activities, but Île-Saint-Denis tends to be largely a commuter town.

Population's age



Professions



Legend

- Touristic attraction
- Green area
- Parc
- Metro station
- RER station
- Train station
- Olympic site

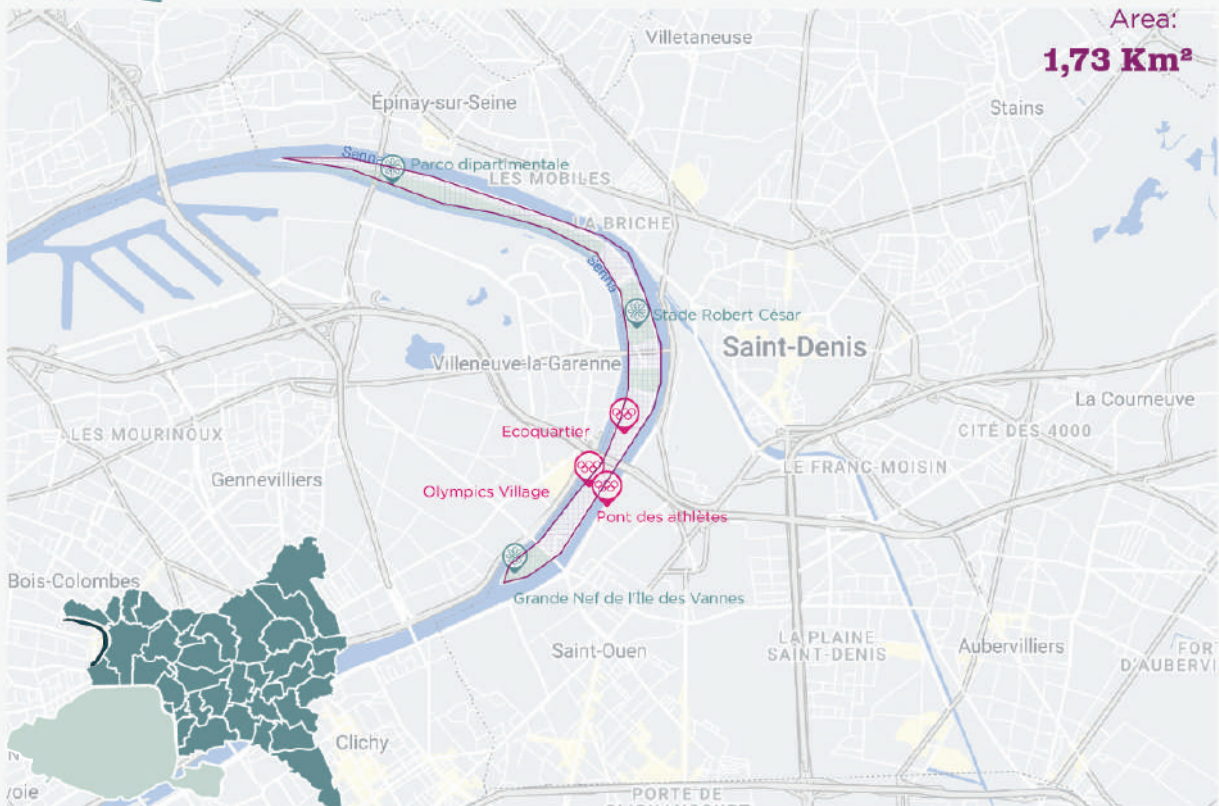


Fig. 109, 111 Personal photos
 Fig.108,110,112 Photo taken from <https://chroniques-architecture.com/les-possibilites-de-lille-saint-denis-philippon-kalt/>



fig. 108
Île-Saint-Denis in the morning



fig. 111
Île-Saint-Denis in the afternoon

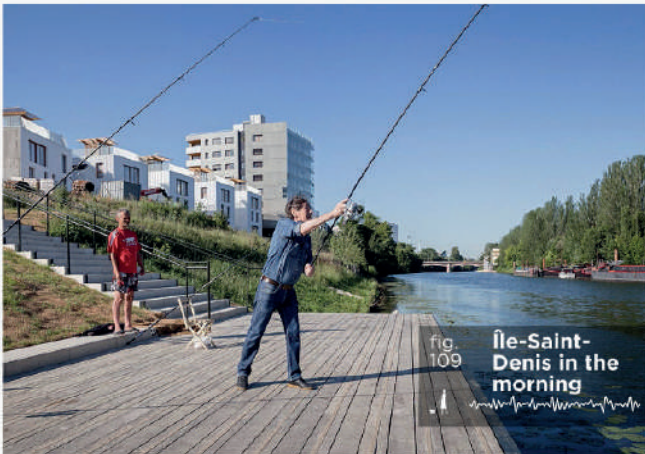


fig. 109
Île-Saint-Denis in the morning



fig. 112
Île-Saint-Denis in the afternoon



fig. 110
Île-Saint-Denis by night

SAINT-DENIS

 **112.191** Inhabitants

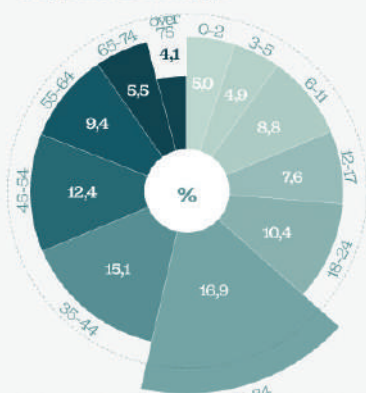
Saint-Denis is a city located in the northeast suburbs of Paris. This area is known for its cultural diversity, historical significance, and urban character.

Saint-Denis is primarily known for its stunning **Basilica**, the necropolis of the Kings of France, and the famous Stade de France.

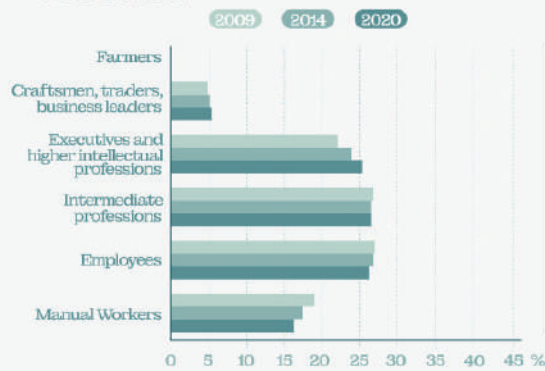
The population is a mix of various ethnicities and backgrounds, making it a **lively and multicultural zone**. It is home to people from around the world, contributing to a rich tapestry of cultures, traditions, and cuisines.

This municipality boasts a rich **historical and artistic heritage**, and despite facing social and economic challenges in some areas, it remains a significant part of the Greater Paris region. Saint-Denis is characterized by a unique blend of cultures and traditions.


Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

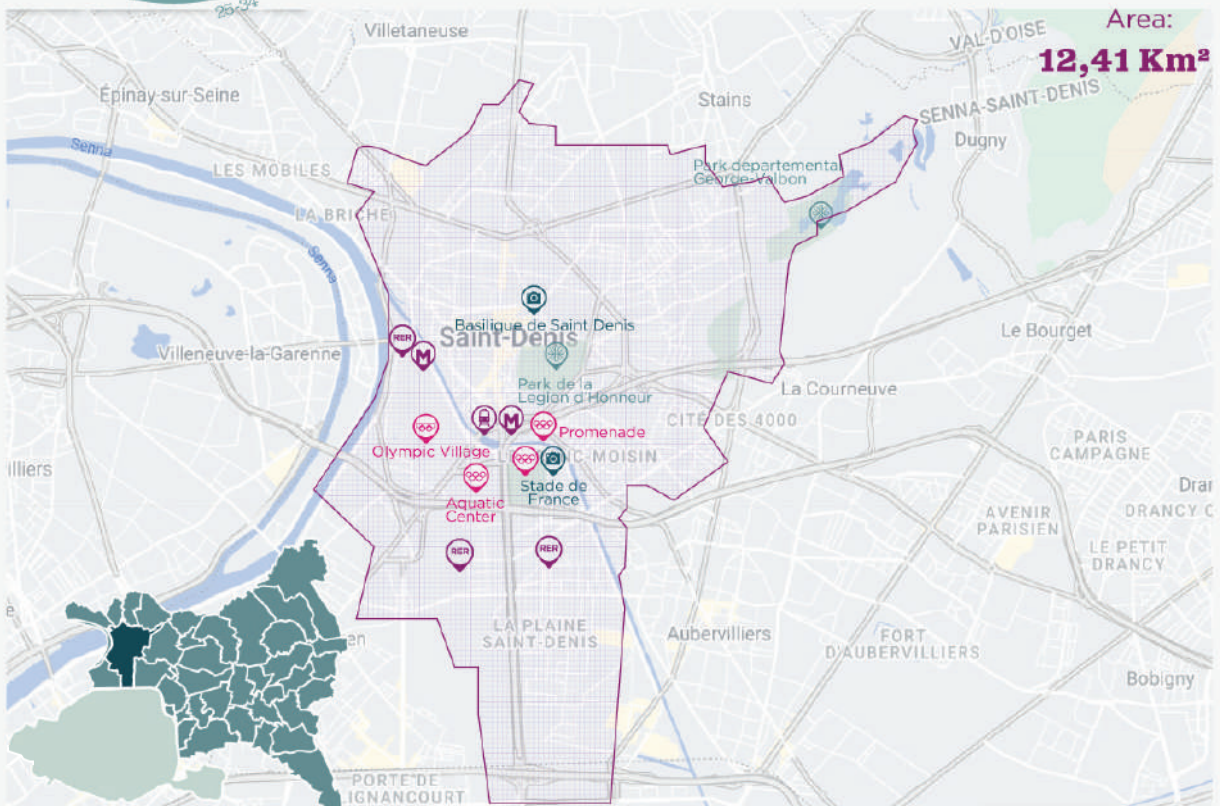


Fig. 99-102 Personal photos
 Fig.98 Photo taken from <https://www.mc93.com/saison/territoires-seine-saint-denis-1>



fig. 98 **St Denis in the morning**



fig. 101 **St Denis in the afternoon**



fig. 99 **St Denis by night**



fig. 100 **St Denis in the morning**



fig. 102 **St Denis in the afternoon**

SAINT OUEN

 **50.697** Inhabitants

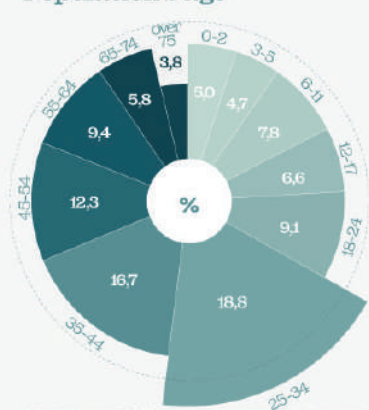
Originally, Saint-Ouen was a small agricultural village that grew with the expansion of Paris in the 19th century. Today, it is a neighborhood located in the northern outskirts, renowned for its extensive **flea market and cultural diversity**.

From an urban perspective, the neighborhood showcases a variety of architectures, ranging from traditional row houses to modern buildings. The population of Saint-Ouen is characterized by a diverse **multicultural community**, hosting numerous shops and restaurants that reflect this diversity.

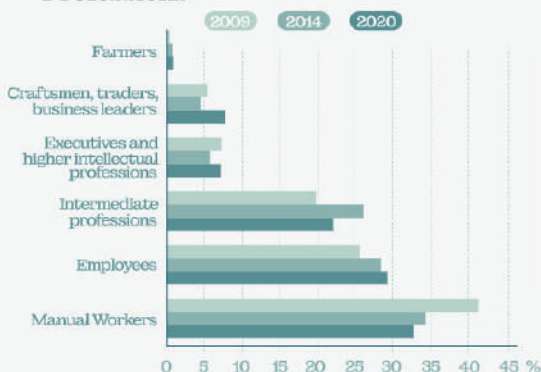
Its location north of Paris makes it easily accessible and provides a lively urban atmosphere with a **mix of tradition and modernity**.

Today, a vast industrial site spanning over 100 hectares, known as the **Docks of Saint-Ouen**, located on the banks of the Seine, is part of the ambitious urban redevelopment planned by the city of Saint-Ouen. It represents a significant challenge for the development of the central areas of the urban conglomerate.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

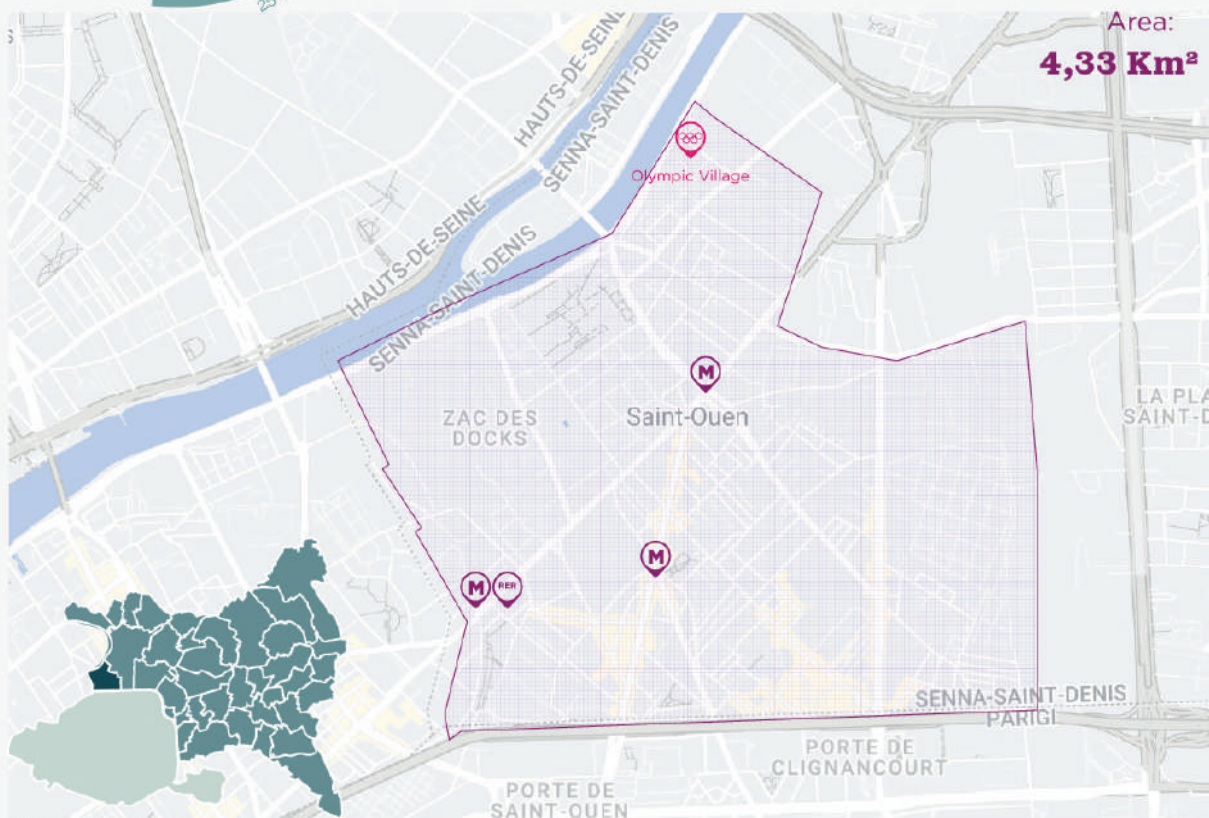


Fig. 103-107 Personal photos



fig. 103 St Ouen in the morning

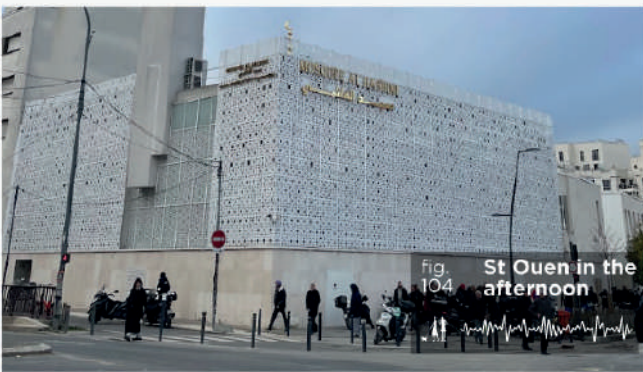


fig. 104 St Ouen in the afternoon



fig. 105 St Ouen in the morning



fig. 106 St Ouen in the morning

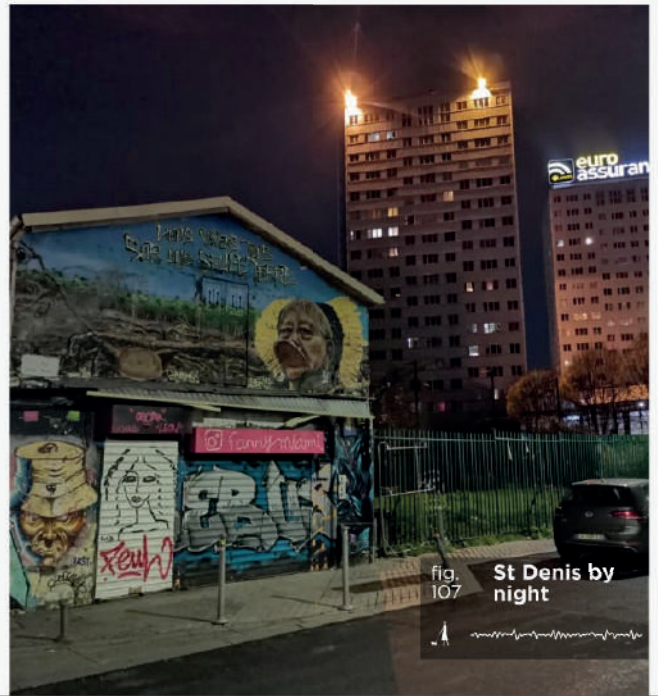


fig. 107 St Denis by night

LA COURNEUVE

 **45.053** Inhabitants

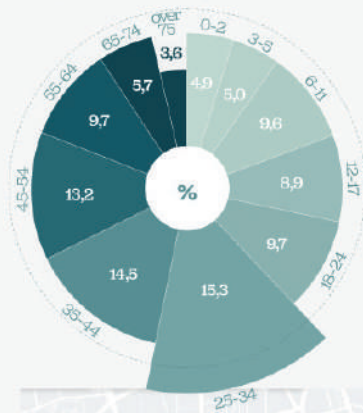
La Courneuve is a city located in the northern suburbs of Paris, featuring a diverse urban fabric that combines residences, light industries, and green spaces. A notable point in the area is the **Cité des 4000**, a well-known residential complex built in the 1960s. The name "4000" refers to the initially planned number of housing units in the project.

The population is diverse, with a significant presence of **immigrants** and a variety of ethnic groups living in the area. Over the years, the city has sought to address social issues through redevelopment initiatives and urban development projects.

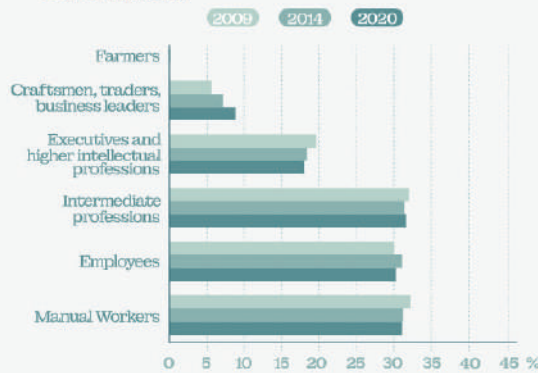
Over the years, it has become known for the social and security issues it has faced, including unemployment, crime, and segregation.

Its evolution reflects the challenges and progress of the French banlieues (suburbs) and the ongoing effort to improve the quality of life for its residents.








Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

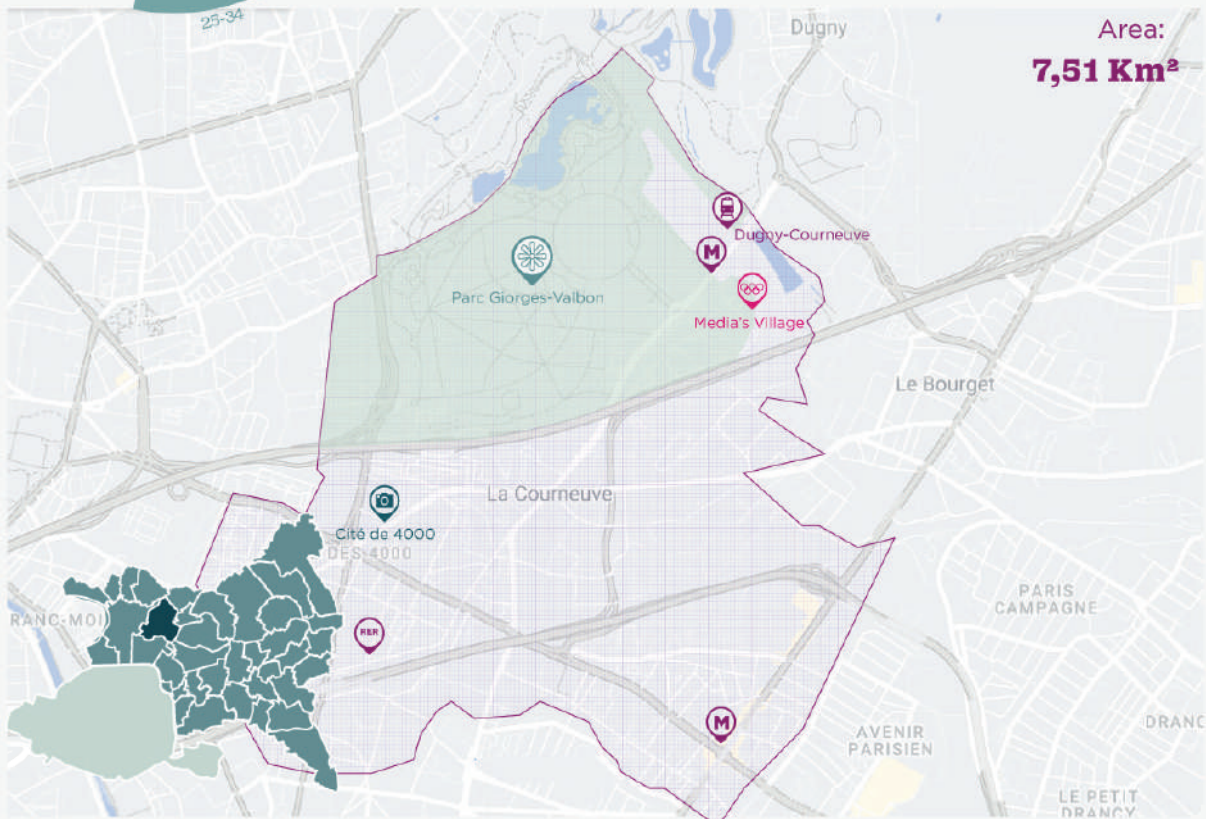


Fig. 113, 114, 116 Personal photos
 Fig.115 Photo taken from <https://lacourneuve.fr/ma-ville-demain>



fig. 113 Courneuve in the afternoon



fig. 115 Courneuve in the afternoon



fig. 114 Courneuve by night



fig. 116 Courneuve in the morning

AUBERVILLIERS

 **89.401** Inhabitants

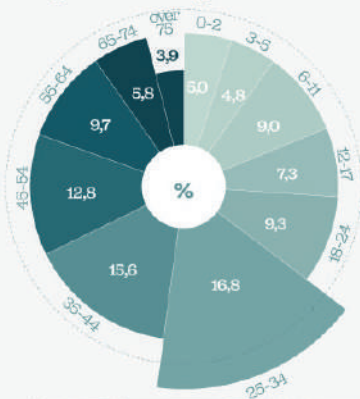
Aubervilliers, with its roots dating back to 1060, offers a variety of fascinating attractions. The Church of **Notre-Dame-des-Vertus** attests to its deep history, while the **Fort d'Aubervilliers** adds a touch of military history. The Canal, Square Stalingrad, and the Mairie square contribute to the charming landscape of this locality.

The large industries have shaped the city's identity. The "**Chou d'Aubervilliers**," famous since the Middle Ages, bears witness to the agricultural tradition of the community, equated with the renown of Montreuil peaches. The city thus becomes a blend of its agricultural past and its industrial present.

Initially an agricultural village known for fertile land and its cultivators, Aubervilliers underwent a significant transformation during the industrialization of the 20th century.

Aubervilliers serves as a vivid example of how social and economic transformations have influenced its urban evolution over the centuries, which now, with the approaching Olympics, seems to revive a vivid sentiment.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

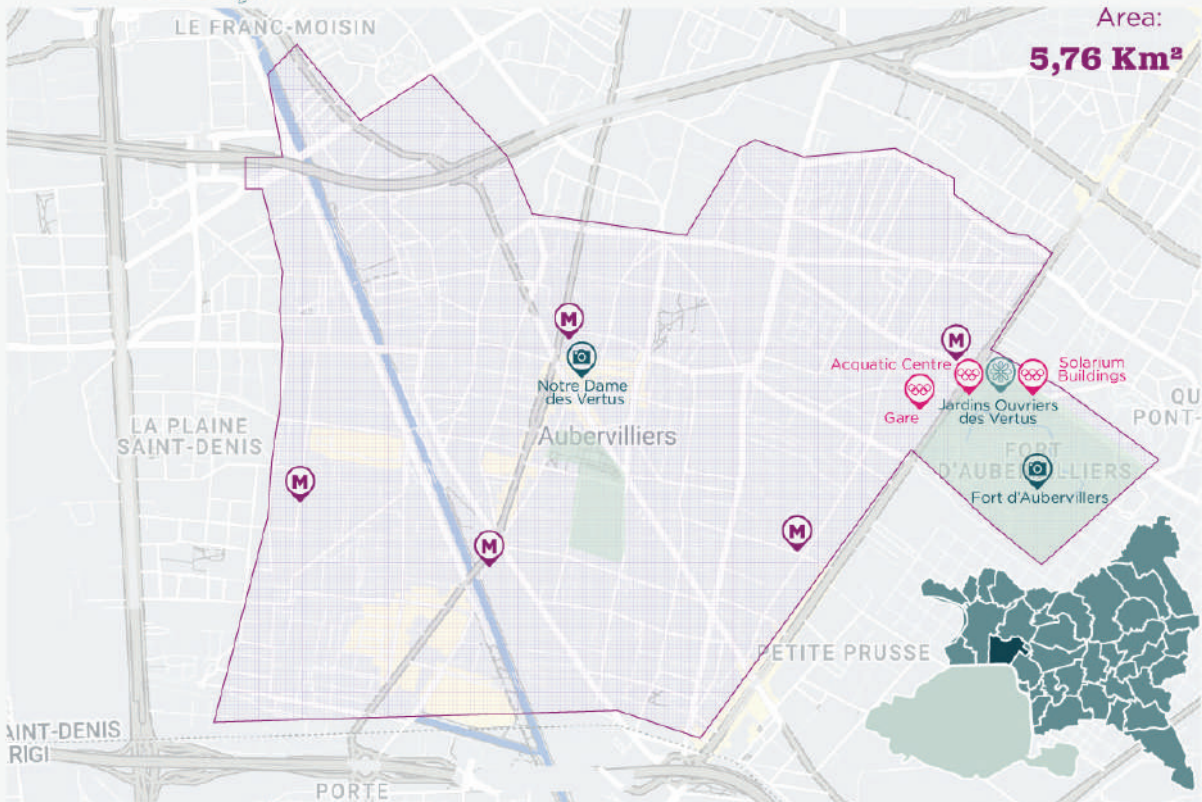


Fig. 127-129 Personal photos

Fig.130 Photo taken from <https://www.leparisien.fr/seine-saint-denis-93/les-plus-pauvres-ne-seront-pas-chasses-d-aubervilliers>



fig.127 Aubervilliers
in the
afternoon



fig. 129
Aubervilliers
in the
afternoon



fig. 128
Aubervilliers
in the
afternoon



fig. 130
Aubervilliers
by night



LE BOURGET

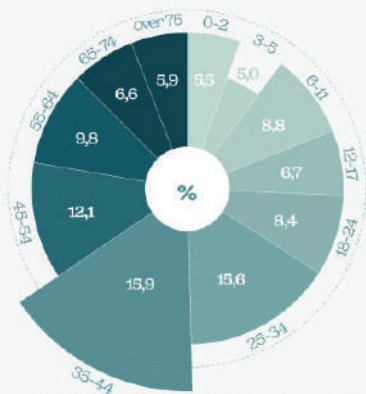
 **15.660** Inhabitants

Le Bourget is a French commune located in the department of Seine-Saint-Denis in the Île-de-France region.

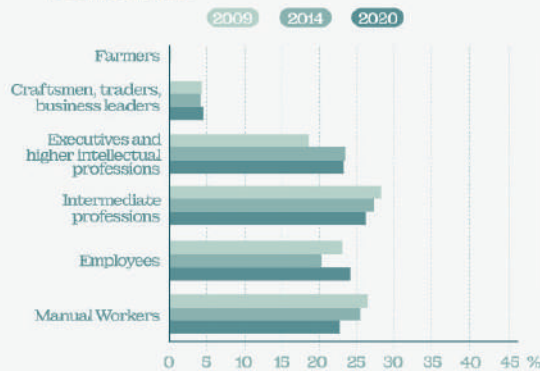
The municipality is primarily known for hosting the **Paris-Le Bourget Airport**, open to national and international non-scheduled commercial traffic, as well as private planes. Inaugurated in 1919, it was the first civilian airport in Paris and remained the only one until the construction of Orly Airport.

The history of the city is also closely tied to **aeronautics**. Le Bourget is also home to the Air and Space Museum and hosts the Paris-Le Bourget International Air and Space Show every two years.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

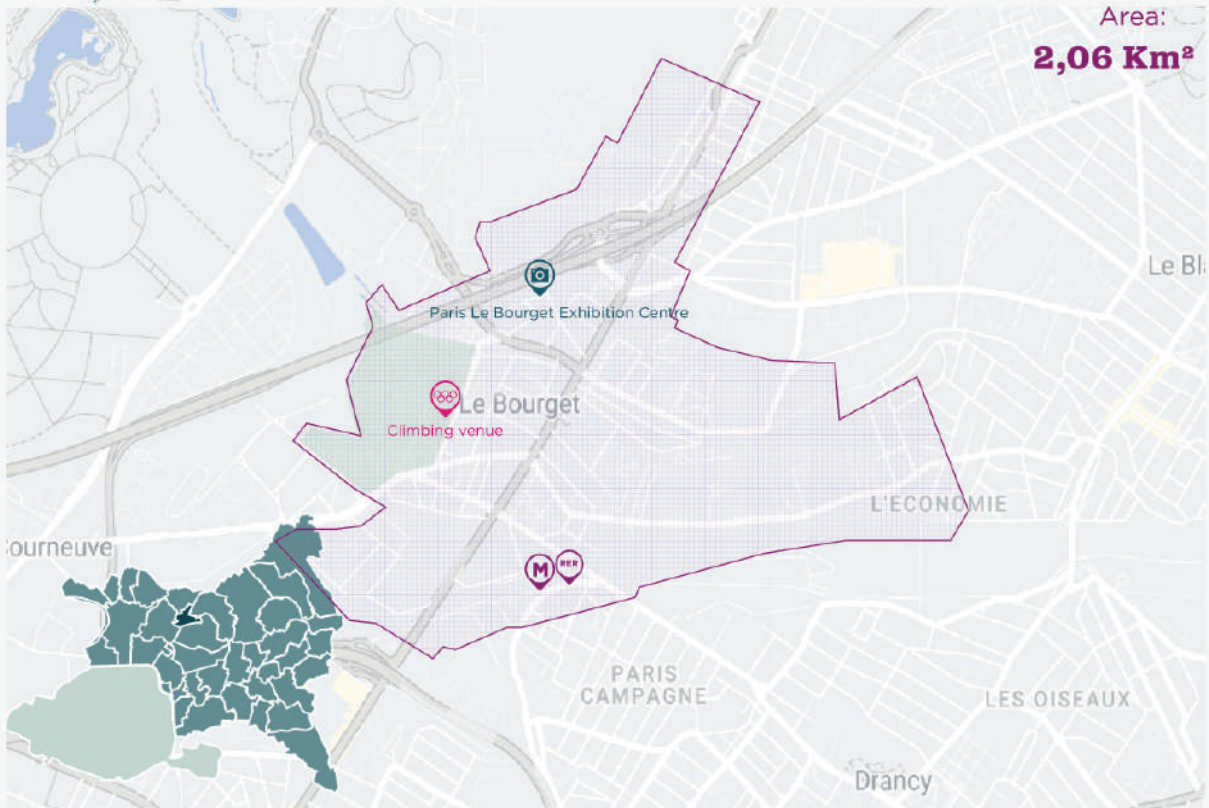


Fig. 117-121 Photo taken from <https://www.habiliv.fr/ile-de-france/seine-saint-denis/le-bourget>



fig. 117 **Le Bourget in the morning**



fig. 120 **Le Bourget in the morning**



fig. 118 **Le Bourget in the afternoon**



fig. 119 **Le Bourget by night**

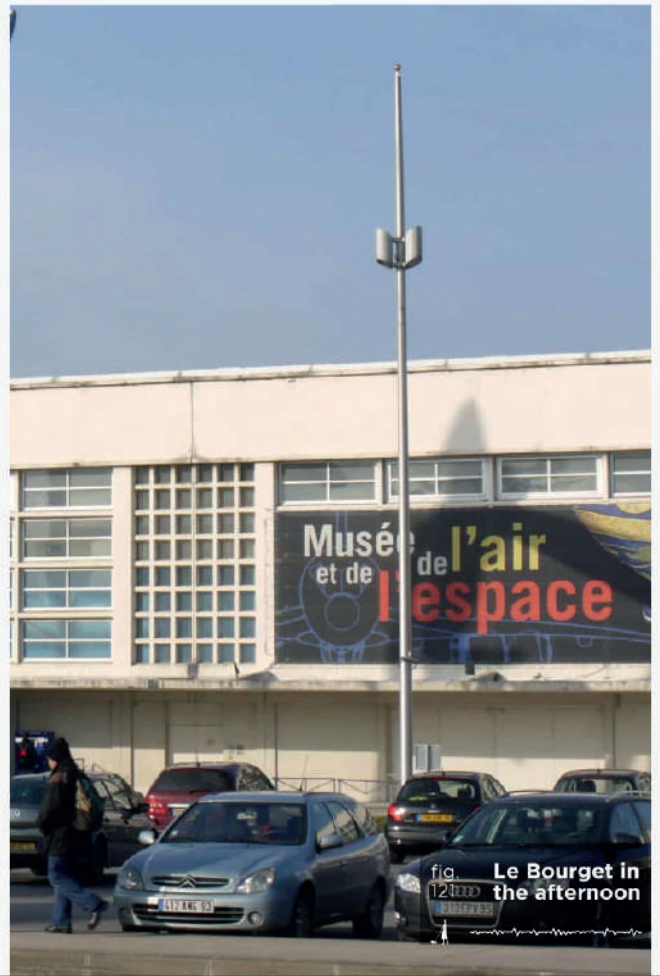


fig. 121 **Le Bourget in the afternoon**

DUGNY

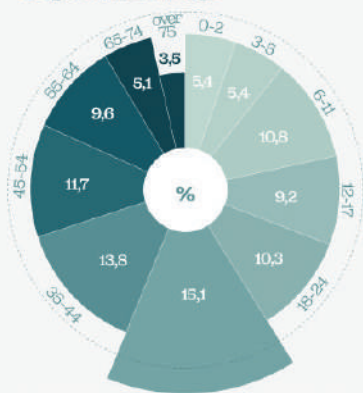
 **11.200** Inhabitants

Dugny is a city located in the northeastern outskirts of Paris, featuring a **predominantly residential** urban fabric characterized by tree-lined streets and varied architecture.

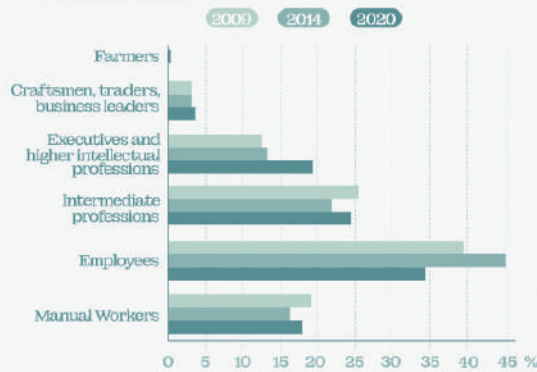
The population of Dugny is diverse, encompassing a **mix of ethnic groups and cultures**, reflecting the diversity of the Parisian region. The history of the city dates back to the Roman era but experienced significant growth during the industrial period.

Today, it is known for its commitment to environmental protection and **hosts a portion of the Georges-Valbon Park**, a significant green area. The city has played a crucial role in the history of the surrounding area and continues to thrive as part of the metropolitan region of Paris.

Population's age



Professions



Legend

-  Touristic attraction
-  Green area
-  Parc
-  Metro station
-  RER station
-  Train station
-  Olympic site

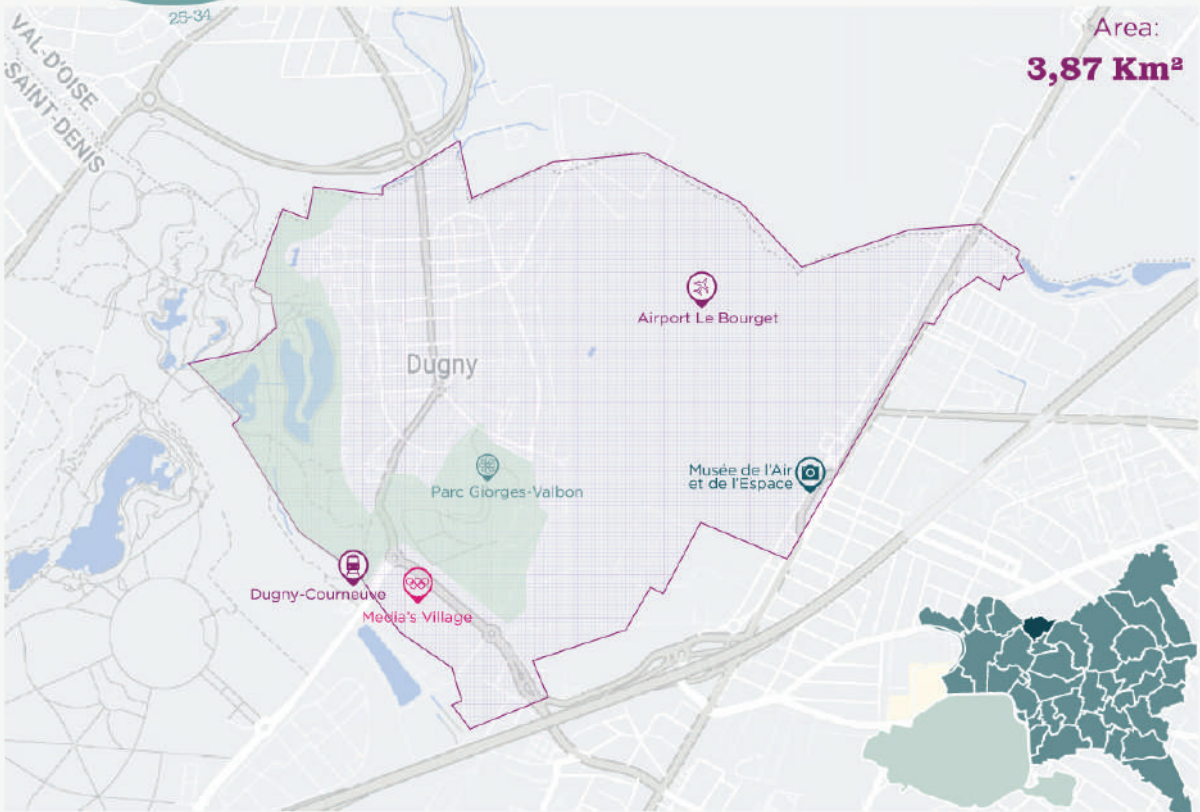


Fig.122,124,125,126 Photo taken from <https://vianova-groupe.fr/programmes-neufs/logements-neufs-ile-de-france/seine-saint-denis>
 Fig.123 Photo taken from <https://ville-dugny.fr/ma-ville/grands-projets/passerelle-sur-lautoroute-a1-reliant-dugny-au-bourget>



fig. 122 **Dugny in the morning**

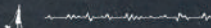


fig. 124 **Dugny in the afternoon**

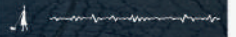


fig. 125 **Dugny by night**



fig. 123 **Dugny in the morning**

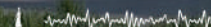


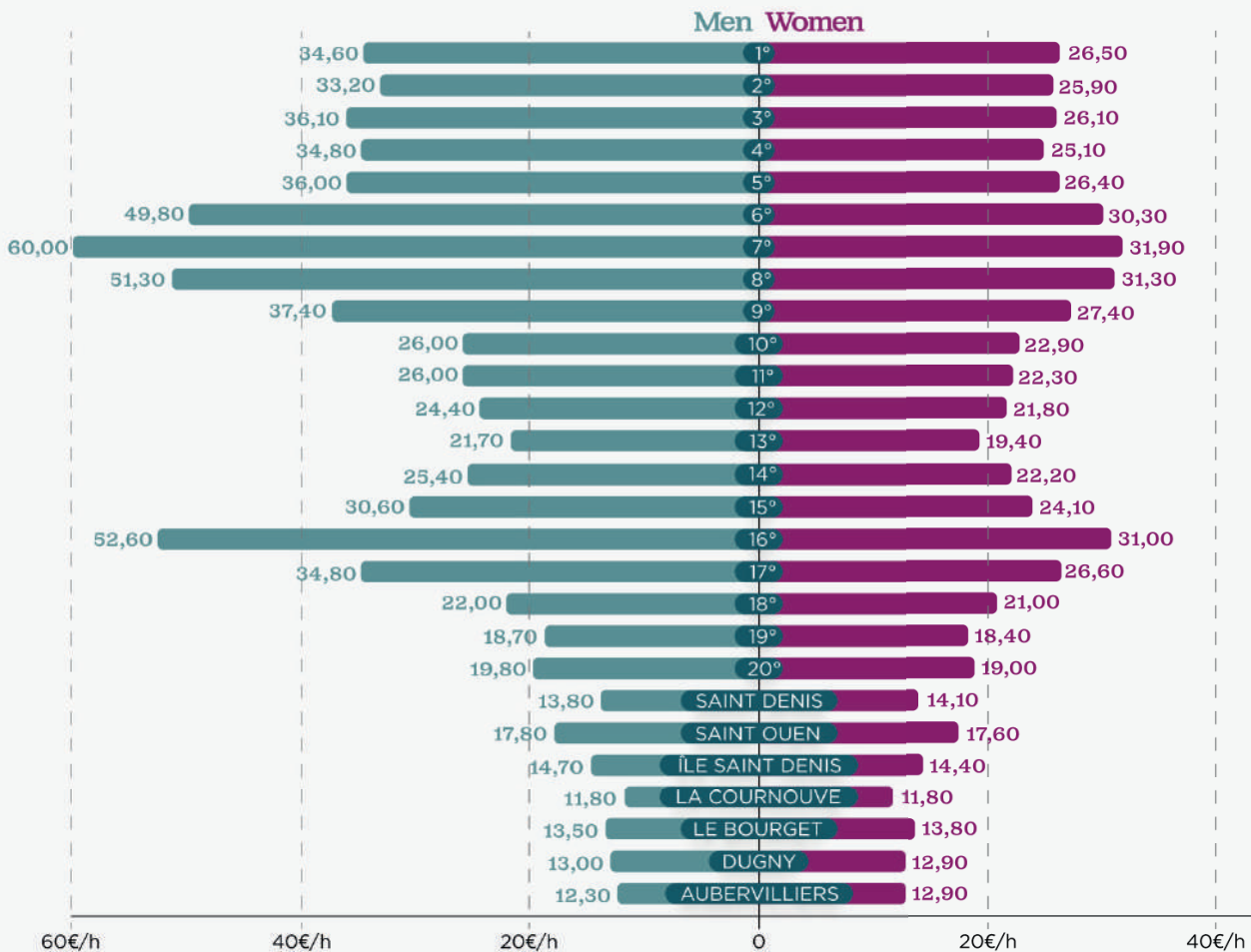
fig. 126 **Dugny by night**



3.9.7 Comparisons

The graphs presented on the page compare the analyzed areas based on different characteristics: hourly wage, population density, and square meters of green areas per inhabitant. These visualizations help provide a unique and clear overview of the differences in each

area, enabling specific conclusions. Regarding the hourly wage (Graph 1), it can be observed that the 6th, 7th, 8th, and 16th arrondissements are where the average earnings are higher, but they also exhibit a larger gender wage gap.



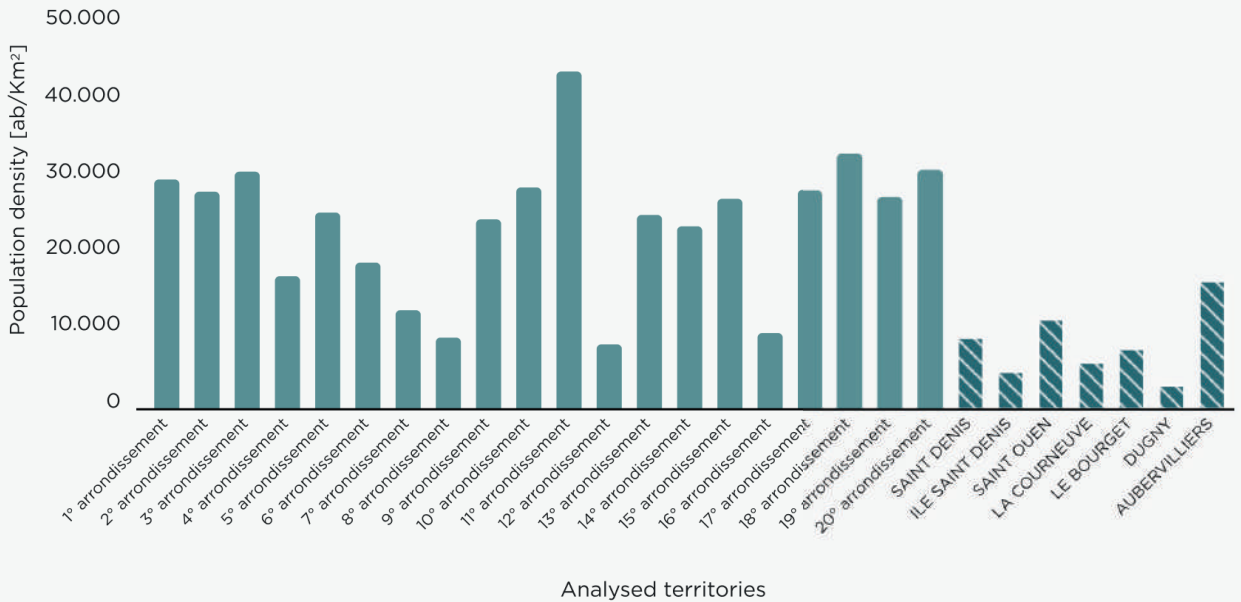
Graph. 1 Net hourly wage (2020) ¹³⁸

(138) Personal elaboration on source Apur, <https://www.apur.org/fr>

03 Grand Paris

In terms of population density (Graph 2), the 11th arrondissement stands out among all others, reaching almost 45,000 inhabitants per km². Aubervilliers, on the

other hand, has the lowest value both among the arrondissements and the analyzed municipalities outside Paris.

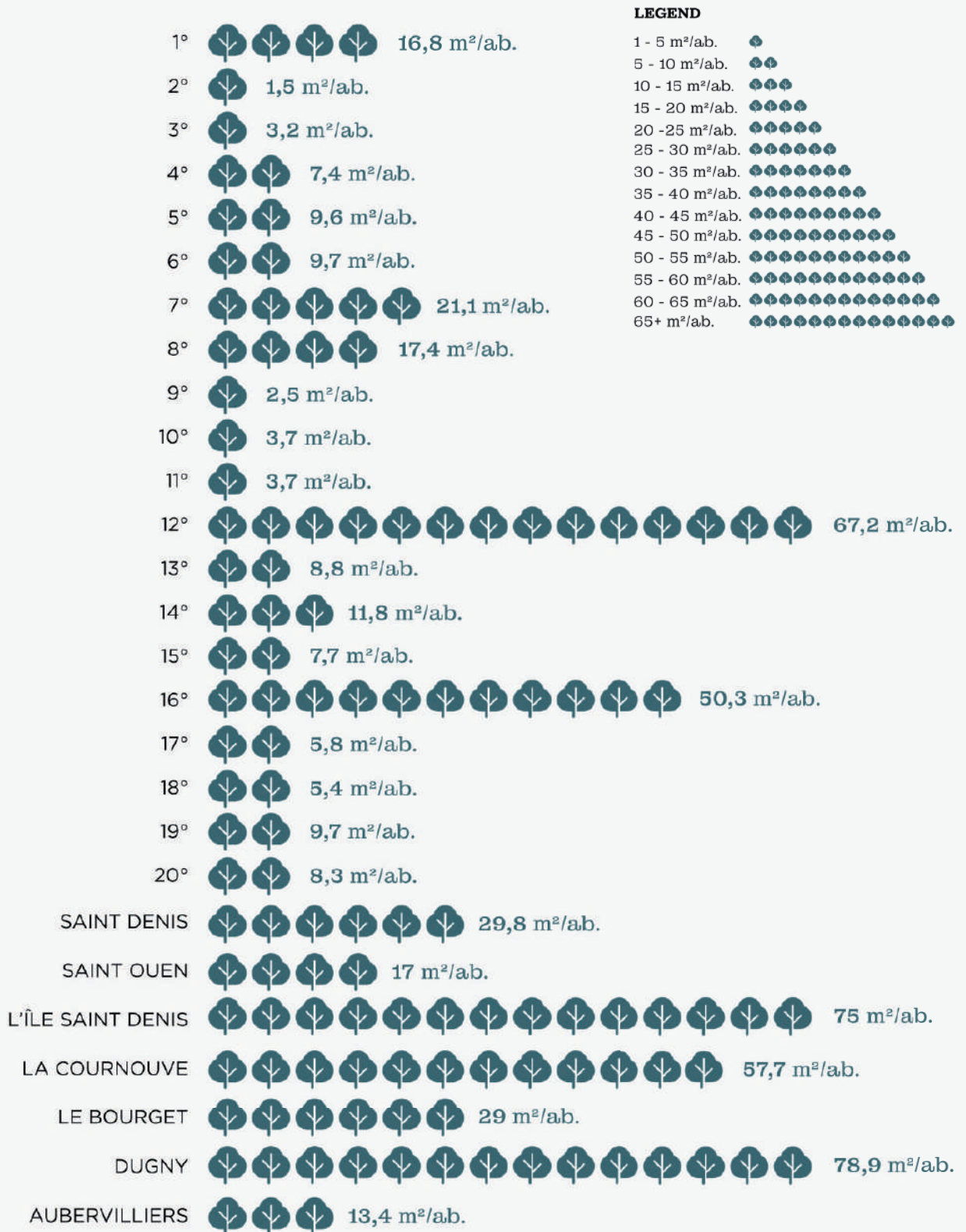


Graph. 2 Population density (2019) ¹³⁹

Regarding Graph 3, Paris is sadly known for having few natural areas within its borders. The zones offering residents more green spaces are precisely those hosting the city's two main parks: Bois de Vincennes in the 12th and Bois de

Boulogne in the 16th. In addition to these two arrondissements, L'île Saint Denis and Dugny stand out for their significant offer of vegetated areas, exceeding 75 m² per inhabitant.

(139) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>



Graph. 3 Green areas per inhabitant (2018) ¹⁴⁰

03 Grand Paris

Finally, concerning real estate costs (Graph 4), despite Parisian arrondissements being more expensive than the municipalities outside the belt, it can be noted that the latter have experienced a considerable

increase in costs in the last 5 years. In particular, the cost per square meter in Aubervilliers has increased by 35%, and in Le Bourget by 37.7%.



Graph. 4 Real Estate Prices (2023) ¹⁴¹

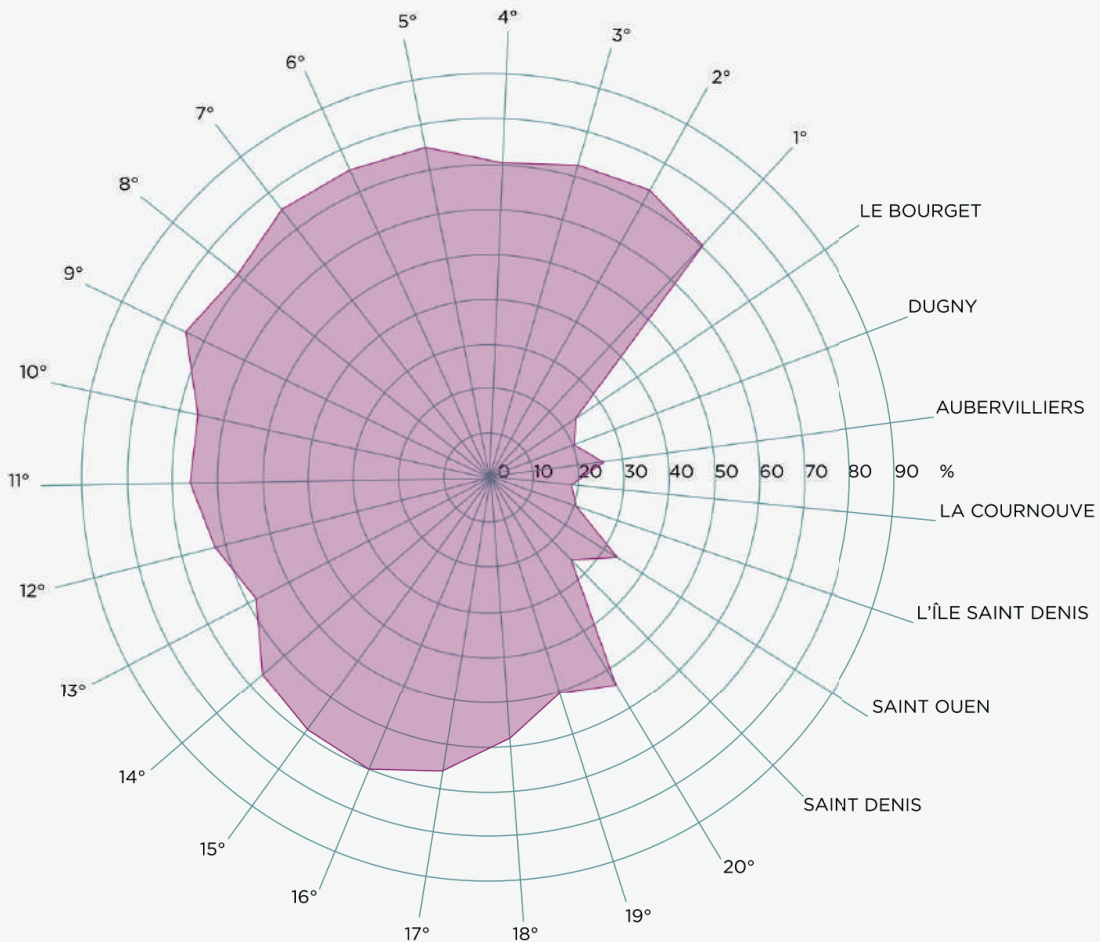
(140) Personal elaboration on source Apur, <https://www.apur.org/fr>

(141) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>

Research

At the end of the visualization of these graphs, specific conclusions can be drawn. The proportion of individuals with a university degree is quite high within the city of Paris, especially in the first arrondissements (Graph 5). However, from the 18th onward, there is a noticeable decrease in the number of individuals who

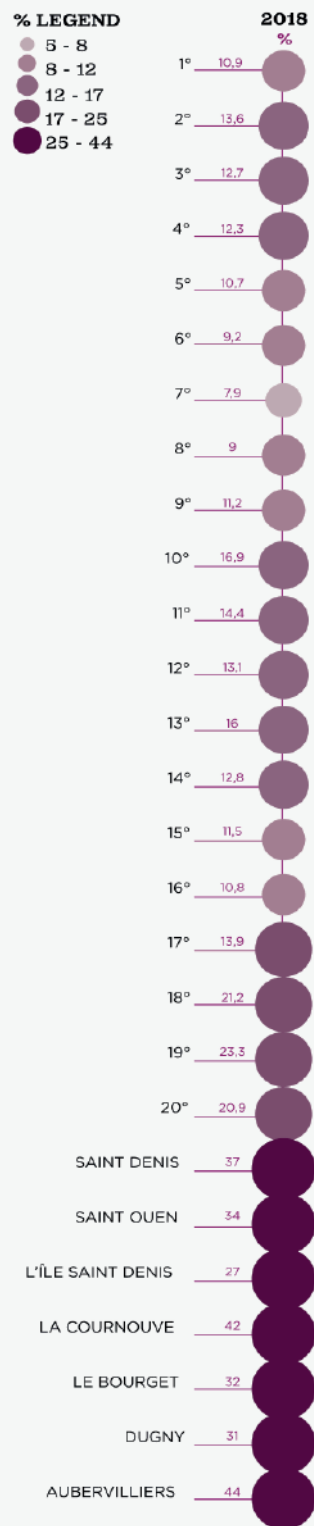
have attended university. The percentage becomes considerably low in the cities belonging to the Seine-Saint-Denis region. This data may explain why these areas have a low number of higher intellectual workers and executives, while the number of employed workers is higher compared to the first arrondissements of Paris.



Graph. 5 Percentage of university graduates in relation to the population (2018) ¹⁴²

(142) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>

The limited presence of high-income jobs and individuals with a high level of education could be one of the main causes of the high poverty rate highlighted in the central graph (Graph 6). These areas, characterized by poverty rates exceeding 44%, are particularly alarming considering that the national poverty average in France in 2021 was 14.5%. It is worth noting that these zones also experience more frequent episodes of crime. In contrast, affluent areas like the 16th and 7th arrondissement confirm lower poverty rates.



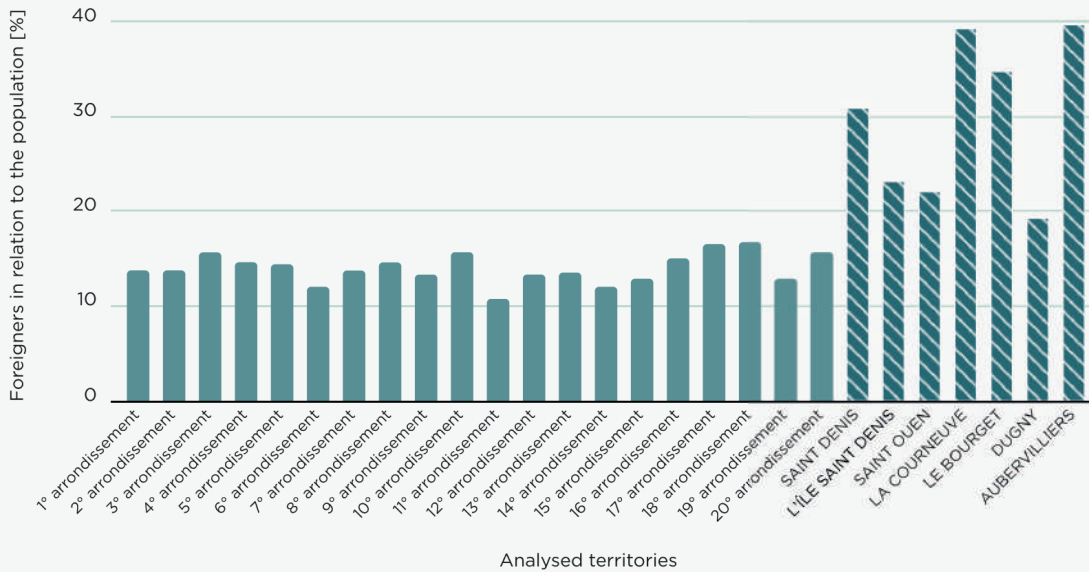
Graph. 6 Poverty rate (2019) ¹⁴³

(143) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>

Research

Regarding the presence of foreign individuals (Graph 7), the 10th (which coincidentally has an area called “Little India,” where people from India, Pakistan, and Sri Lanka are more prevalent) and

18th arrondissements stand out. The percentage increases significantly in the Seine-Saint-Denis zones, especially in La Courneuve, Le Bourget, and Aubervilliers.



Graph. 7 Foreigners as a percentage of the population (2018) ¹⁴⁴

(144) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>

03 Grand Paris

Similarly, the number of families (Graph 8) is very high in these areas, while in Paris, the arrondissements presenting with

high family numbers are the bourgeois residential ones: the 16th and 8th.



Graph. 8 Percentage of families with children in relation to the population ¹⁴⁵

(144) Personal elaboration on source Insee, <https://www.insee.fr/fr/accueil>

3.9.8 Perception

The ability of places to evoke emotions and to have affective connotations has long been at the center of psychological-environmental research¹⁴⁵, William Ittelson¹⁴⁶ stated that “the initial response to the environment is mainly emotional, and the direct emotional impact with a specific situation guides the subsequent relations with that place”.

According to David Canter¹⁴⁷ fully identifying a place requires an understanding of people’s perceptions, including the accompanying emotional processes. After a direct observation of Paris and some municipalities in Seine-Saint-Denis, two groups of different perceptions have been defined. One part is referred to as the “homogeneous group,” as it is characteristic of all areas and therefore not visually mappable. For the other, more heterogeneous group, it was possible to represent the distinguishable features on the territory both at night and during the day (fig. 52 - 53).

In the heart of Paris, the atmosphere is rich with unique sensory stimuli. The air is permeated with the enticing scent of butter and warm bread wafting from the boulangeries, creating a harmonious gastronomic symphony. The urban breeze carries the warm and spoiled air that emanates from the sewers, contributing to the characteristic atmosphere of metropolitan life.

Beneath the feet, the wet pavement reveals imperceptible rain, a changeable element that adds a touch of freshness to the city. The climate, true to its Parisian nuances, can change suddenly and unexpectedly, providing surprising weather experiences.

In the center of Paris, urban gray prevails, interspersed with small “green pauses” that offer a breath of nature amid the vibrant urban activity. These moments of green provide a sense of refuge, pleasantly contrasting with the gray fabric of city streets.

In the cities of Plaine Commune, the sensory experience is different. The predominant smell is characterized by ongoing construction, with the scent of fresh concrete, newly cut wood, and construction materials. These odors reflect the vibrancy of a developing area, with the sound of tools adding to the industrial fragrance.

In this context, the cities of Plaine Commune emit a different energy compared to the center of Paris. The scents of construction underscore the transformation and growth of communities, while the sonic landscape is enriched by the sounds of construction and the creation of new urban spaces. This sensory diversity reflects the complexity and richness of the various urban realities in the region.

What distinguishes the areas of Paris the most is the clamor of people in tourist, nightlife, or commercial environments. Conversely, more residential, student, or work-oriented areas are rather quiet. In the evening, the chatter is accompanied by the music of Parisian venues. For the Olympics, the city has transformed into a construction site: many facades or works, such as the Fontaine des Innocents, are completely covered for renovation, and there are numerous works on the streets to improve accessibility and the expected large influx.

(145) Bonaiuto, Marino & Bilotta, Elena & Bonnes, Mirilia. (2009). *Percezione e valutazione dei luoghi urbani per un progettare e abitare riflessivi*.

(146) Ittelson W. H. (1973). *Environment and cognition*, “New York: Academic Press”

(147) Canter D., Lee T. (1974). *Psychology and the Built environment*, “London: Architectural Press”

03 Grand Paris

The noise of drills, alarms from exceptional transport, and the revving engines of trucks become part of the urban landscape. Away from the more touristy and central neighborhoods, Paris becomes “shy” and quiet, perhaps a bit dormant, awakening at times, especially in the evening. Around the borders of Paris, the Grand Boulevard and the noise of its traffic, along with the polluted air, dominate.

At the same time, there are spaces where nature awakens. Near the large parks, air quality improves, becoming places to retreat to during hot days and weekends. The chirping of birds, squirrels nibbling on small acorns, and the sound of branches breaking underfoot contribute to creating a more relaxed atmosphere.

The perception of insecurity is predominant, especially in the northern zone of Paris, particularly during the evening hours. This is mainly determined by the lack of well-lit or police-monitored public spaces, with a silence that can be described as “deafening” due to the reputation of some neighborhoods that sometimes emphasizes negative feelings. The presence of homeless people, waste abandonment, or social degradation issues contributes.

The city tends to appear visually dirtier during the evening hours, but in recent years, Paris has been trying to change this perception; in fact, every morning, the streets are constantly cleaned.

Research

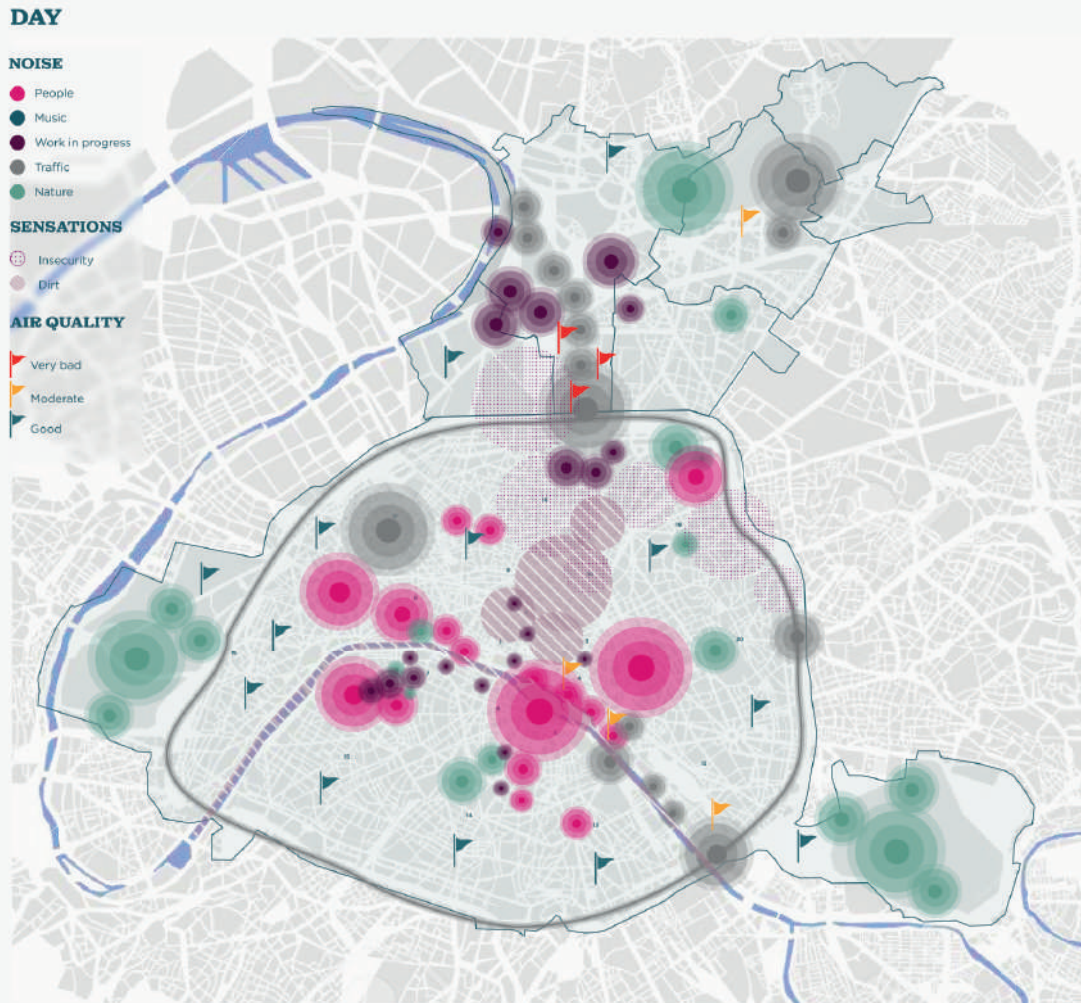


Fig. 52 Map of perceptions of Paris by day ¹⁴⁸

(148) Personal elaboration (2023), *Map of perceptions of Paris by day*

03 Grand Paris

NIGHT

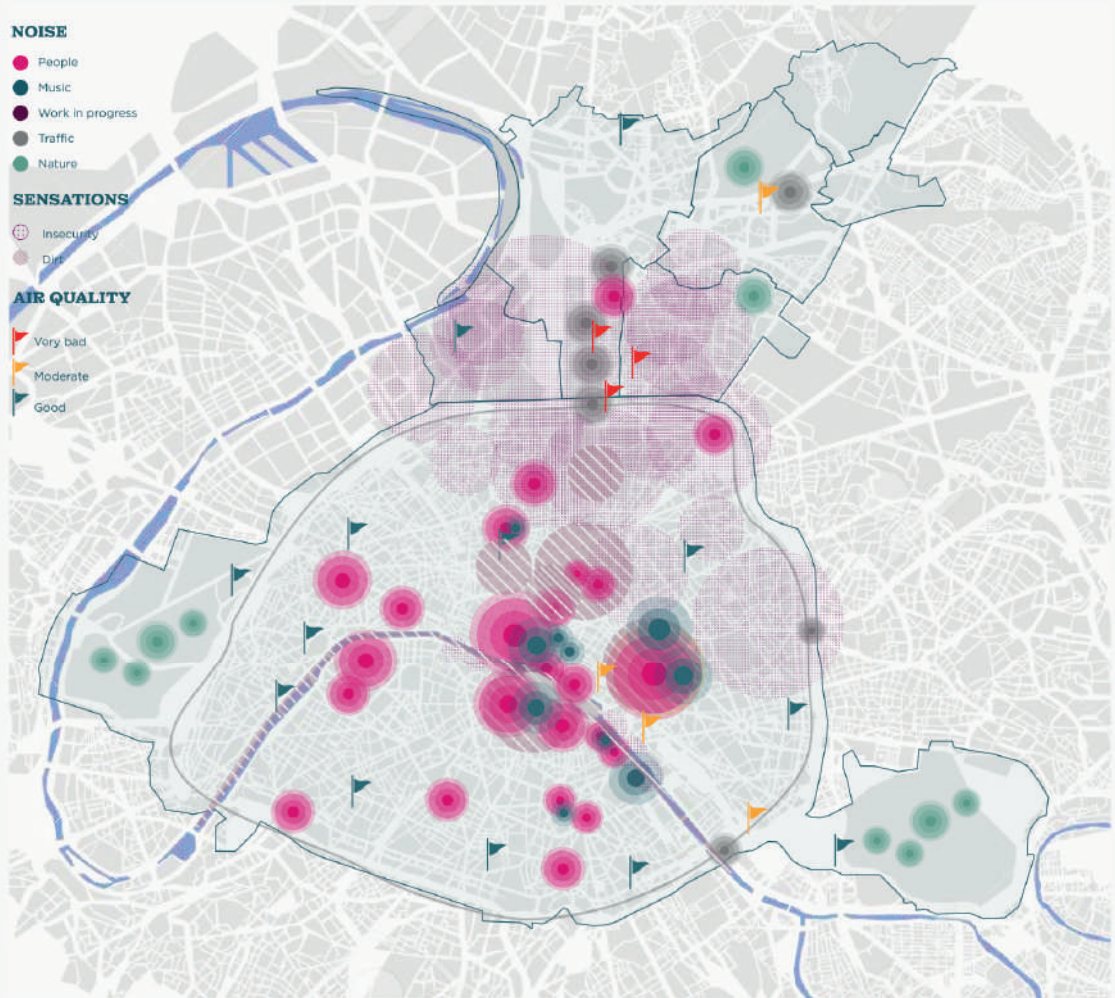


Fig. 53 Map of perceptions of Paris by night ¹⁹⁸

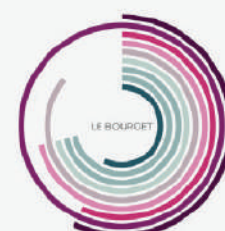
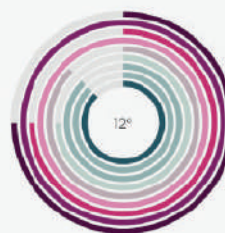
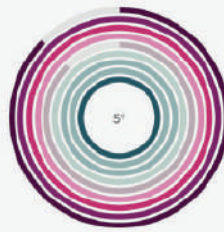
3.9.9 Quality of life

According to the statistic study of La Ville Ideale ¹⁵⁰, 1 parameters in Annex 04 reflect the complexity of residents' daily experiences and their impact on overall satisfaction. Based on the opinions of residents gathered from our analysis, the research seeks to quantify predominantly qualitative characteristics, allowing for comparative conclusions.

Satisfaction with transport services appears to be quite high in most cases, while the perception of safety is weak, especially in more peripheral areas, but also in central neighborhoods like the 1st or the 10th. Overall, the "quality of life" indicator reaches excellent values, with the exception of Saint Denis and Le Courneuve.

(150) Ville-ideal.fr (2023) <https://www.ville-ideale.fr>

- Environment
- Transport
- Security
- Health
- Sports/Leisure
- Culture
- Education
- Shops
- Quality of life



Research

04.
OLYMPIC
GAMES PARIS
2024

Research

As can be inferred from previous editions, the International Olympic Committee is pursuing efforts to improve the impacts that the Olympics have on host cities. However, despite the efforts, some inefficiencies continue to recur and some issues remain unresolved. In any case, the analysis addressed in the previous chapter provides a critical foundation for

the analysis of the upcoming Olympics, particularly those in Paris. In the context of any event of this magnitude, predicting consequences is a complex challenge, which is why much of the assessment will be ex-ante, as some information may not be fully known and will need to be estimated.

4.1 Games Wide Open

The International Olympic Committee (IOC) has happily announced the awarding of the 2024 and 2028 Summer Olympic Games to Paris and Los Angeles, respectively. This double award is an unprecedented event. The two cities had originally competed for 2024, but a consensus was eventually reached, with

Paris hosting the 2024 edition and Los Angeles the 2028 edition.

The decision to award both editions was made in June 2017 and confirmed during the IOC Assembly in Lima the following September. Both cities will receive \$1.8 billion in funding from the organization ¹.

4.1.1 Outdoor ceremonies

In 2024, the city of Paris will host the 33rd Olympic Games. It is a special occasion because it is precisely in 2024 that Paris will also celebrate its centenary: in fact, it will be exactly 100 years since the last time the Olympic Games were held in the French capital. The Olympics will be held from July 26 to August 11, 2024, followed by the Paralympic Games that will take place from August 28 to September 8, 2024.

There are 10,500 athletes and 329 events, 28 traditional Olympic sports, from athletics to swimming and gymnastics, as well as sports such as rock climbing, skateboarding, surfing and, for the first time in the history of the Olympic Games: the break dancing ². Compared with the data in section 2.6, the number of athletes,

events and sports that will be present at the Paris 2024 Olympic Games will be smaller than the last edition in Tokyo 2020, which had 339 events, 11,420 athletes and 33 sports. One finds the number of athletes not exceeding 10,500 no earlier than the 1996 Atlanta edition, which had about 10,300 athletes. In terms of events and number of sports, on the other hand, the Paris Games exceed in quantity, all previous editions except Tokyo 2020.

From day one, the Paris 2024 project has been focused on the opening. Exceptionally from how the history of the Olympics and Paralympics teaches us, the opening ceremonies in 2024 will not follow the traditional setting in a stadium, but will take place in the heart of Paris, specifically on the iconic Seine River (fig.

(1) (2017), Olimpiadi e Paralimpiadi 2024 e 2028: trovato l'accordo tra Parigi e Los Angeles, "Comitato Italiano Paralimpico" <https://www.comitatoparalimpico.it/comunicazione/attivita/notizie/item/olimpiadi-e-paralimpiadi-2024-e-2028-trovato-l-accordo-tra-parigi-e-los-angeles.html>

(2) Personal elaboration (2023) <https://docs.google.com/spreadsheets/d/1VLGkKLU1UmO481YL2vNR-C6F3xaPTtHf5Q76iVOA5Yxw/edit#gid=626284312>

04 Olympic games Paris 2024

01). On July 26, 2024, national delegations will cross the river on floating platforms, covering a six-kilometer route from the Austerlitz Bridge to the Trocadéro, located at the foot of the Eiffel Tower. An audience of about 600,000 spectators is expected for the occasion ³.

This mode chosen for the opening of the event, however, does not follow one of the main guidelines expressed by the Olympic committee for the Paris 2024 Games: to design sustainably. Indeed, a parade

carried out by some 160 boats along the Seine, with the environmental impact this entails, is definitely not the best way for the start of an event that proclaims to be ecologically mindful.

Equally majestically, the opening ceremony of the Paralympic Games will be celebrated on August 28, 2024, when 4,400 athletes will parade down the famous Avenue des Champs-Élysées to the Place de la Concorde.



Fig. 01 Render of the opening ceremony of the Paris 2024 Games ⁴

(3) (2022), The Olympic Seine - Presentation, "Paris 2024", <https://www.youtube.com/watch?v=oszM8R51Yec&t=5s>

(4) (2023), Le novità di Parigi 2024: tutto quello che c'è da sapere sulla Cerimonia di Apertura sulla Senna, "Olympics" <https://olympics.com/it/notizie/parigi-2024-quali-novita-cerimonia-apertura-senna>

4.1.2 The premises

Organizers of the Paris Games have made sustainability a key focus of their planning and preparation for the event. Here are some of the sustainability initiatives being implemented for the Paris 2024 Olympics⁵:

- **Low-carbon Games:** The Paris 2024 Olympics aim to be carbon neutral, meaning they will not generate more carbon emissions than can be offset through sustainable practices. This involves a series of measures, such as using renewable energy, promoting low-emission transport and implementing sustainable waste management practices. This will be achieved by adopting a cost-effective and spatially efficient approach to venue organisation, with 95% of Paris 2024 venues existing or temporary. Other relevant initiatives include the implementation of low carbon solutions for all activities taking place within the venues, the procurement of renewable energy for all venues, the implementation of a sustainable catering plan, the adopting a responsible digital strategy, using temporary low-carbon equipment and respecting the principles of the circular economy;

- **Sustainable Venues:** Many of the Paris 2024 Olympic venues were designed and built with sustainability in mind. For example, the Olympic Village will be built using sustainable materials and energy-efficient technologies and will incorporate green spaces and community facilities;

- **Legacy plans:** Organizers of the Paris 2024 Olympics are focusing on leaving a positive legacy for the host city and region. This includes investing in sustainable transport infrastructure, promoting active lifestyles and creating green spaces and urban gardens. Furthermore, Paris 2024 intends to develop a tool called “carbon footprint calculator” specifically designed for sporting events, which will be made available to the sector;

- In collaboration with the IOC, Paris 2024 is working internationally in partnership with the United Nations under the “**Sports for Climate Action Framework**”, aiming to raise awareness and promote action within the global sporting community;

- As a signatory of the “**Charter of 15 ecologically responsible commitments**” promoted by the French Ministry of Sport and the World Wide Fund for Nature (WWF), Paris 2024 will actively collaborate with stakeholders in the sports sector in France;

- **Social responsibility:** In addition to environmental sustainability, the Paris 2024 Olympics also places a strong emphasis on social responsibility and inclusiveness. This includes promoting gender equality, diversity and inclusion, as well as creating opportunities for disadvantaged communities and young people.

(5) (2021), *Parigi 2024 si impegna a organizzare Giochi Olimpici e Paralimpici positivi per il clima*, “Olympic Channel” <https://olympics.com/it/notizie/paris-2024-commits-to-staging-climate-positive-olympic-and-paralympic-games>

4.2 PARIS 2024

“Games wide open”

The opening ceremony will take place in the heart of the city. Paris aims to represent the best of France, with its creativity and innovation. The goal is to share Olympic emotions with a wider audience, offering responsible, inclusive, fair and spectacular Games. “Games Wide Open” is the slogan that embodies this commitment (fig. 02) ⁶.

4.2.1 Communication

The **logo** (fig. 03) combines three iconic symbols - Marianne, the Olympic flame and a gold medal - to reflect the idea of Fraternal Games centered on the people that France intends to host. A significant element is that the Olympic and Paralympic Games will share the same emblem in 2024, underlining the unity in vision and ambition for both events ⁷.

Mathieu Lehanneur designed the **torch** (fig. 04) of Paris 2024 inspired by three fundamental concepts: equality, water and pacification. The symmetry represents equality, waves and reliefs symbolize water, while the sweetness of the curves evokes pacification. In the design process, the goal was to achieve maximum effect with minimal material, creating a lightweight and essential design ⁸.

The **mascots** (fig 05) Phryges are inspired by an item of clothing that is a symbol of freedom, is part of French history for centuries and dates back to ancient times. Symbol of revolutions, of the French Republic and of freedom, the Phrygian

cap can be seen on the French national icon Marianne, depicted in the busts of town halls throughout the country and on stamps. They differ in that one has a prosthesis ⁹.

Philippe Starck’s **medal** (fig. 06) is unique in that it can be physically disassembled. This feature allows the winner to divide it into four parts, thus creating three more medals. These additional medals can be given away to loved ones or those who have contributed to the winner’s Olympic success. This design promotes sharing and the expression of gratitude, opposing a selfish and private vision of victory.

The new style is manifested through a color palette that includes blue, red, green and purple, aiming to symbolize the vast wealth and remarkable cultural diversity that characterize the French nation. Each **pictogram** (fig. 07) is divided into three distinct graphic elements: an axis of symmetry, an illustration of the territory and an iconic representation of a specific sport ¹¹.

(6) *The Olympic games of Paris 2024*, “Paris 2024”, <https://www.paris2024.org/en/the-olympic-games-paris-2024/>

(7) *Brand identity*, “Paris 2024”, <https://www.paris2024.org/en/design/>

(8) *The Paris 2024 games torch*, “Paris 2024”, <https://www.paris2024.org/en/torch-design/>

(9) *Les mascottes*, “Paris 2024”, <https://www.paris2024.org/en/mascots/>

(10) *Paris 2024: the Olympic and Paralympic medals have been revealed*, “Olympics”, <https://olympics.com/en/news/paris-2024-olympic-paralympic-medals-reveal-eiffel-tower>

(11) *Pictograms*, “Paris 2024”, <https://www.paris2024.org/en/pictograms/>

Research



Fig. 02



Fig. 03



Fig. 04



Fig. 05



Fig. 06

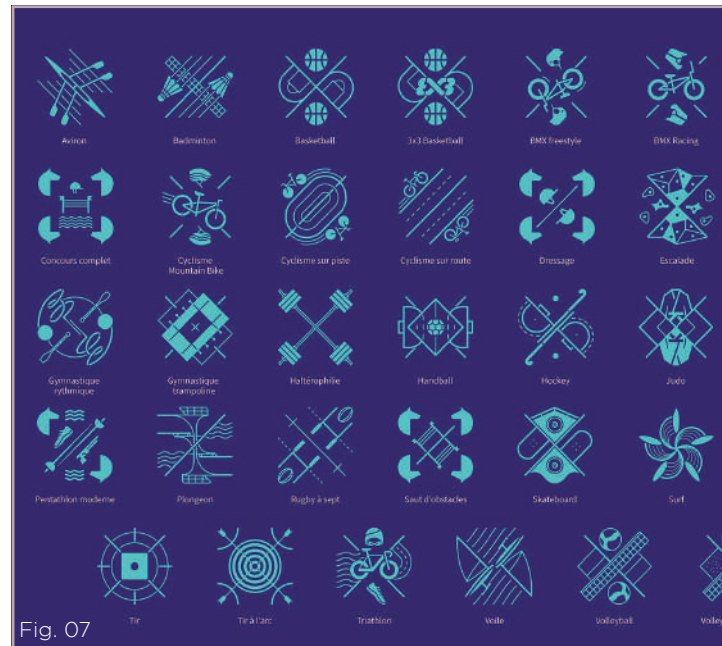


Fig. 07

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4.2.2 Engagement

The interconnection between sport and culture is an important theme within the framework of the Olympic and Paralympic Games. In this sense, as for over 100 years of supporting cultural events with the Olympics, the “Olympic Games of Culture” have been planned. This program is aimed at exploring the links between the world of sport and the cultural sphere through the implementation of artistic projects, such as shows and exhibitions, which will be spread in various locations throughout France. The entire program will run from mid-summer 2022 to September 2024 ¹². Another initiative, called “Marathon pour tous” ¹³, is an extraordinary opportunity for those who wish to realize the dream of running on the official track of an Olympic marathon. The prestigious 42.195 km route runs from Paris City Hall (Hôtel de Ville de Paris) to the Esplanade des Invalides, including the city of Versailles with its famous royal palace. In addition, there is a 10-kilometer alternative route through the heart of Paris.

Terre de Jeux 2024 is a brand intended for local authorities and sports movements at all levels (federations, CROS-CDOS, CTOS) who wish, whatever their size and availability, to take part in the world of the Games. Local authorities can choose to register and obtain the “Terre de jeux 2024” label: the aim is to promote collaboration between different actors and unite the community around sport. Since 2019, various actions have been taken to spread sports among families, friends, children and adults, with the

aim of bringing people together around a common goal. Sports federations and associations are also encouraged to apply for the “Terre de Jeux 2024” label.

Facilities that obtain the label benefit from certain advantages: increased visibility, access to specific resources and events, and the opportunity to invest in joint projects and promote their communities locally, regionally, and nationally ¹⁴.

4.2.3 Paris at the table

With the hosting of the Games, France is preparing to welcome a large international audience not only to the stadiums, but also to the table. During the period of the Paris 2024 Olympic and Paralympic Games, the goal is to provide more than 13 million meals. The needs of athletes, volunteers, spectators, media and all those attending the event will be met, from the start of the day with breakfast to dinner, including buffets for receptions.

Considering the French context, which is known for its rich gastronomic tradition, and taking into account the significant environmental and climatic challenges, the organization will face a complex challenge, both operationally and culturally and ecologically, that will involve all those involved in the Games. In order to make the Games an opportunity to promote both a creative and sustainable approach to catering, Paris 2024 has shared its Vision for catering during the event in a document containing quantified and structured objectives (see fig. 08) ¹⁵. For the first time, two years early, Paris

(12) Rédaction France.fr (2023), *Olimpiadi della cultura: l'arte al centro dei Giochi di Parigi*, “Explore France, <https://www.france.fr/it/attualita/articolo/olimpiadi-culturali>

(13) (2023), *Active toi en mode marathon*, “Marathon pour tous - Paris 2024” <https://marathonpourtous.paris2024.org/>

(14) (2022), *À la découverte du label terre de jeux 2024*, “Casal sport” <https://conseils.casalsport.com/a-la-decouverte-du-label-terre-de-jeux-2024>

(15) (2022), *2024, Révéler la France aux goûts du jour*, “Paris 2024”, <https://medias.paris2024.org/uplo-ads/2022/08/Paris2024-BIL-220801-FOOD-VISION.pdf>

2024 has raised the bar on environmental and social ambition and established 6 key commitments. These six objectives are further divided into 60 sub-objectives, each relating to a specific product or service category. For example, the use of 100% French and sustainable meat, 100% French dairy products, products from 100% sustainable fishing, eggs of French origin and obtained from free-range farms are expected.

The ambition of Paris 2024 is to combine French culinary experience and creativity to promote a more responsible approach to stadium food. France boasts a rich and well-structured food ecosystem, made up of farmers, chefs, artisans, restaurateurs, nutritionists and associations, all eager to enhance French cuisine and products. For this reason, the organizers sought their input to gain a clear vision and set

real expectations for the Games. They also wanted to benefit from their skills to define ambitious but feasible objectives, which reflect the real dynamics in the field. This consultation has given rise to a document that will serve as a guide for all partners and future suppliers of the Games: the main objective that the organizers have set themselves is the reduction of 1 kg of CO2 emissions for each meal served. There are four key points that will help achieve this goal: increasing the supply of fruit, vegetables, legumes and whole grains; minimize food waste; limit the use of single-use plastic and favor local and seasonal products; reduce emissions related to transport. This is all thanks to a partnership with the so-called “Amap,” an acronym well known in the capital that stands for “Association for the Preservation of Peasant Agriculture”¹⁶.



Fig. 08 Extract from the document '2024 "Révéler la France aux goûts du jour"¹⁷

(16) Barolini A. (2017) *A Parigi i Giochi Olimpici del 2024: "Saranno i primi ecologici della storia"*, "Lifegate", <https://www.lifegate.it/parigi-giochi-olimpici-2024>

(17) see note 15

4.3 Concentration choices

The Paris Olympic venues are distributed in two different areas, one in the tourist center, highlighting the city's icons, and the other in the northern suburbs,

centered around the existing Stade de France, located around the Seine-Saint-Denis department (fig. 09).

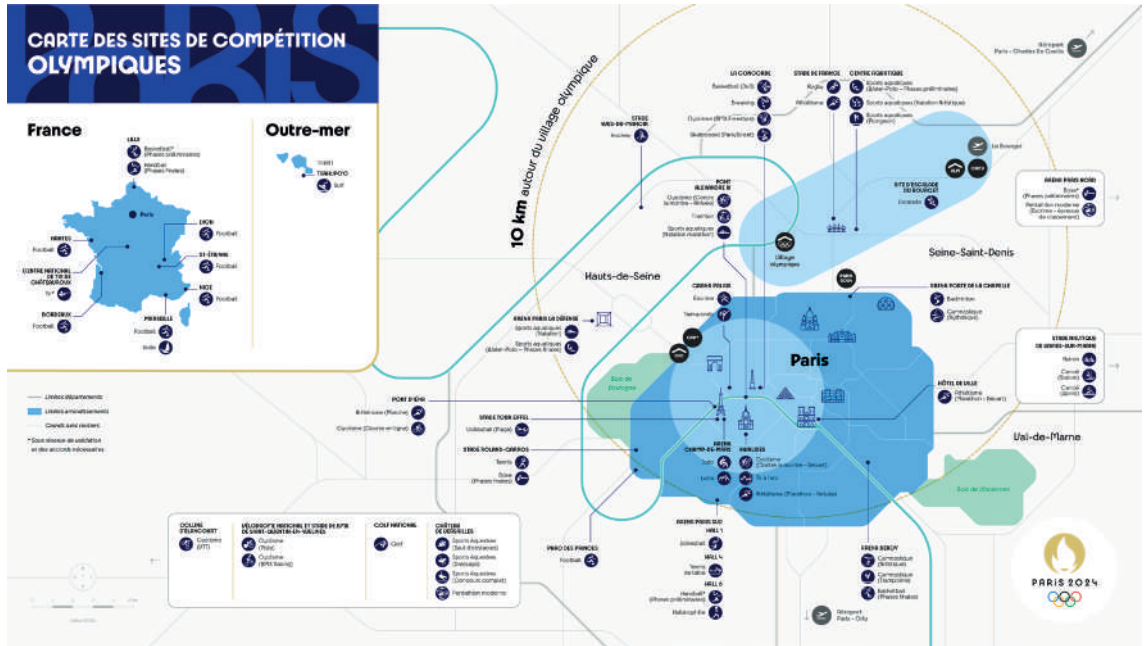


Fig. 09 Map of Paris 2024 Olympic venues ¹⁸

(18) (2022), *Découvrez les sites des Jeux olympiques et paralympiques de Paris 2024*, "Paris.fr", <https://www.paris.fr/pages/les-jeux-olympiques-et-paralympiques-a-paris-8210>

Research

Most competitions will take place in the capital, occasionally at monumental sites well known to the public. For example, the Grand Palais will host fencing and taekwondo competitions, while the Tour Eiffel stadium, a temporary structure located at the Champ des Mars, will be the stage for beach volleyball and soccer

for the blind. Similarly, the Alexandre III Bridge area is planned to be the finish line for individual cycling time trials, marathon swimming and triathlons. Historic stadiums such as the Parc des Princes and the Stade de France for soccer and the Roland Garros stadium for tennis will also be used (fig. 10)¹⁹.

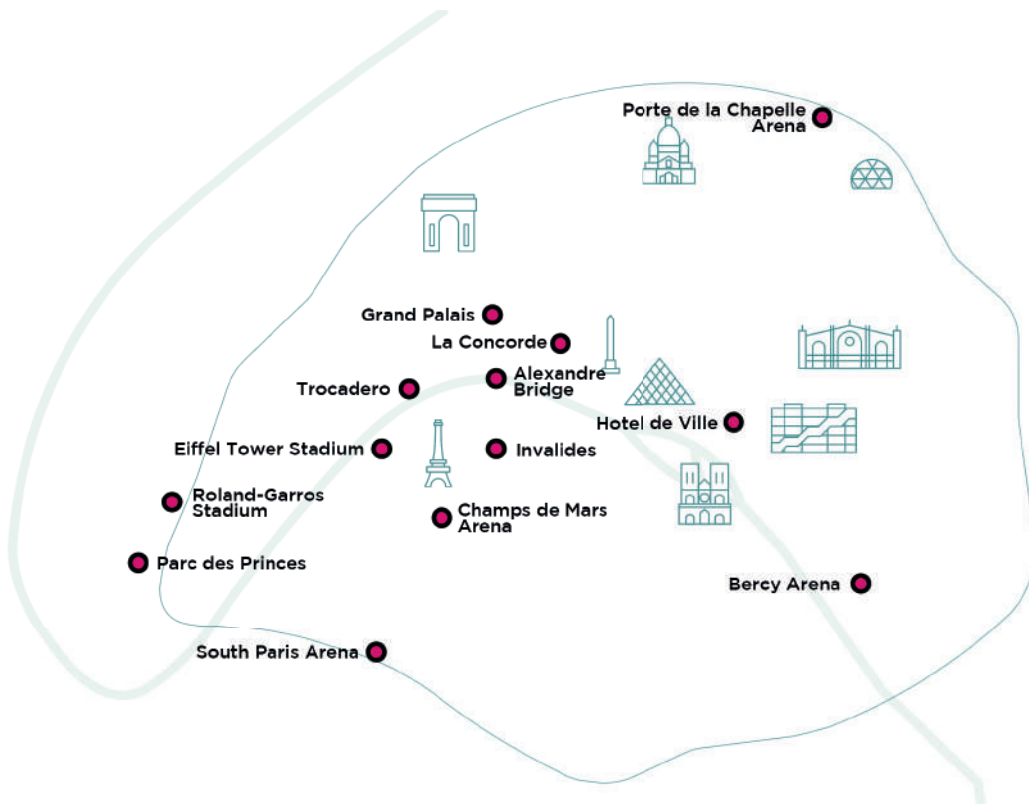


Fig. 10 Detail of Olympic venues within the Paris belt²⁰

(19) *Les sites de compétitions*, "Paris 2024", <https://www.paris2024.org/fr/sites-de-competition/>

(20) Personal elaboration: (2023) Competition venue concept, "Paris 2024" <https://www.paris2024.org/en/competition-venue-concept/>

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The next figure (fig. 11) shows the Olympic venues outside the city of Paris, located in locations including Yvelines, Hauts-de-Seine, Seine-et-Marne, and Seine-Saint-

Denis. At the heart of this project, Seine-Saint-Denis will host the Olympic and Paralympic Village, the Media Village, and six sports events.

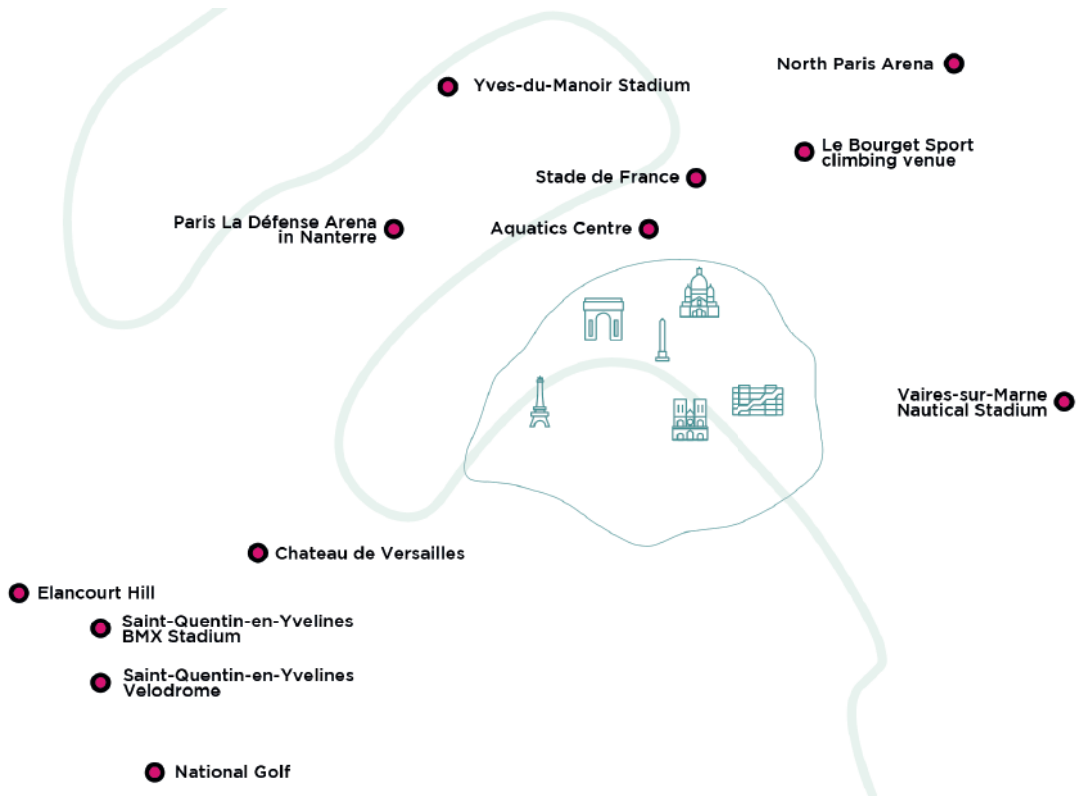


Fig. 11 Detail Olympic venues outside the Parisian belt ²¹

The decision to invest in these suburban areas and redevelop them through new projects has been a decision that has caused a lot of discussion among Parisians, especially the residents of the affected neighborhoods. Many of them critically refer to the future Olympics as the “Games of Seine-Saint-Denis” and not “of Paris,” precisely because a large part of the events will take place in these

suburban areas, upsetting their delicate balance (to get a clearer understanding of which “areas” are being talked about, see fig. 12).

(21) see note 20

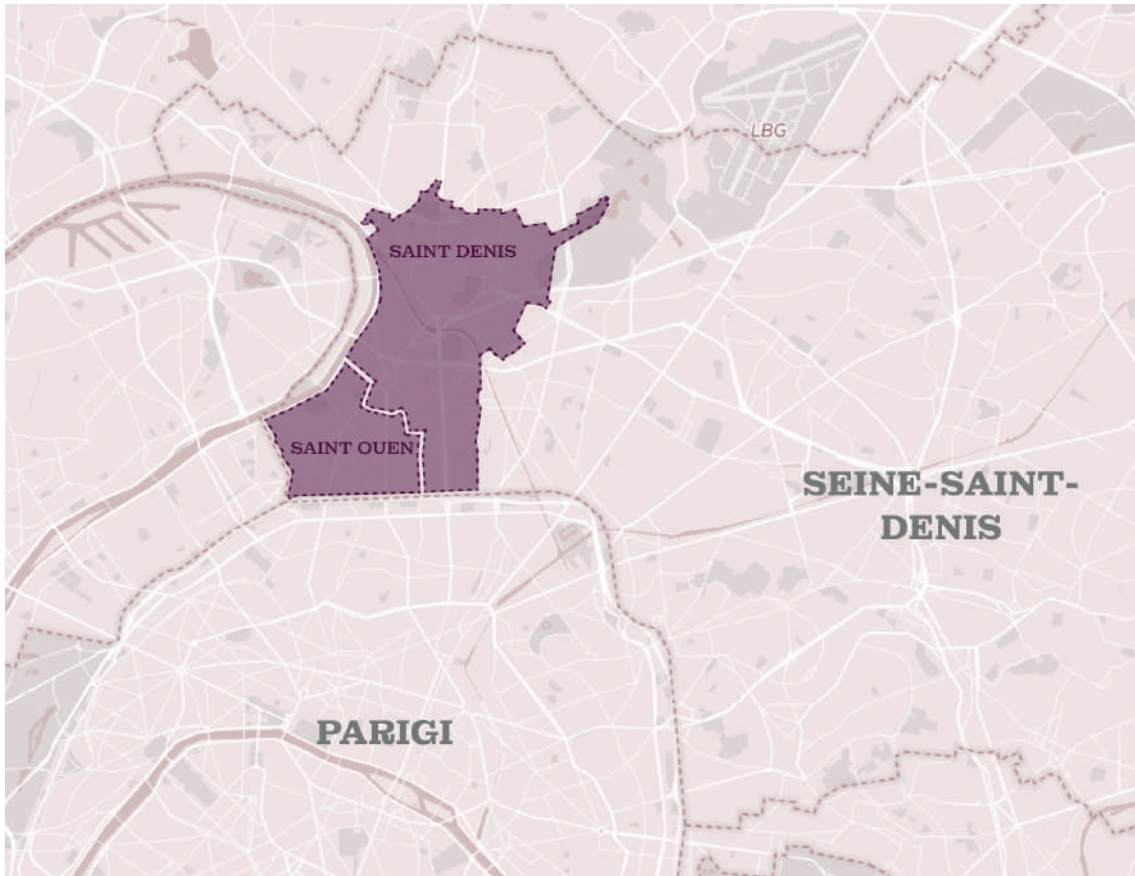


Fig. 12 Map of the Seine-Saint-Denis area with special focus on the areas of Saint-Ouen, Saint-Denis ²²

Saint-Denis represents a connecting point between Paris and the suburbs, and until recently this area had little economic value. One of the few points of interest was inaugurated in 1998: the Stade de France. Part of the political will was to use this stadium as a push to renew the area, and indeed in the following years new infrastructure (A86 and renovation of the A1, metro, and train), new offices (KIA, AFNOR, Health Agency), new university and cultural centers (CNAM antenna, IUT, CESTI), and new housing in the social,

private, and hotel sectors were built. In addition, the sports center has entered into several agreements with associations with educational purposes: it allows children to have access to culture, recreation etc., promoting the cultural development of the area ²³. However, despite the fact that this has been one of the few driving forces within the neighborhood, history teaches us that the new facilities associated with the Olympic Games will most likely enhance these areas, increasing, however, the phenomenon of gentrification once

(22) Personal elaboration

(23) Rajot D. (2012) Les stades: moteurs de développement et de régénération urbaine, La fabrique de la cité https://www.lafabriquedelacite.com/fabrique-de-la-cite/site/fr/interventions/pages/damien_rajot_les_stades_moteurs_de_developpement_et_de_regeneration_urbaine.htm

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the mega-event is over. This will lead to higher property taxes and the consequent exclusion of the most disadvantaged residents. This phenomenon has already begun in part with the eviction of some of the citizens who lived in the area, who were forced to leave their homes to make way for the Olympic Village construction sites²⁴.

The analysis made by Manon Vergerio, an expert in urbanism and social housing, confirms what was suspected²⁵. Indeed, the researcher mapped the Little Parisian Crown highlighting the risk of

gentrification in each area. She structured her spatial investigation by beginning with mapping current demographic data to examine how Parisian metropolitan space is organized and segregated along class and racial lines. Because the French state does not collect data on race and ethnicity, she used immigration and the foreign-born population as indicators. As can be seen from the map she made (fig. 13) the northern parts of Paris belonging to the Seine-Saint-Denis area are the ones to be considered most at risk of gentrification.

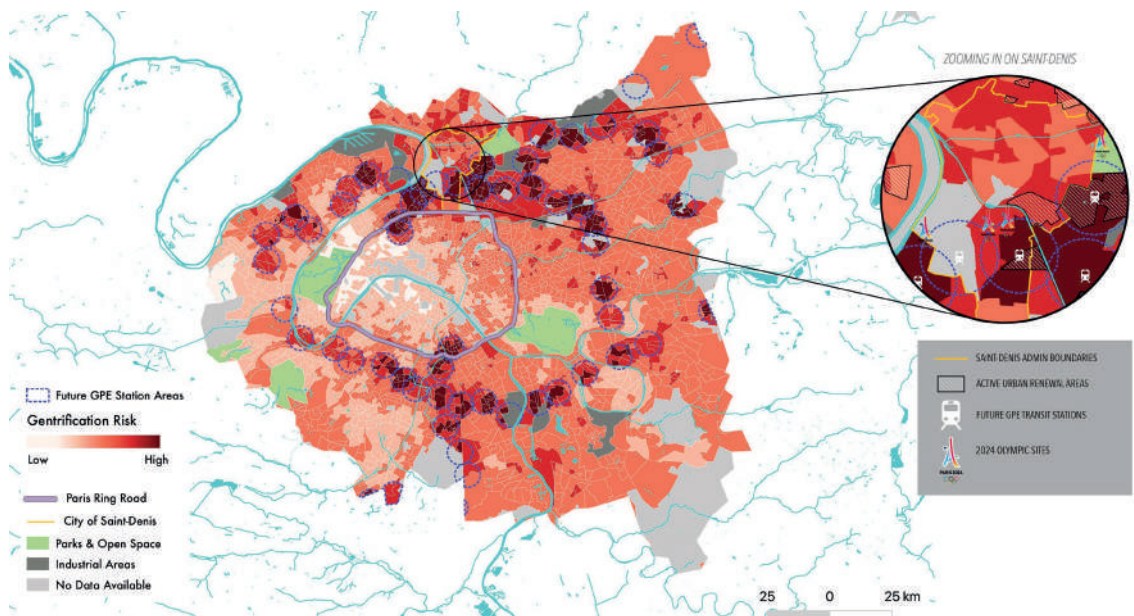


Fig. 13 Gentrification risk in Grand Paris²⁶


(24) Borges A. (2021), Parigi 2024: le Olimpiadi che faranno vincere alcuni, ma hanno già fatto perdere tutto ad altri, "Euronews", <https://it.euronews.com/2021/05/05/parigi-2024-una-vittoria-per-alcuni-una-sconfitta-per-molti>

(25) Manon Vergerio (2018), Mapping Gentrification Risk in the Grand Paris, <https://due-parsons.github.io/methods3-fall2018/projects/mapping-gentrification-risk-in-the-grand-paris/>

(26) see note 25

TIME TO TALK


2. Olympic Village

 How did you come into contact with the Olympic reality?

Can you see the Olympic Village? I live right next to it. I've been living here for twenty years, but now my family and I are getting moved to another street.

 How are you experiencing this period of change?

It's okay. Can't really change the plan now. The big thing is, I'm staying put in the same hood. But, you know, for an old timer like me, switching things up is a bit of a struggle. ***There's a ton of memories in that house, and in just two months, it's all gonna be different.***

 What do you think about the post-event?

From what I observe now, everything is about to change. The familiar paths leading home will become unrecognizable, ***transforming the neighborhood I've known for years.*** Such is life, constantly evolving. My concern, however, lies in the costs. You see, we are all humble folks here. ***Will we be able to handle it?*** The looming changes bring both anticipation and apprehension as we navigate the uncertain terrain of what lies ahead.

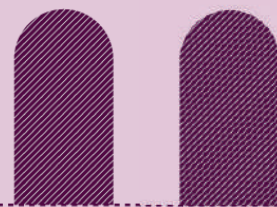


FATIMA*

Resident of Saint Ouen

OLYMPIC GAMES

50% 50%



PRO

AGAINST

**“Will I find
my way
home?”**



Research

Construction companies have been monitoring the Seine-Saint-Denis area for some time, and they are achieving their first goals with the Courneuve Park (a municipality not far from Saint-Denis), which is the third largest park in Île-de-France. Part of this huge green area will be used as a residential area to house the Olympic Media Village, which will later become an eco-district. However, it is unlikely that an urban district designed to be environmentally sustainable and state-of-the-art will be accessible to the most vulnerable people. In an interview with the Marianne newspaper, Christophe Gaudier, an urban planner and architect with a practice in the area, said, “In Saint-Denis, it is precisely housing for the most disadvantaged that we need.” Indeed, rent prices have been rising for the past fifteen years, and the infrastructure associated with the Games will only intensify this trend²⁷.

According to the plans of SOLIDEO, the agency in charge of building the Olympic infrastructure, the Olympic Village, which spans Saint-Denis, Saint-Ouen-sur-Seine and L’Île-Saint-Denis, is expected to be partly transformed into social residences (“social housing”) once the Games are over²⁸. Of course, it is hoped that this will occur, but doubts and concerns remain about a possible program change since similar events have already happened in past Olympics, such as London 2012²⁹ or

Rio 2016³⁰.

In mainland France, several cities, including Bordeaux, Nantes, Lyon, Saint-Etienne, Nice and Marseille, will host soccer tournaments. The Pierre de Mauroy Sports Hall in Lille will be used for handball matches, while the Marseille Marina, located in the Mediterranean Sea, will be the venue for sailing events. In addition, overseas territories will contribute to the event, with Tahiti hosting the surfing competition at the village of Teahupo’o (fig. 14). The decision to hold the surf competitions in Teahupo’o is in line with Paris 2024’s ambition to spread the Games throughout France. It offers an opportunity to involve French overseas territories and their communities in the Olympic Games for the first time in history³¹.

(27) Geny V. (2021), *Olimpiadi Parigi 2024: “Un processo di gentrificazione è ciò che attende Saint-Denis”*, “Marianne”, <https://www.marianne.net/societe/logement/jo-paris-2024-un-processus-de-gentrification-cest-ce-qui-guette-saint-denis>

(28) (2023), *Olimpiadi Parigi 2024: il Villaggio degli Atleti diventerà un ecoquartiere in social housing*, “Rinnovabili.it”, <https://www.rinnovabili.it/greenbuilding/olimpiadi-parigi-2024-villaggio-atleti-diventa-ecoquartiere-social-housing/>

(29) (2022), *Il progetto per riqualificare l'ex parco olimpico di Londra non è andato come doveva*, “Il Post”, <https://www.ilpost.it/2022/07/10/londra-olimpiadi-parco-olimpico/>

(30) Goldembaun C.; Galante I (2021), *Cinque anni dopo: rivisitare le promesse non mantenute delle Olimpiadi di Rio 2016*, “Al Jazeera”, <https://www.aljazeera.com/sports/2021/9/19/five-years-on-revisiting-rio-2016-olympics-unkept-promises>

(31) *Teahupo’o*, “Paris 2024”, <https://www.paris2024.org/en/venue/teahupo/>

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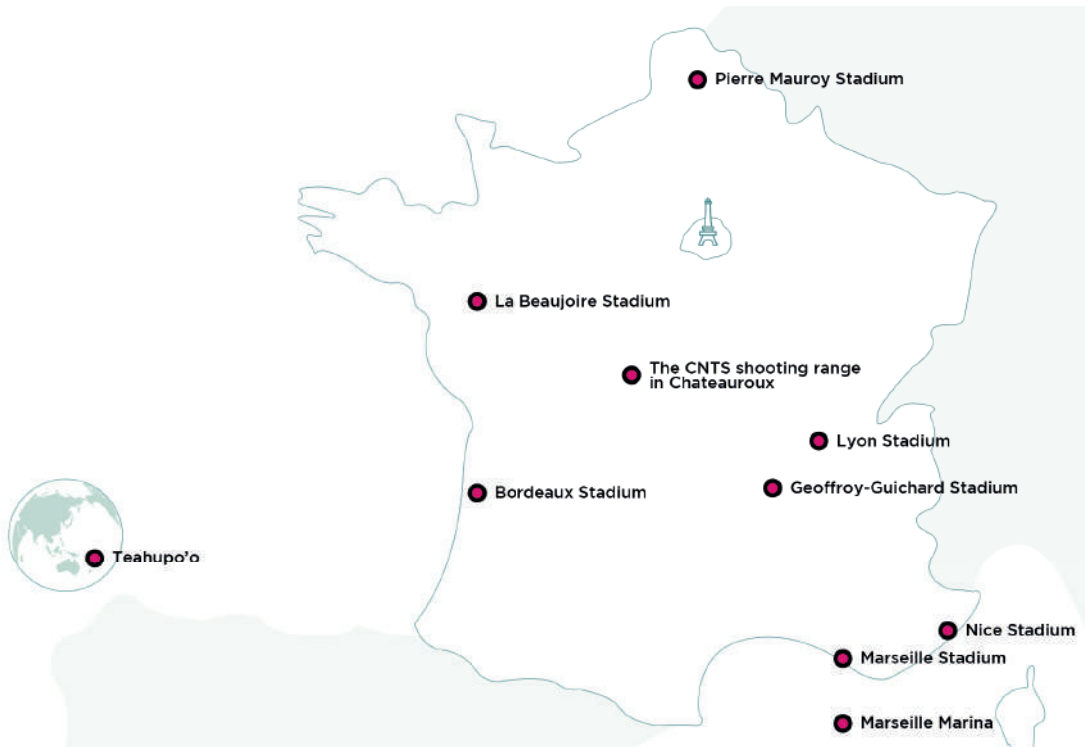


Fig. 14 Detail Olympic venues outside the French capital ³¹

Paris started with the goal of using 95 percent of the infrastructure already in place; to date it would appear to be 79 percent. Although the percentage has dropped, it is still a very good result compared to previous Olympics. Many infrastructures have been refurbished and renovated for the occasion. Others, however, such as the Arena Champ de Mars, built to host events during the work

on the Grand Palais, will be modified temporarily, after which they will return to their previous structure and use, or will be permanently dismantled, as in the case of this example. The emblematic new buildings are the Olympic Village (fig. 15), Cluster des Médias (fig. 16) and the Centre Aquatique Olympique (CAO) (fig. 17) ³³.

(32) see note 20

(33) Personal elaboration (2023) <https://docs.google.com/spreadsheets/d/1VLGkKLU1UmO481YL2vNR-C6F3xaPTtHf5Q76iVOA5Yxw/edit#gid=626284312>

Research



Fig. 15 Render of the Paris Olympic Village ³⁴



Fig. 16 Render of Media Cluster ³⁵

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Fig. 17 Render of the Olympic Aquatic Center ³⁶

Other notable infrastructures, but which have had interventions that have led to less decisive changes, are the Porte de la Chapelle Arena ³⁷ and PRISME.

(34) Aruffo C. (2020) *Rendering del Villaggio Olimpico di Parigi 2020*, "Sportopolis", <https://www.sportopolis.it/il-villaggio-olimpico-di-parigi-2024-sara-alimentato-dalla-geotermia/>

(35) ailleurs.studio (2023) *Media cluster*, "Projets ouvrages olympiques" <https://projets.ouvrages-olympiques.fr/en/media-cluster/>

(36) Proolog (2020) *Le futur centre aquatique olympique de Paris 2024 se dévoile*, "France bleu", <https://www.francebleu.fr/infos/economie-social/en-images-la-construction-du-futur-centre-aquatique-olympique-de-paris-2024-confiee-au-groupe-1588200315>

(37) *Arena Porte de la Chapelle*, "Paris 2024" <https://www.paris2024.org/fr/site/arena-la-chapelle/>

4.4 Main Projects

4.4.1 Olympic Village

The size of the Olympic Village is of such magnitude that it spans three different municipalities in the Seine-Saint-Denis department. This residential complex is located in Saint-Denis, Saint-Ouen and on Île-Saint-Denis, in close proximity to Paris. Approximately 25,000 athletes are expected to reside in the Olympic Village, including 14,500 during the Olympic Games and 9,000 during the Paralympic Games ³⁸.

In conjunction with the opening of the the Village on the banks of the Seine, a pedestrian walkway will be built across the river. Located less than 5 minutes from the Stade de France, the Village is designed to facilitate the reception and movement of athletes. The Olympic Square, an international area open to the Seine, will serve as a meeting point for athletes and their families, the residential area will be around the Cité du Cinéma, and finally the operational area will be connected to road networks (A86 and A1) (fig 18).

After the conclusion of the Games, the accommodations previously used for athletes will undergo a transformation, with the aim of creating a vibrant neighborhood available to all and featuring a variety of uses. The Village is designed to accommodate residences for both families and students, about 1715 housing units, with a significant proportion (25 percent to 40 percent) designated for social housing, with specific proportions varying according to the needs of the municipalities involved. In addition, commercial activities, stores and services are planned on the ground floor of the buildings, occupying about 117,000 square meters of space. This area will also benefit from the implementation of new public facilities, including two schools (kindergarten and elementary), one in Saint Ouen sur Seine and one in Saint Denis, two kindergartens, the renovation of the Pablo Neruda High School in Saint Ouen, and the introduction of new sports facilities, in addition to a 2.5-hectare park (fig. 19) ⁴⁰.



Fig. 18 Detail of the connection between the A1, A86 roads and the Olympic Village ³⁹

(38) Solideo (2020), Athletes' Village, "Des ouvrage notre héritage" <https://projets.ouvrages-olympiques.fr/en/athletes-village/#section-carte-usages>

(39) Solideo (2020), *Découvrez le projet d'aménagement des échangeurs de l'A86 et de l'A1 à Saint-Denis*, <https://projets.ouvrages-olympiques.fr/decouvrez-le-projet-damenagement-des-echangeurs-de-la86-et-de-la1-a-saint-denis/>

(40) see note 38

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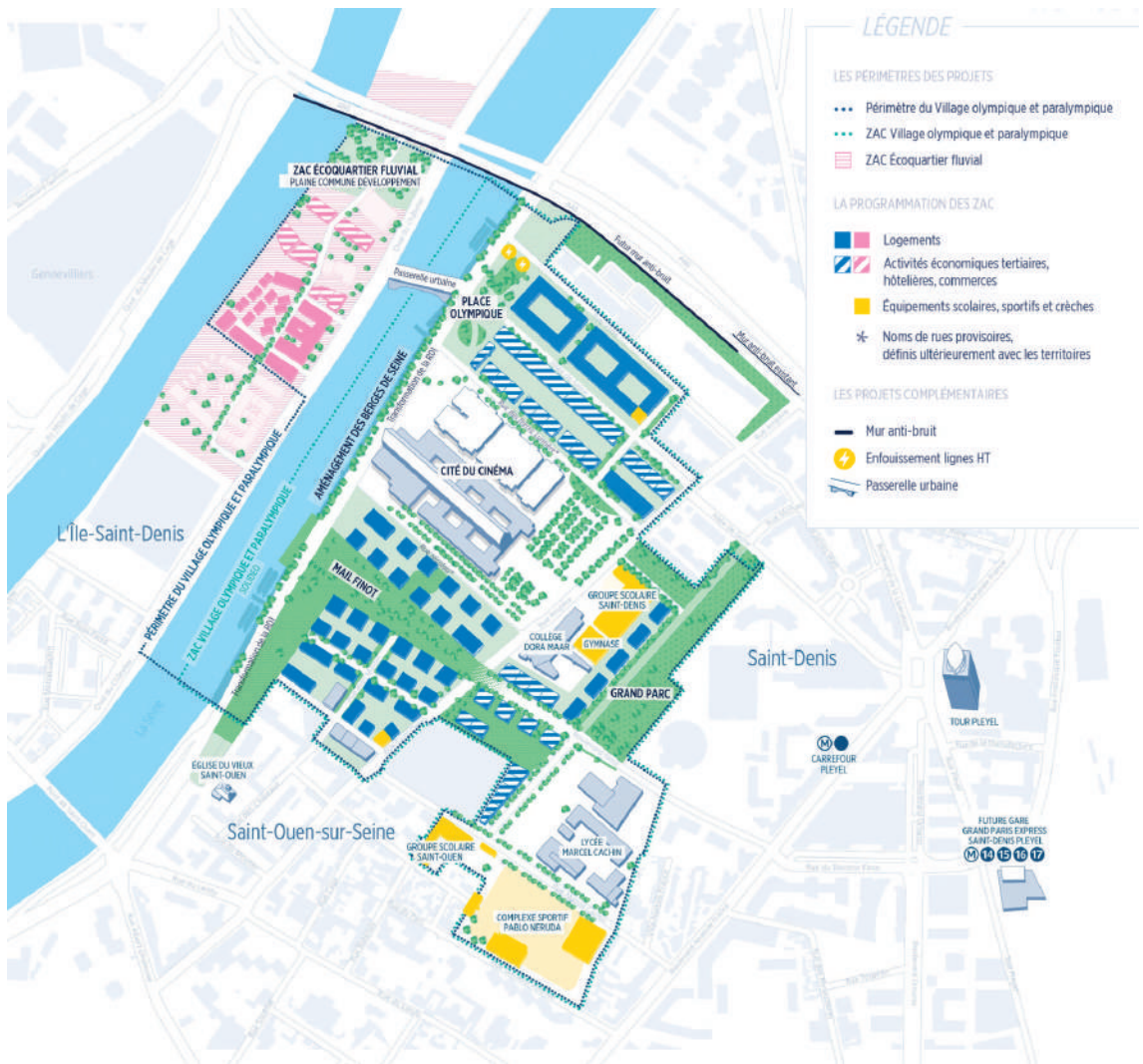


Fig. 19 Detail division into Olympic village areas ⁴¹

In l'Île-Saint-Denis, on the other hand, about 320 family housing units (including 90 units of social housing and 20 units of social housing properties) are planned, in addition to the construction of other buildings dedicated to offices,

stores (about 1,850 sq m), a hotel and a student residence, including 142 rooms. In addition, a 1,200-square-meter water sports center, a 1.3-hectare urban park and a 1,500-square-meter city of the arts will be built ⁴².

(41) see note 38

(42) see note 38

4.4.2 Média Cluster

Positioned in the municipalities of Dugny, Le Bourget and La Courneuve, the Media Cluster, or Media Village, will host journalists from around the world during

the Olympics and provide space for climbing and shooting competitions as well as various training areas (fig. 20).



Fig. 20 Render of Media Cluster ⁴³

During the games the Media Cluster will be organized around 3 centers in the immediate vicinity of the Le Bourget Exhibition Centre, where the main media center will be temporarily located, where almost 25,000 journalists from all over the world will work. The first of these three hubs in Le Bourget is the Media Village, where approximately 2,800 technicians and journalists will reside throughout the

duration of the Olympic Games. The other two attractions will be the shooting range, located in the Terrain des essences, and the climbing wall, located in the heart of the Le Bourget sports park, where more than 6,000 spectators are expected ⁴⁴. At the end of the Games, of the 1,300 family housing units in the Dugny Media Village, 20% will become social housing and managed residences. The public structures

(43) (2020), *Découvrez à quoi ressemblera le village des médias des Jeux Olympiques*, "Le Figaro", https://immobilier.lefigaro.fr/article/decouvrez-a-quoi-ressemblera-le-village-des-medias-des-jeux-olympiques_71f-286fa-08a2-11eb-aed4-38036455b560/

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planned and necessary for the area will be built: the 16-class school complex, a gym (funded by the State, outside the budget for the development operation), a pedestrian and cycle bridge on the A1 motorway. Furthermore, the Essences site in La Courneuve will be developed: a planned biodiversity area that will create a new entrance and extension of almost

13 hectares to the Georges Valbon Park. In addition, the project involves the reconstruction of the Jean Jaurès school group by the city of Le Bourget with two elementary schools (nursery and elementary classes) of 14 and 17 classes respectively and the reconstruction of the sports park with new infrastructure ⁴⁴.

4.4.3 Aquatics Center

On May 15, 2020, the Greater Paris Metropolis Council awarded Bouygues Construction the contract to build the Aquatics Center. The construction work, estimated to cost 127 million euros ⁴⁵, began on November 15, 2021.

The Olympic Aquatic Center (OAC) is one of the few sports facilities built to host the Olympic and Paralympic Games and will

subsequently be preserved as a legacy in the territory, at least according to current plans (fig 21).

During the Olympic phase, the CAO will host diving, water polo and synchronized swimming competitions, thus representing one of the most important Olympic legacies ⁴⁶.



Fig. 21 Olympic Aquatic Center, Saint Denis ⁴⁷

(44) The media village, "Paris 2024", <https://www.paris2024.org/en/media-village-2/>

(45) Spitz S. (2022), Paris 2024 : avec le futur Centre aquatique olympique, Saint-Denis s'apprête à surfer sur la vague des Jeux, "Le Parisien" <https://www.leparisien.fr/sports/JO/paris-2024/paris-2024-avec-le-futur-centre-aquatique-olympique-saint-denis-sapprete-a-surfer-sur-la-vague-des-jeux-29-07-2022-QUU3HZ-NUYRATNPJNUKV6EYNJ6Y.php>

(46) Aquatics centre, Paris 2024, <https://www.paris2024.org/en/venue/aquatics-centre/>

(47) Own picture (2023) Olympic Aquatic Center, Saint Denis

Research

The CAO in “Olympic” configuration will meet the IOC specifications necessary for the organization of the Olympic and Paralympic Games. It will in fact be equipped with a 50-meter pool for Olympic water polo and synchronized swimming competitions and one for diving.

The Aquatic Center is located near the already existing Stade de France, to which it will be connected by a walkway. The CAO’s design demonstrates a focus on environmental sustainability as it includes a roof covering with solar panels, in addition to the concave shape of the structure itself, which saves energy.

After the Games, this sports venue of international significance will be open to the public and will become a place for all to meet and practice sports that is accessible to all. It will occasionally host national and international competitions.

The Aquatic Center will be used as a training venue for sports clubs and associations in Saint-Denis and Paris, as well as for the FFN’s French diving pole. Dedicated federation spaces are planned within the facility. The CAO will be open to schools and the general public for the practice of swimming in all its forms (fig 22) ⁴⁸.



Fig. 22 Render of the post-event project ⁴⁹

4.4.4 Franchissement Pleyel

Among the strategic commitments of the Territorial Development Contract is the transformation of Pleyel, one of the neighborhoods of Saint Denis. A project relevant to the area sees the construction of a 300-meter crossing that will connect Plaine-Saint-Denis, the Pleyel and Landy-France neighborhoods. The goal is to

ensure urban and landscape continuity to the banks of the Seine and intermodality between the RER D, the metro, and finally the Transilien H line. This crossing is not designed to be simply a crossing, but an “inhabited” bridge that offers services and allows multiple uses for both residents and employees of the area and transit

(48) *Paris 2024 et Metropole du Grand Paris, Le centre Aquatique Olympique, “Zacsauliner”* <https://zacsaulnier-jop2024.metropolegrandparis.fr/projet-olympique/le-centre-aquatique-olympique>

(49) see note 48

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travelers. It will consist of several spaces, such as towns and squares, that will invite people to stroll, relax and enjoy leisure activities, becoming a true piece of the city (fig. 23).

Currently, the main aim is to link the athletes' village in the west to the Stade de France and the Olympic Aquatic Center in the east for the 2024 Olympic Games' accessibility. Post-event, doubts linger regarding its role in connecting neighborhoods and transport lines. The uncertainty extends to the number of daily travelers. Financing for the road bridge remains incomplete; the 2019 plan estimated 198.33 million euro, with 30.21 million euro allocated for SNCF as compensation for construction-related damages. With Plaine Commune's approach promoting the idea of a mixed use of the road bridge streets in order to

reduce the costs and impact of the project, doubt arises as to its actual and complete realization. Although the crossing of the railway tracks extends for 320 meters, its implementation remains uncertain.

In addition, the transformation of the Pleyel neighborhood with the construction of 170,000 square meters of offices also seems to distance itself from everyday life and its quality, making it empty after 6pm, the closing time for work. Can the so-called "metropolitan neighborhood" really be considered "habitable" in the broadest sense of the term? The definition of a metropolitan neighborhood in this context seems to imply the suppression of consolidated social relations in favor of relations mainly extraneous to the local context, if not international, linked to air and virtual flows⁵¹.



Fig. 23 Render redevelopment urban area pleyel⁵²

(50) *Franchissement urbain Pleyel - Saint-Denis*, "Plaine Commune Développement", <https://www.semplaine.fr/realisation/franchissement-urbain-pleyel-saint-denis/>

(51) (2021), *Petite encyclopédie de l'héritage à venir en Seine-Saint-Denis*, "Saccage 2024", <https://saccage2024.noblogs.org/files/2021/03/saccage-2024-argumentaire.pdf>

(52) see note 50

4.4.5 ZAC Saulnier

The Zone d'Aménagement Concerté (ZAC) de la Plaine Saulnier was established through a resolution of the Grand Paris Metropolis Council in 2019. This development plan, covering an area of about 12 hectares, is located in the

municipality of Saint-Denis, northeast of Paris. The ZAC includes the Olympic Aquatic Center (CAO) project and a pedestrian and bicycle walkway over the A1 highway, connecting the Plaine Saulnier to the Stade de France esplanade (fig. 24).

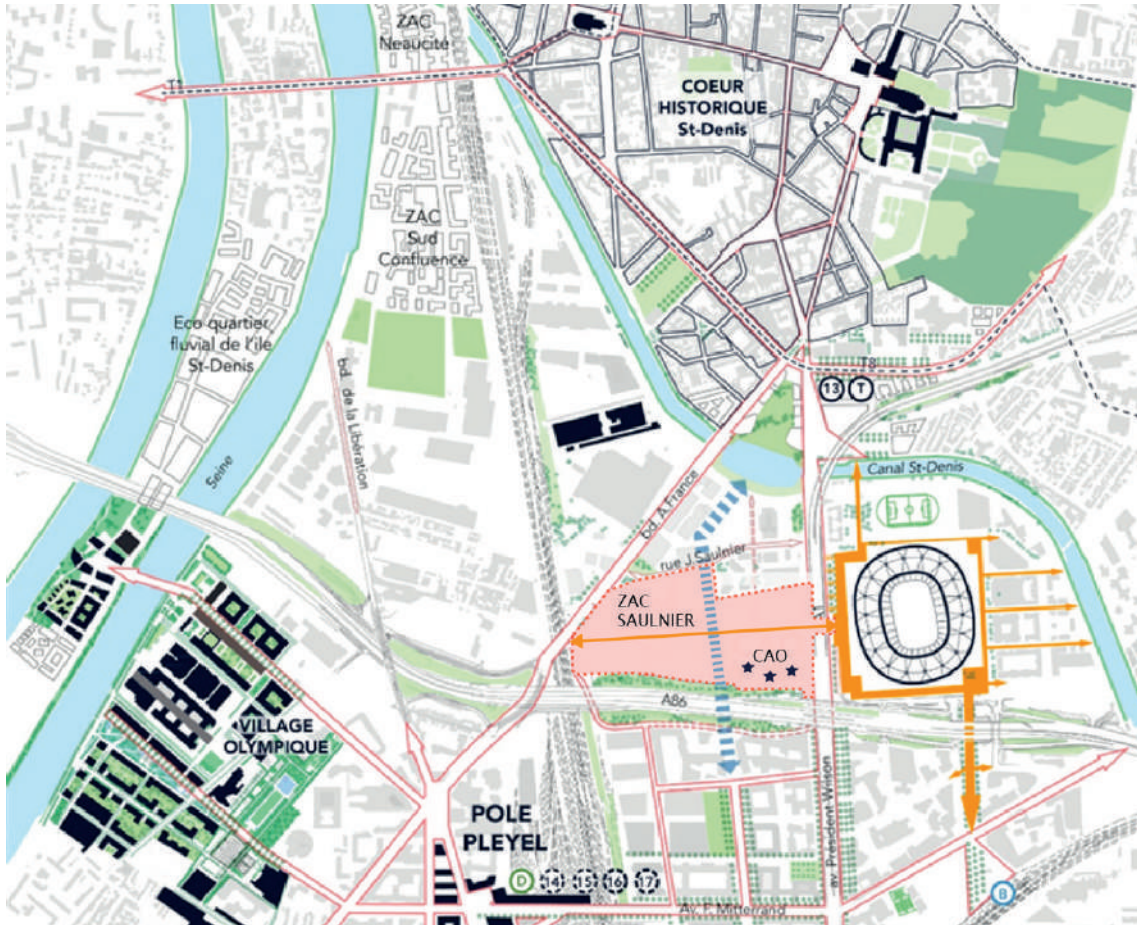


Fig. 24 ZAC Map ⁵³

Initially located on a former industrial area, the ZAC Plaine Saulnier is the subject of two main development phases: the first aims to host the Paris 2024 Olympics within the area and facilities of the CAO, while the second phase, which begins at

the end of the Games, provides for the creation of a multifunctional district by 2032. During the Olympic Games, the site will host the temporary Paris 2024 infrastructure, in addition to the CAO

(53) La ZAC Plaine Saulnier, "Paris 2024", <https://zacsaulnier-jop2024.metropolegrandparis.fr/projet-olympique/la-zac-plaine-saulnier>

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which is permanent. This project includes several temporary spaces for visitors, such as kiosk tents, toilets, etc. There will also be logistics areas and areas for the media. Some of the changes and infrastructure created during the Olympic phase will be retained as part of the legacy and will contribute to the further development of the neighbourhood.

The construction of the ZAC Plaine Saulnier aims to achieve several strategic objectives. First, it aims to place the Plaine Saulnier site within the broader framework of metropolitan and territorial development, so as to contribute to the creation of a sustainable Olympic legacy. This project is also aimed at promoting the attractiveness of the area through the implementation of the CAO sports facility. A fundamental aspect of the ZAC Plaine Saulnier is the construction of a multifunctional neighbourhood, designed to be inclusive and open to all (fig. 25). This neighborhood will have the capacity

to accommodate various urban functions, including housing, offices, public services, shops and innovative economic and cultural activities.

A key element of the project concerns the accessibility of the area, ensuring an efficient connection with the rest of the metropolitan area and an improvement in internal transport. Furthermore, the project is oriented to respond to the challenges of climate change, integrating principles of sustainable development. This involves promoting active transport, adopting energy-efficient solutions and designing high-quality public spaces.

In summary, the ZAC Plaine Saulnier represents an ambitious urban transformation project that unites metropolitan and territorial needs, offering a new multifunctional neighborhood that reflects contemporary challenges and attention to the sustainable future of the region ⁵⁴.



Fig. 25 Render of the Plaine Saulnier area in the post-Olympics period ⁵⁵

(54) see note 53

(55) see note 53

4.4.6 Arena Porte de la Chapelle

The Porte de la Chapelle is an area of the Parisian metropolis located north in the 18th arrondissement. It has already been undergoing an urban transformation for years, but soon, thanks to Olympic interventions, these changes will become increasingly evident. In particular, the construction of La Chapelle Arena, a center dedicated to sports with a capacity of more than 8,000, will lead to major, hopefully positive, transformations in this peripheral area of the city ⁵⁶.

The vast empty area located between the ring road and the A1 highway near the Porte de la Chapelle is now receiving considerable attention. In the past, it was used to house refugees, but recently a number of development operations have begun that are transforming the area into

a real university town. In fact, an extension of the Condorcet Campus will be built in the area in question, which will aim to house a large number of students from the University of the Sorbonne ⁵⁷. A library and university cafeteria are planned to be built in the coming years, surrounded by green spaces and adjacent to a pedestrian area that will provide direct access to the future Arena de la Porte de la Chapelle.

This initiative represents a major effort aimed at transforming a neighborhood that has suffered from a bad reputation and further reducing the separation effect created by the Parisian ring road. Delivery of this new part of the Condorcet Campus is scheduled for the beginning of the academic year in 2025 (fig 26) ⁵⁸.



Fig. 26 Render of the Porte de la Chapelle Arena project ⁵⁹

(56) Kouassi O. (2023), Réaménagement de la porte de la Chapelle à Paris : découvrez le projet en détail, "Actu Paris" https://actu.fr/ile-de-france/paris_75056/reamenagement-de-la-porte-de-la-chapelle-a-paris-decouvrez-le-projet-en-detail_56409950.html

(57) (2020), *Sito di Auberville*, "Campus Condorcet", <https://www.campus-condorcet.fr/fr/le-campus/si-te-d-aubervilliers>

(58) Abran P. et al. (2023), *Avant-Après : la Porte de la Chapelle bientôt métamorphosée?*, "Le Parisien" <https://www.leparisien.fr/paris-75/avant-apres-la-porte-de-la-chapelle-bientot-metamorphosee-10-06-2023-E5FZTLAANNBVDNMUSGQXRYZMS4.php>

(59) see note 58

4.4.7 PRISME

By 2023, a structure dedicated to the practice of parasport will be built in Bobigny, on the site of the La Motte Departmental Stadium. The PRISME project (Pôle de Référence Inclusif Sportif Métropolitain - Metropolitan Reference Center for Inclusive Sport) will be unique in Europe and will represent a structure of great hereditary value of the Games (fig 27).

Inspired by the concept of “universal accessibility”, this project for a future sports center aims to create infrastructure open to both able-bodied and disabled people, promoting equality in access.

This enormous structure, which encompasses approximately 15,000 square meters, will include a room with specific acoustics and lighting, another

room dedicated to bowls, dance and physical expression. There will also be a weight room, an athletics track with six lanes, a space dedicated to archery, a climbing wall and a large dojo, an area where martial arts practice takes place, with four areas for the fight. Furthermore, there will be a video game room and a balneotherapy area. This sports center will also have a research center dedicated to sports and health ⁶⁰.

The PRISME project is implemented by the Conseil Départemental de la Seine-Saint-Denis, with the support of the organizing committee of the Paris 2024 Games, SOLIDEO and the Fonds de Solidarité et d'Investissement Interdépartemental (FS2i). Work began in 2021 and will be completed in the fourth quarter of 2023 ⁶¹.



Fig. 27 Render of PRISME project post-event ⁶²

(60) Bernardi P. (2022), *Paris 2024 : Pose de la première pierre du PRISME*, “Sport & Société” <https://sportetsociete.org/2022/10/08/paris-2024-pose-de-la-premiere-pierre-du-prisme/>

(61) (2020), *PRISME: an inclusive sports facility in Bobigny*, “Des ouvrage notre heritage” <https://projets.ouvrages-olympiques.fr/en/prisme-an-inclusive-sports-facility-in-bobigny/>

(62) *Prisme*, “Des ouvrage notre héritage”, <https://projets.ouvrages-olympiques.fr/ouvrages/prisme/>

4.5 Failed Promises

4.5.1 Swimmable Seine

With less than a year to go before the Paris Games, the Seine is at the center of Olympic debates as it is expected to host two swimming competitions in the stretch between the Alexander III Bridge and the Eiffel Tower. The problem obviously concerns the swimmability of the river. In fact, in 1923, Paris issued a ban on bathing in the waters of the Seine due to the large degree of pollution present in that period. Only in the 1970s did the city begin to seriously address the need to rehabilitate its iconic river. In 2018, the authorities decided to launch an ambitious plan to redevelop the waterway, with a budget of 1.4 billion euros. The top priority was to address the problem of rainwater which after each rainfall was discharged into the sewers and then poured into the Seine through underground tunnels. One of the key projects was the creation of a vast underground retention basin with a capacity of 50,000 cubic meters, located in the heart of Paris, which could hold sewer water so that it does not flow into the Seine, thus avoiding polluting it.

The plan, which is currently continuing, involves cleaning the Seine for the reopening of three specific areas along the river for public use: Bras Marie, Bras de Grenelle and Bercy. Furthermore, a plan to create twenty beaches along the route of the Seine was included as part of this ambitious redevelopment project⁶³. However, in order to make swimming in the Seine possible, it is imperative to reduce

water pollution levels by 75% by 2024. This objective was set by the prefecture of Ile-de-France, in close collaboration with the city of Paris, within the plan to allow bathing activities. In accordance with European legislation from 2006, it is necessary to conduct specific microbiological analyzes relating to two types of faecal bacteria, *Escherichia coli* and intestinal Enterococci, in order to ensure the safety of bathing activities⁶⁴. It is likely that the objective that the Olympic Commission has set itself will not be achieved by the start of the Games, but with a few years' delay: the Paris city hall aims to lift the bathing ban by 2025. Despite the failed promise of a bathing Seine for the Games, the project nevertheless remains of extreme interest for the residents of the area who are enthusiastic about being able to experience their river no longer as a barrier but rather as a space for leisure and relaxation, although they will have to wait a few more years.

4.5.2 Paralympics in Paris?

With less than a year to go until the Paris 2024 Olympic Games, the issue of public transport represents one of the main concerns for the inhabitants of the Paris region. There are delays, a shortage of new lines and a lack of staff impacting the daily experience of metro users. Furthermore, the expected arrival of large numbers of tourists next summer raises some uncertainty regarding the ability of public

(63) Fournier C. e Gandini D. (2023), *Senna balneabile, un sogno che potrebbe diventare realtà dopo i Giochi Olimpici*, "Euronews" <https://it.euronews.com/2023/04/07/senna-balneabile-un-sogno-che-potrebbe-diventare-realta-dopo-i-giochi-olimpici>

(64) (2023), *Giochi di Parigi 2023. ridurre l'inquinamento nella Senna per permettere lo svolgimento delle gare*, "Nuoto.com" <https://www.nuoto.com/2023/03/13/giochi-di-parigi-2023-ridurre-linquinamento-nella-senna-per-permettere-lo-svolgimento-delle-gare/>

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transport to ensure efficient connections between the Olympic venues.

The situation becomes even more complex for citizens with disabilities, since only 9% of metro stations are currently accessible and functioning, and, as reported by *Le Parisien*, 22 of the 26 public elevators are out of service.

During the field analysis in the period September-December 2023, it was observed that due to works to improve the railway lines, elevators and escalators were often out of service. This caused difficulties, especially for elderly people or people with strollers (fig. 28), who found themselves having to negotiate numerous flights of stairs without assistance.

However, it has been noted that line 14, one of the newest, has information screens inside the metro cars, indicating the direction to take once exiting to reach stairs, elevators or escalators at each stop. This reality highlights the need for further improvements in accessibility and public transport services before the start of the 2024 Olympic Games. For this reason, 300 million euros have been allocated to finance accessibility works in shops and restaurants. Businesses that welcome the public will be able to benefit from state coverage of 50% of their work, up to a maximum of 20,000 euros. Owners of micro-businesses and SMEs located in cities hosting the Olympic Games will have priority ⁶⁵.

The contrast between the thoughtful attention of the organizers in organizing the Paralympics and at the same time the arduous and slow progress of Paris towards a transformation into a more accessible and inclusive city for users

with reduced abilities is sobering. At this point one wonders whether perhaps the Paralympics, through the exchange of knowledge and information, will be able to improve this aspect, bringing greater attention and awareness to accessibility within the city of Paris.




Fig. 28 Stroller on the subway stairs, Saint Denis ⁶⁵

(65) Lebel A. (2023), Paris 2024 : 300 millions d'euros pour financer des travaux d'accessibilité dans les commerces et restaurants, "*Le Parisien*", <https://www.leparisien.fr/economie/paris-2024-300-millions-deuros-pour-financer-des-travaux-daccessibilite-dans-les-commerces-et-restaurants-01-10-2023-SA-2TDZCRENBNDMXHNC61KPR5A.php>

(66) Own picture (2023), *Stroller on the subway stairs, Saint Denis*

TIME TO TALK


3. Olympic Games in Saint-Denis

 How did you come into contact with the Olympic reality?

I live in Saint-Denis, right near the Stade de France, and work in a studio in the area. I'm witnessing the changes in my neighborhood, both as a resident and as an architect. We had hoped to contribute to the urban development projects with the funds aimed at improving the city, but unfortunately, we couldn't participate. Or, well, we could have, but it seems like the same winners keep emerging. It's **a bit frustrating to see the same people get the opportunities every time**.

 How are you experiencing this period of change?

For the past two years, I've been witnessing construction around me, but it doesn't worry me. On the contrary, I think **it could be a good opportunity for Saint-Denis**. I'm glad to see new metro lines and stations, which will make getting around much easier. What excites me the most is the project to make the **Seine swimmable**. It would be a dream for someone like me who has to endure the unbearable summer heat in Saint-Denis. I can't wait to take a dip after work!

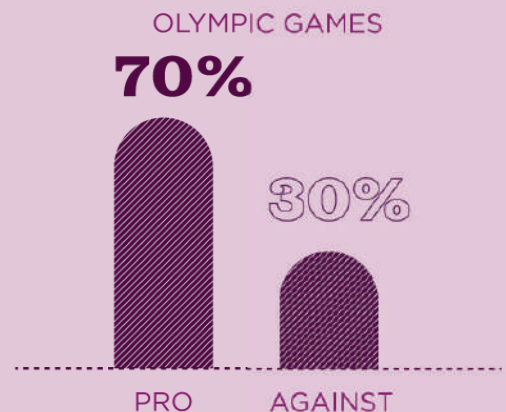
 What do you think about the post-event?

The Olympic Village promises to be a charming spectacle next summer, but my concern is what happens afterward. Will it be just a temporary showcase, or **will there be life?**



MATHIEU DUPONT*

Architect from LAO SCOP



**“Will there
be life?”**



4.6 Olympic deadline

The Olympic deadline acted as an accelerator for numerous parallel works already foreseen in the Plan Local d'Urbanisme, the urban development plan to achieve a “green” city by 2050. The plan is designed to make the capital more resilient to climate change, while simultaneously addressing social issues, such as the high cost of housing. As regards the environmental aspect, the objective is the creation of 300 hectares of new green spaces. After two years of negotiations between members of Mayor Anne Hidalgo’s majority, the plan aims to transform the city into a more climate-adapted reality, with interim goals set for 2035-2040. The final version of the plan will be available no earlier than the end of 2024, once adopted ⁶⁷.

These previous works have been revitalized and intensified thanks to the opportunity to host the 2024 Olympics. The need to prepare the city for the sporting event has catalyzed efforts to improve accessibility, expand public transport infrastructure, renovate urban areas and redesign public spaces. In this context, the Olympic deadline provided a clear time target for the realization of these projects, allowing the city to progress more quickly and efficiently towards the realization of multiple urban development objectives.

4.6.1 Grand Paris Express

As we explained in Chapter 3, in the 2000s, the Paris government initiated a study to create a new transportation infrastructure to avoid congestion in the large region surrounding Paris, Ile-de-France. This gave rise to the Grand Paris Express, supported by the French President, with the aim of connecting major regional economic centers to transport hubs, including airports (fig. 29).



Fig. 29 Graphic representation of the Grand Paris Express project ⁶⁸

(67) (2023) *Parigi adotta il piano di sviluppo urbano per una città verde al 2050*, “ESG News”, <https://esgnews.it/abitare-sostenibile/parigi-adotta-il-piano-di-sviluppo-urbano-per-una-citta-verde-al-2050/#:~:text=La%20citt%C3%A0%20di%20Parigi%20ha,problema%20del%20costo%20degli%20alloggi>.

(68) Own picture (2023), *Graphic representation of the Grand Paris Express project*, Saint Denis

4.7 “They see different Paris”

Previous chapters argue Olympic reforms aim to mitigate immediate damage from Games. While reducing unnecessary infrastructure is progress, it may not suffice. Assumptions that local authorities can host less impactful Games under democratic representation often don't align with reality. In the Paris case, authorities seem to have neglected many residents since Olympic preparations began.

This is evident from the protests that took place in Aubervilliers Gardens (see fig. 30) and from the less than entirely appropriate development initiatives planned for other deprived areas. These episodes highlight a lack of inclusion of residents in decision-making processes related to the Olympics. Consequently, when proponents of Olympic reforms boast of having assigned greater power to local actors, it becomes crucial to define who exactly is considered an interested actor.

Despite the reforms of the New Norm (Olympic Agenda 2020) ⁶⁹ have made progress in reducing the construction of new infrastructure, in containing costs and in increasing the involvement of local actors, issues related to the Olympics still emerge in Paris, with many disadvantaged people unable to enjoy their decision-making rights relating to the city. Ultimately, without broader stakeholder involvement, including more meaningful participation of residents, the Olympic reforms risk repeating the crises of social and spatial exclusion that they originally



Fig. 30 Protest posters against the Games in the Aubervilliers area ⁷⁰

set out to resolve ⁷¹. On the other hand, we must certainly take into account the fact that participatory projects must include a series of processes that lengthen planning times, such as the composition of a notable sample of participants including local associations, residents, workers, or the analysis, study and implementation of proposals made by people not in the profession. This aspect is important to evaluate on occasions such as large events, which have precise deadlines that cannot be postponed.

(69) (2018) *What is the New Norm?*, “International Olympic Committee”, <https://olympics.com/ioc/faq/roles-and-responsibilities-of-the-ioc-and-its-partners/what-is-the-new-norm>

(70) Own picture (2023), Protest posters against the Games in the Aubervilliers area

(71) Wolfe S. (2022), *Building a better host city? Reforming and contesting the Olympics in Paris 2024*, “Environment and Planning C: Politics and Space”, n.41, pp. 257-273 <https://journals.sagepub.com/doi/full/10.1177/23996544221129409>

4.7.1 Opposition and protest groups

Residents’ opinions on the Olympics vary due to factors like expected impacts on the economy, infrastructure, environment, traffic, and daily life. It is important to note that the long-term effects of the Olympics tend to fall primarily on residents who remain in the city and experience it on a daily basis.

In Paris, since it was designated as the host city of the next Olympics, various opposition and protest groups have emerged in and around Seine-Saint-Denis, opposing the organizers of Paris 2024 ⁷². One year after the Olympic Games, a survey was carried out on behalf of Les Echos and the Montagne Institute, which reported the following results: only 20% of the Parisian population declared themselves enthusiastic about hosting the Olympic Games, while almost half (48%) show indifference or even skepticism (32%). This is especially true for residents of the Paris metropolitan area, who are the first to be affected by the competition. The main concerns of citizens concern mobility difficulties, tensions on the real estate market and fear of seeing their lifestyle changed during the event ⁷³. These same concerns could be found in the inhabitants of the host cities in past editions of the Olympics. For example, citizens of Atlanta expressed many fears before the games, such as traffic, inflation and excessive spending, which partially subsided once the event was over. The inhabitants of

Turin, however, gave positive responses to the survey regarding the 2006 Olympics, despite the fact that the inhabitants had the same reasons for apprehension that characterized the other Olympics, including that of Paris: services for citizens, street cleaning, public transport and safety ⁷⁴. In fact, the questions posed by the Elabe survey are very similar ⁷⁵ to the Parisians for the 2024 Olympics (fig. 31). In fact, he was asked if, in his personal opinion, he believed that France was ready to host the Games in terms of security, transport, tourist reception and infrastructure. It is interesting to note that only the last question received a clear positive response from the interviewees, compared to the more likely concern regarding safety.

DOUBTS ABOUT FRANCE CAPACITY FOR OLYMPIC GAMES APPOINTMENT
IN % OF ANSWERS

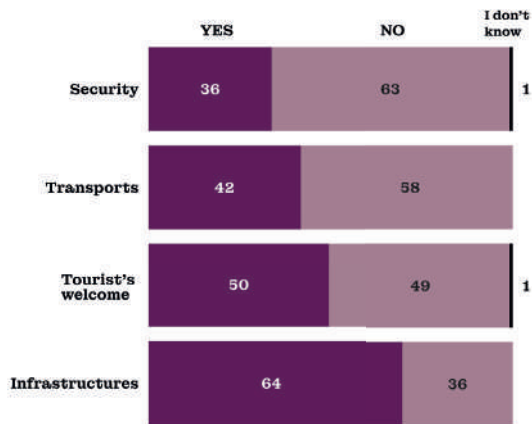


Fig. 31 Survey on France's preparedness for certain aspects related to the Olympics ⁷⁶

(72) see note 71

(73) Duvert Y. (2023) *Olimpiadi Parigi 2024: i francesi non hanno ancora la fiamma*, Les Echos <https://www.lesechos.fr/politique-societe/societe/sondage-exclusif-jo-de-paris-2024-les-francais-nont-pas-encore-la-flamme-1967968>

(74) Centro OMERO (a cura di Piervincenzo Bondonio, Egidio Dansero, Chito Guala, Alfredo Mela, Sergio Scamuzzi) (2007), *A giochi fatti: le eredità di Torino 2006*, Carocci Editore, Roma

(75) see note 73

(76) Elabe (2023) *Des doutes sur la capacité de la France être au rendez-vous des Jeux Olympiques*, "Les Echos", <https://www.lesechos.fr/politique-societe/societe/sondage-exclusif-jo-de-paris-2024-les-francais-nont-pas-encore-la-flamme-1967968>

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In Paris regional governance, protest groups present a diverse range of opinions. Some are willing to cooperate with the authorities to address the challenges associated with the Olympics, while others oppose the Games completely. Still others focus exclusively on local issues, leaving the Olympics out of the broader context. Over time, the dynamics of local resistance change based on the affinity of the resistance groups' programs with

the people who belong to them. There have been new alliances, the dissolution of some groups and the formation of new coalitions. These variations reflect the complex web of relationships between Olympic organizers and authorities. Since the residents are not part of the Olympic institutions, they have created their own connections to influence the future of their city through protest and information actions (fig. 32).



Fig. 32 Protest posters against the Paris 2024 Olympic Games ⁷⁷

(77) Own picture (2023), *Protest posters against the Paris 2024 Olympic Games*

On 29 September 2023, at the headquarters of one of the opposition groups, a reworking of the map of Paris was presented which illustrates how the organizational plans for the Olympics could have a negative impact on the city on a social, environmental and economic level (fig. 34).

This map was created by a militant of the Saccage group (see par. 4.7.1.3) in collaboration with people involved in the collective and some residents. For each Olympic project it provides clarification through illustrations and explanatory captions on how it could bring disadvantages for the city and its inhabitants.



Fig. 33 Map of the Paris 2024 Pillaging ⁷⁸

(78) Saccage (2023), Map of the Paris 2024 Pillaging

4.7.1.1 Supervision Committee for the 2024 Olympics in Saint-Denis

Among the first protest collectives emerged a supervisory group called the “JO 2024 Supervisory Committee in Saint-Denis” (fig. 34) which promoted local representation in order to adapt the Games to the needs of residents. This group distributed information about Olympic-related urban developments to the community. One controversial case concerns a motorway interchange included in the Grand Paris transport plans, which would have disturbed pre-existing disadvantaged communities. This is a project promoted by the Direction des Routes d’Île de France (DIRIF), urgently accelerated in view of the funding expected from the Paris 2024 Olympic

Games.

According to what was stated by the collective in question, the consequences of this project are particularly serious since the junction, which is located near the Pleyel - Anatole France school, would lead to a doubling of traffic, due to the new ramps within the neighborhood, in addition to the increase in air pollution and noise, without mentioning the constant danger of crossing those streets frequented daily by the 700 school children.

In response to the legal challenge presented, the main counter argument was “the overriding public interest” of the project, despite the recognition of increased pollution and danger to children’s health ⁷⁹.



Fig. 34 Logo of the JO 2024 Supervisory Committee ⁸⁰

(79) (2021), *Petite encyclopédie de l’héritage à venir en Seine-Saint-Denis*, “Saccage 2024”, <https://saccage2024.noblogs.org/files/2021/03/saccage-2024-argumentaire.pdf>

(80) Comité de vigilance JO 2024 à Saint-Denis, “Facebook”, <https://www.facebook.com/photo/?fbid=696332515867791&set=pb.100064731457309.-2207520000>

Research

4.7.1.2 NON aux JO2024

There is another collective, heterogeneous and non-unified, called “NON aux JO2024”⁸¹.

This collective was and is firmly against the Olympics not only in Paris, but throughout the world. This group has in fact come into contact with an emerging international network that is arguing for the abolition of the Games.

4.7.1.3 Saccage 2024

A group known as “Saccage 2024” has emerged which takes a critical stance towards the Olympic Games. This collective aims to raise awareness, organize and support anti-Olympics mobilisations. Its members define themselves as follows: “We, the inhabitants of Seine-Saint-

Denis and its surroundings, associations and collectives, are united to defend the spaces in which we live, where we meet, build relationships, help each other and have fun”⁸².

Participation in a collective meeting allowed us to better understand which people are actually part of it. These are a large majority of inhabitants of Saint Denis, who identify as socialists with a tendency towards communism, some workers who have taken part in Olympic projects in the area and a few people simply interested in the topic, without a direct connection with the territory or the Olympics.

The majority of people present at the meeting, which took place on 29 September 2023, were white in the age range between 25 and 55 (fig. 35).



Fig. 35 Meeting of the Saccage collective 2024, Saint Denis ⁸³

(81) (2019), *NON aux JO 2024 à Paris*, “Non jo 2024 à Paris” <http://nonjo2024aparis.neowordpress.fr/>

(82) (2023), *Non au Saccage 2024!*, “Saccage 2024”, <https://saccage2024.noblogs.org/>

(83) Own picture (2023) *Meeting of the Saccage collective 2023, Saint Denis*

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The main criticism leveled by Saccage 2024 concerns the choice to start the Olympic projects despite the health crisis and local resistance. Furthermore, the accumulated delays have accelerated the pace of work, worsening conditions. All this, according to their point of view, causes numerous negative consequences: increased pollution in neighborhoods, new buildings that are economically inaccessible. This real estate speculation in turn causes the expulsion of the poor from the neighborhood, amplifying the phenomenon of gentrification. Added to all this is an increase in surveillance and repression by the police forces, the reduction of green spaces and public parks, with the consequent disappearance of protected species.

Saccage 2024 identifies Olympic Games' "devastations," accelerating environmental and social issues, limiting citizens' collective decision-making. Despite radical stances, some view Olympic resistance as part of broader urban justice struggles, linking it to property speculation and gentrification. Government and IOC largely overlook collective criticisms, addressing them partially, notably with Jardins Ouvriers d'Aubervilliers.(see par. 4.7.1.4)

TIME TO TALK

4. Toxic Tour for Saint-Denis

🎙️ How did you come into contact with the Olympic reality?

We are residents from Saint-Denis, Saint Ouen, and Aubervilliers, experiencing the harsh reality of the Olympics in our own neighborhoods, and it's a social disaster.

🎙️ How are you experiencing this period of change?

Our friends have been evicted from their homes, as they destroyed what used to be their haven to build the Olympic village. Promises were made that they would be relocated to some of the village apartments, but the truth is, from our perspective, **the cost of living in that area will be unbearable**, forcing them to leave at their own expense. For years, **we have been breathing in air that is increasingly unbreathable due to these constructions**, and unfortunately, air quality is already a critical issue here. **There are so many things that the Olympics fail to mention** in their grandiose celebrations.

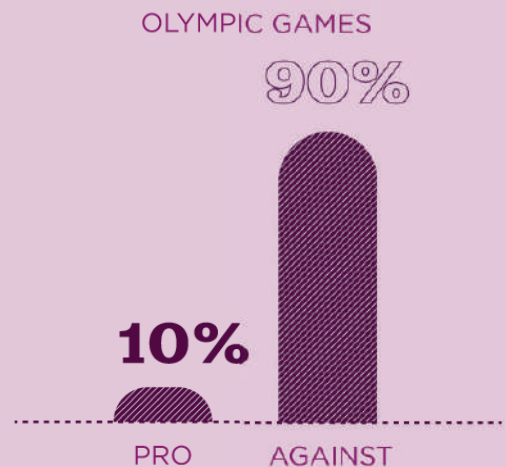
🎙️ What do you think about the post-event?

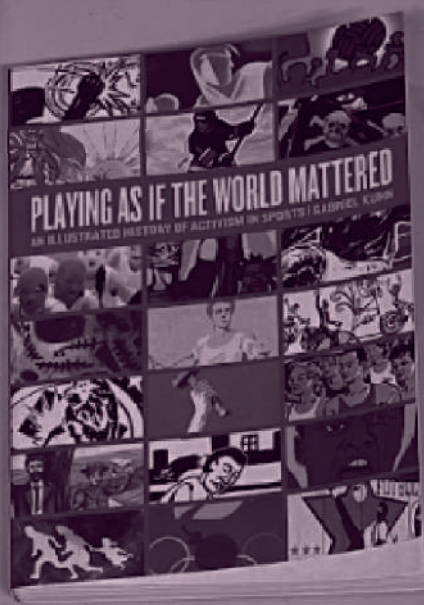
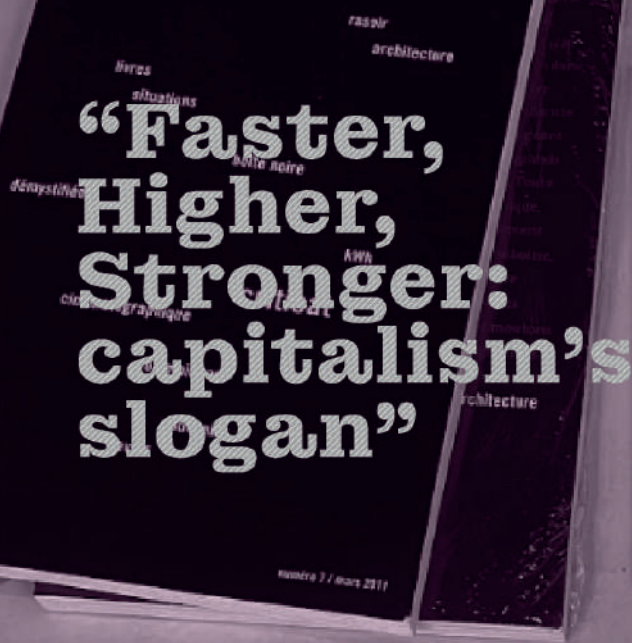
Unbreathable neighborhoods, inaccessible areas (due to real estate speculation leading to the expulsion of the poor and modest), reduction of public spaces and parks, protected species... The Olympic Games' slogan is **Faster, Higher, Stronger - together**. **If capitalism were to have a slogan, it would be just that!**



MARTIN, LOLA, ALEX*

Saccage 2024





POUR la BAISSÉ des L
1 LOGEMENT DÉCENT, STAB
MANIFS SAMEI
 A Paris, Nantes, St Nazaire, Lorient, Toulon

Mais locataires, subissons sans cesse des hausses de loyers et de charges. En 1973, les locataires consacraient 10% de leurs revenus au loyer. Aujourd'hui, c'est près de 30% en moyenne, et pour beaucoup c'est plus de la moitié des revenus, c'est sans plus grande possibilité de dépense!

Cette année les loyers vont augmenter de 3,5%. Cela fera 7,1% en un an, presque un mois de loyer! Et malgré l'inflation des prix de l'énergie, le gouvernement a décidé la fin de « l'aide à l'effort »... Le nombre d'expulsions s'accroît contre le nombre de sans-abris, tandis que les places d'hébergement sont rares.

La hausse des prix rendent les fins de mois encore plus difficiles, nécessitant beaucoup de faire appel à la solidarité pour se nourrir, à sacrifier les postes santé, sécurité, vacances, transports... vivre sans chauffage l'hiver, dans une pauvre insalubre « cité » ou dans un studio, pour payer le loyer, ou « la rue c'est la mort ».

Au logement cher, s'ajoutent, les pratiqués illégaux des bailleurs privés et agents immobiliers, qui amoignent les locataires grâce à l'absence de contrôle et de sanctions; la fixation l'encadrement des loyers, le gel du loyer lors d'un changement de locataire, les normes de décaissement des loyers, la surtaxe, les règles des copages... Il profite de la pénurie de logements et de l'absence d'égards par les locataires Airbnb et les logements vacants.

Mobilisons-nous dans la ru

- La baisse des loyers, des prix de l'énergie
- La réalisation massive de vrais logements
- La taxation des gros patrimoines immobiliers
- Le respect des droits des locataires, renforcement des lois qui les protègent
- L'arrêt des expulsions et des politiques (ANRU, JO, surtourisme...) qui alimentent
- L'abrogation de la loi Macron-Bergé
- Un plan massif d'isolation des passoires énergétiques qui produit notamment sécheresse

A l'appel de: La plate-forme logement pour la FRANCE, BAGAGÈRE, ERI, C67, CHAFAI, CONSTRUC, CSE, ESPTS, DAL, DEL, GASTI, FERRAS, GATÉ, PSL, Union Étudiante, UFDPSA SE, SM, INFES PU FUI, ST, Avec le soutien de: LFI, NPA



Saccage 2024 reunion after Toxic Tour, 2023

Research

4.7.1.4 Jardins à Défendre

The physical occupation of the Jardins Ouvriers d'Aubervilliers was one of the most visible actions by opposition groups, symbolized by the construction of a wall of hay bales to resist the bulldozers. These Jardins are in fact urban gardens managed and cared for by the residents: in addition to providing a direct report to the owners (in terms of raw materials grown and harvested) they also provide a point of gathering and sharing between the various inhabitants of the neighborhood, especially among the most elderly people. Despite offers of compensation, activists continued to defend their gardens (fig.

36), contesting, in their opinion, a clear connection between property speculation, privatization of public spaces, Olympic development and the Grand Paris project. As early as 2005, Aubervilliers was involved in a redevelopment project linked to the Paris 2012 Olympic Games bid on the Fort D'Aubervilliers site. This project, which included the construction of a swimming pool, was revitalized in view of the 2024 Olympic Games. This new sports facility was the subject of controversy due to its location: it was supposed to take part of the Jardins Ouvriers (fig. 37), taking away residents' self-managed green space.



Fig. 36 Poster presented at the Jardins Ouvriers, Aubervilliers ⁸⁴

(84) Own picture (2023) *Poster presented at the Jardins Ouvriers, Aubervilliers*

04 Olympic games Paris 2024



Fig. 37 The Jardin Ouvriers, Aubervilliers ⁸⁵

Environmental activists oppose the project, citing concerns about its impact on the environment, community, and economy. They particularly object to the proposed 4000 m² solarium, which would harm biodiversity and restrict families' access to garden-grown products.

A legal battle has been launched against the project, with opponents challenging the planning permission ⁸⁶.

In March 2022, the administrative court invalidated the destruction phase in consideration of biodiversity. However, the pool project continued without the sundeck. The area concerned is characterized by a high rate of poverty, around 45% of the inhabitants, and the city council tried to convince the local population, claiming that the aquatic center would offer swimming lessons for the community. However, some believe that the project has another objective,

namely to act as a showcase for the subsequent construction of the Fort D'Aubervilliers Eco-District and for a real estate development around the future Paris Metro station, which aims to attract larger populations wealthy in the area ⁸⁷.

After a collective meeting on September 27, 2023, it was found that membership in opposition groups is informal and flexible. Participation varies based on personal reasons and neighborhood concerns in Seine-Saint-Denis. Despite differences, solidarity arises when Olympic development impacts are at stake. In summary, this narrative reveals how resistance to the Olympics in Paris has developed in a complex way, in which the main critical points vary from the management of urban issues, to urban rights, up to the way in which actors contribute to shaping different realities towns within the limits of Paris.

(85) Own picture (2023), *Jardin Ouvriers, Aubervilliers*


(86) (2022) *Jardins a defendre*, "Jardins ouvriers d'Aubervilliers", <https://www.jardinsaubervilliers.fr/>

(87) (2023) *Distruzione parziale dei Jardins Ouvriers D'Aubervilliers*, Global Atlas of environmental Justice, <https://ejatlas.org/conflict/jardins-des-vertus-daubervilliers-destroyed-for-swimming-pool-for-olympic-games-in-2024/?translate=it>


(88) Own picture (2023), *SOLIDEO, Saint Denis*

TIME TO TALK


5. Eco-district or “Eco-cide” ?

 How did you come into contact with the Olympic reality?

I am an ecologist militant from the north of Paris.

 How are you experiencing this period of change?

They often talk about legacy and sustainability, but only in certain areas and when it's convenient. They speak of 'eco-districts' while destroying parks, urban gardens crucial for residents' sustenance, and social housing. The Olympics are becoming more of a problem than an advantage. Or at least, ***we know who benefits, and it certainly isn't the people living here.*** The promises of legacy and sustainability seem to fade away when it comes to broader economic interests. Parks, urban gardens, and social housing, vital for social cohesion and self-sufficiency, are sacrificed in the name of Olympic projects that seemingly favor those with economic power. Instead of bringing tangible benefits, the Olympics are becoming a vehicle for widening inequalities and marginalizing the people who actually inhabit these areas.

 What do you think about the post-event?

I don't think there are good things. Or at least, good for who? Not for the residents.



ALEXADER*

Saccage 2024



“Good for who?”



4.7.2 SOLIDEO and other unions

Despite considerable opposition from many (see par 4.7.1) to the Olympic Games, perceived as a threat, it is important to also consider the other side of the coin, i.e. those for whom the Games are an opportunity to contribute to improving the city. These individuals are actively involved in the planning, construction and implementation of Olympic projects

with the aim of bringing benefits and development to the city of Paris. SOLIDEO, “Société de Livraison des Ouvrages Olympiques” (Society for Olympic Works Delivery), manages construction of 2024 Olympics infrastructure. It coordinates and supervises projects like sports facilities and hospitality sites essential for hosting the event.(fig. 38).



Fig. 38 SOLIDEO, Saint Denis ⁸⁸

(88) Own picture (2023), *SOLIDEO, Saint Denis*

04 Olympic games Paris 2024

A SOLIDEO manager also underlined the importance of Olympic preparation not only for the event itself, but also for the subsequent period, with the aim of improving the quality of life of residents in local communities for the next three or four decades ⁸⁹.

SOLIDEO works with various local authorities, institutions and organizations to ensure that all infrastructure and initiatives are completed in time for the games. However, it has attracted attention and sparked criticism as its central role in the planning and implementation of the

Olympics can lead to controversies and debates over how projects are managed and impacts on the city.

Nicolas Ferrand, executive general director of SOLIDEO, said the company's goal is to create an Olympic Games that benefits everyone, "reconciling a global event with economic and social inclusion" (fig. 39). Only with time will it be possible to determine whether these are promises made only to mollify public opinion or whether there is a grain of truth and a real commitment to achieving such great objectives.



Fig. 39 Detail on the information panels at the base of the constructions for the Olympic village ⁹⁰

(89) see note 5

(90) Own picture (2023), *Detail on the information panels at the base of the constructions for the Olympic village, Saint Denis*

4.8 Who decides? The systemic perspective

The crisis analyzed so far has roots in the intrinsic conflict of the organization of mega-events: the confrontation between the short-term planning of the event and the long-term needs of the host city. When the needs of the event and the city harmonize, hosting the Olympic Games can be less problematic. However, if short-term priorities take precedence over long-term planning, mega-events can lead to a variety of unintended consequences for the city.

Looking at the host city through the systemic concept highlights the fact that the International Olympic Committee, local event organizers and various residents not only see the city from different perspectives, but actually see different cities. This has important implications for understanding mega-events and urban development.

The main goal is not so much to establish a single interpretation, but rather to understand how a variety of realities can coexist. The continued use of simplified narratives is a problem among both supporters and critics of the event. Fundamentally, these narratives simplify the various actors as if they were all the same, ignoring the different opinions that could influence and constrain urban development linked to mega-events.

The forces involved in organizing and running the Olympics are diverse, present in various locations and with an international scope. These forces include urban growth mechanisms that operate at multiple levels, across a range of regimes and sectors ⁹¹. Likewise, these simplified

narratives ignore the diversity of residents' actions and the motivations that drive them, from dissent expressed by athletes to a variety of local and international protests ⁹².

The following diagram (fig. 40) is a systemic map of the Paris 2024 Olympics deriving from the analysis carried out previously. It can be divided into three different phases: the one concerning the period before the Olympics, the one that includes the weeks of the Games and the post-Olympics. In each of these phases there are elements that start or modify a given procedure, called inputs, and outputs, i.e. elements considered consequences of the actions that take place during a given phase. In these three phases, specific actors are involved who influence the course of events. They are divided into international actors, such as the International Olympic Committee (IOC) or Paralympic Committee (CIP), the International Sports Federations (IFs), the non-governmental organizations (NGOs), etc.; national actors, such as the national Olympic organization (COJOP), the French national Olympic and sports organization (CPSF), sports referees (TAS), the French anti-corruption agency (AFA), etc.; and metropolitan actors, such as the City of Paris, SOLIDEO or local collectives. These stakeholders are represented with a graphic sign that indicates in which phase of the Olympics they act: if only the first of the five rectangles placed under the writing is colored dark purple it means that the stakeholder only influences the strategy

(91) (2014) *Tourisme événementiel et méga-événements sportifs*, "Open edition journal", <https://journals.openedition.org/teoros/2556>

(92) (2022) *Building a better host city? Reforming and contesting the Olympics in Paris 2024*, "Sage Journals", <https://journals.sagepub.com/doi/10.1177/0308518X221098741>

04 Olympic games Paris 2024

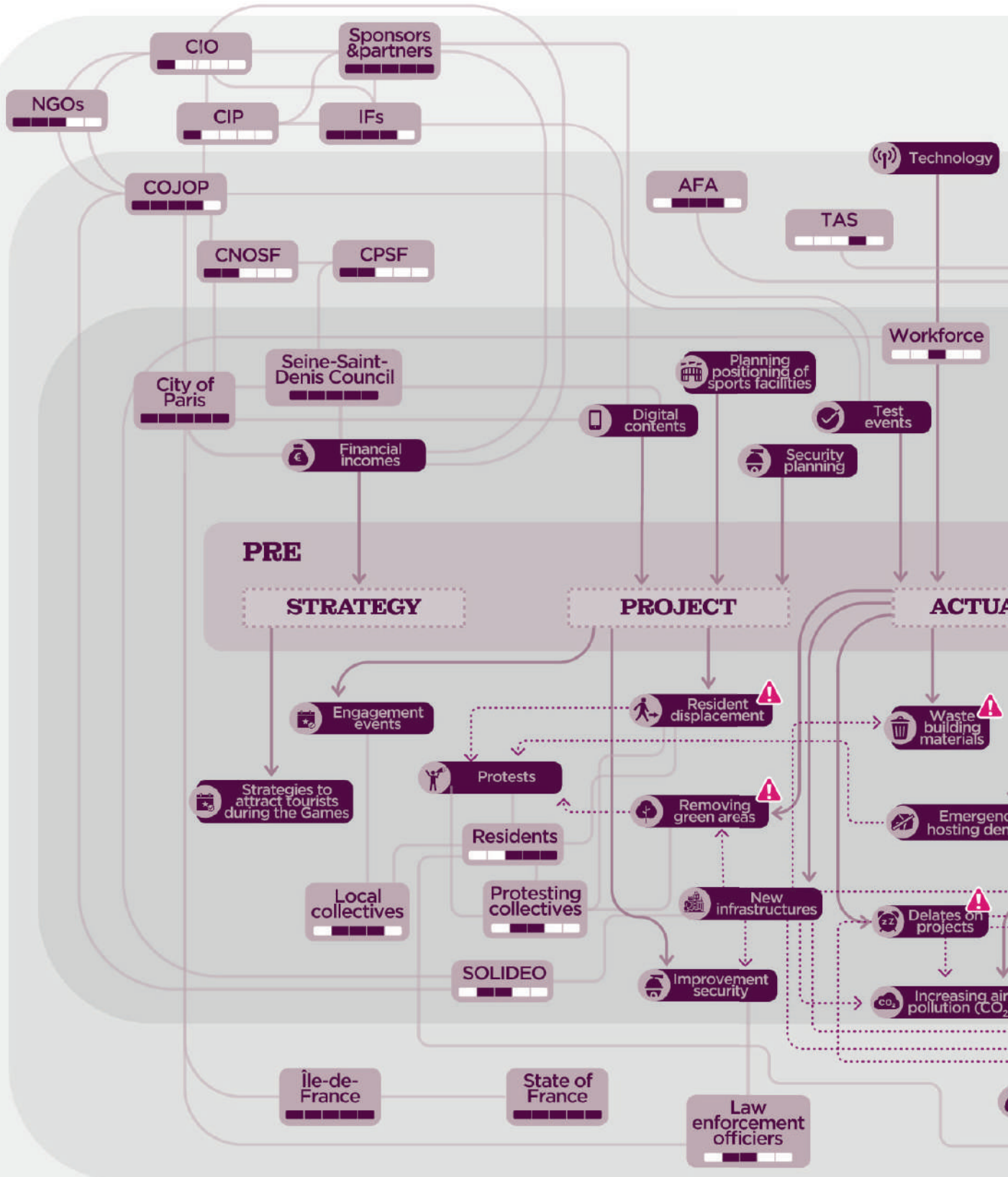
part of the pre-Olympics, if it is colored the second rectangle, the stakeholder acts on the design part, and so on. The inputs and outputs are recognized by the dark color of their box and are identified with respect to each other thanks to the arrow that enters (input) or exits (output) from the phase to which the action refers. The dotted arrows represent the different connections that may exist between inputs and/or outputs. The red triangles instead indicate the critical environmental or social impact issues identified within the system.

Design is pivotal here. Smart Olympic design can minimize negatives and maximize positives. Urban design fosters inclusive, sustainable spaces, enhancing connectivity and accessibility. Olympic facilities can be designed for post-Games community use, optimizing their long-term impact.

The balance between the positive aspects and the Olympic challenges requires special attention. The analysis of the urban fabric of Paris must integrate this Olympic vision into a broader perspective, seeking to ensure that the legacy of the Games not only temporarily beautifies the city, but contributes to sustainable and inclusive growth over time.

In summary, analyzing Paris's urban fabric for the Olympics demands a holistic approach. It must blend qualitative and quantitative elements, assess benefits and risks, and leverage design to enhance the city sustainably and inclusively. The possibility emerges for targeted interventions in areas where large organizations may not be able to reach, addressing specific or urgent issues that require detailed attention. It is in these contexts that projects such

as the one proposed in this thesis can play a fundamental role, providing agile solutions focused on issues that could escape the speed of large organizations, often burdened by time and logistical constraints.



LEGEND

- Olympic stage
- Actors
- Links with actors
- Hypothesis
- Input/output
- Effects
- Input/output flow
- Criticalities
- Envolvement stage

Research

05.

THE CHOICE

Project

In light of what was expressed in the conclusion of the previous chapter, this thesis aims to provide solution proposals focused on specific issues that are not usually considered by large organizations. In order to understand what areas there

is a need and possibility to act on based on the area's strengths, weaknesses, opportunities and threats, it was done a SWOT analysis of the Parisian territories that include places where the Olympics will be held.

5.1 SWOT Analysis

What is SWOT analysis? It is a tool for accurately mapping the strengths, weaknesses, opportunities and threats of a project, situation, or territory. The factors that characterize these four elements can be internal, i.e., whose variables can be controlled (strengths and weaknesses), or external, where the causes cannot be controlled (opportunities or threats).

More specifically, strengths are those positive elements that can be relied upon, while weaknesses are those aspects that can be improved upon and to be corrected.

Opportunities are favorable situations that relate to the context in which you decide to enter with your project. Threats, on the other hand, are events that can negatively affect the success of a project. An example of an external threat might be a particular historical moment that is not favorable for the type of proposal being considered, or the presence of other similar projects in the same area ¹.

For the purpose of this thesis, therefore, it was chosen to adopt this tool to assess areas of opportunity on which there is an opportunity to bring a project proposal.

5.1.1 Territories considered

The areas under consideration concern the territories hosting the facilities that will involve the Paris 2024 Olympics. Accordingly, there are areas included in the Paris belt and others in the Seine-Saint-Denis area.

The first territory to be analyzed is the 7th arrondissement, which is the one that will host most of the temporary infrastructure and welcome the parade of medal-winning athletes. It is the area of Paris that has the most expectations in anticipation of the Olympics as it could improve and emphasize the city's visibility to those following the Games.

The main spots are:

- **Hôtel des Invalides:** archery, finish line of the Olympic marathon and start of the cycling race
- **Pont d'Iéna:** athletics (march) and cycling
- **Pont Alexander III:** arrival of the cycling race, swimming (cross-country races) and triathlon
- **Champ de Mars:** beach volleyball Olympics

This is followed by the 8th arrondissement, where improvements and renovations are expected in view of the Olympic races. The spots that will host part of the Games are:

(1) *Analisi SWOT: come realizzarla al meglio*, "Headvisor", <https://www.headvisor.it/analisi-swot>

05 The choice

- **Grand Palais:** fencing and taekwondo;
- **Alexander III Bridge:** arrival of the cycling, swimming (cross-country races) and triathlon competition

The 12th arrondissement hosts the **Accor Arena**, which will be used for basketball finals, artistic gymnastics and trampoline competitions.

The 15th arrondissement plans improvements in the **Paris Expo Porte de Versailles** area that will host:

- Pavilion 1: volleyball;
- Pavilion 4: tennis volleyball;
- Pavilion 6: weightlifting and handball (preliminaries);

The 16th arrondissement will host several events related to the Olympic Games:

- **Stade Roland Garros:** tennis
- **Trocadéro:** opening and closing ceremonies;
- **Parc des Prince stadium:** boxing finals of the Olympics at Court Suzanne Lenglen (new mobile cover that will remain as a legacy to the court);
- **Parc Sainte-Périne:** the amphitheater for the Olympics broadcast.

The 18th arrondissement sees the construction of a new sports facility, **Arena Porte de la Chapelle**, with 7,000 seats planned, which will host badminton and rhythmic gymnastics competitions.

The last arrondissement under consideration is the 19th, which includes Club France at la Villette, where more than 700,000 people will be located to view more than 300 hours of live broadcasting. Several territories will be considered in the Seine-Saint-Denis area. The first is Ile Saint Denis, where the river ecodistrict

for athletes will be built, which plans to become social housing at the end of the Olympics.

Next is Saint Denis, which sees the construction of the **Olympic Aquatic Center**, which will host artistic swimming, water polo, and diving competitions during the Games, the **Athletes' Village**, which will be the athletes' base camp during the Games and will be transformed into a neighborhood open to all afterwards.

The Olympic Village takes a part of Saint Ouen, which also includes the construction of the **ZAC Plane Saulnier**, which offers opportunities for development and urban renewal, with space for new infrastructure and services.

In Dugny, Le Bourget, and La Courneuve is the **Media Cluster**: in the first phase of this project, the Winds area of the Georges Valbon departmental park between La Courneuve, Le Bourget, and Dugny was turned into a residential settlement for 1,500 journalists, prompting criticism for the declassification of 27 hectares previously protected. In 2021, a legal action to stop the project based on the presence of animal species on the site was unsuccessful. The project offset the buildings by reclaiming military land, but some see a net loss of protected space. After the competition, the buildings will be converted into 1,400 housing units.

Climbing competitions will also take place in Le Bourget, for which the dedicated gymnasium has seen a building renovation. In La Courneuve, on the other hand, within the **Parc Georges Valbon**, activities during the 2024 Olympics will include the display of events on a giant screen, various sports and cultural activities, concerts, shows, and an 80-meter-high viewing tower with a view all the way to the Eiffel Tower.

Project

5.1.2 How SWOT was developed

Within the SWOT analysis, broken down by the different areas, the strengths, weaknesses, opportunities and threats of those particular areas are found. These four elements are explored in depth in different areas:

- **population:** covers the number of residents, population density and, more generally, the people who frequent the area;

- **services** in the area: analyzes the presence or absence of services for the population such as bars/restaurants, transportation, type of stores, security, sports facilities, etc;

- **resources and environment:** covers the presence of green areas in the area, air quality, cleanliness, waste management, green materials for building construction etc;

- **culture and tourism:** analyzes the cultural programs and attractions in that particular area, both historical monuments and museums, art galleries etc;

- **economy:** the major sources of income in the area are analyzed, type of trade, flow of money, any subsidies, unemployment rate, tax wealth, etc;

- **Olympics:** the Olympic facilities in the area, both sports and non-sports, are described;

- **local businesses:** these are small businesses that promote solidarity initiatives or those related to the area or that are linked to local labor, such as handicrafts.

In addition, for each of these themes there is a special box where the sources of the reported information are indicated and one for design ideas. The latter contains the of the suggestions that arise from the solutions of issues raised in the analysis or the exploitation of opportunities/strengths for design purposes. The last column on the right is assigned the importance of a given issue in that area based on the designers' opinion.

Below is an example of what the structure of the SWOT analysis considered looks like (fig. 01).

TOPICS	STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS	SOURCES	POSSIBLE PROJECT IDEAS	RELEVANCE
POPULATION							
SERVICES							
RESOURCES AND ENVIRONMENT							
CULTURE AND TOURISM							
ECONOMY							
OLIMPYCS							
LOCAL ACTIVITIES							

Fig. 01 Example of SWOT analysis carried out for this thesis project ²

(2) Personal elaboration (2024) *Example of SWOT analysis carried out for this thesis project*

5.2 The selection of the territory

After careful examination of the factors outlined in the SWOT analysis, a decision has been made regarding the specific area in which to proceed and propose a project. The selection of areas was made on the basis of the project possibility

and the level of importance attached to the proposed solution to the problem encountered. Accordingly, the area chosen to act on includes that of the Olympic Village, limited to Saint Denis and Saint Ouen (fig. 02).

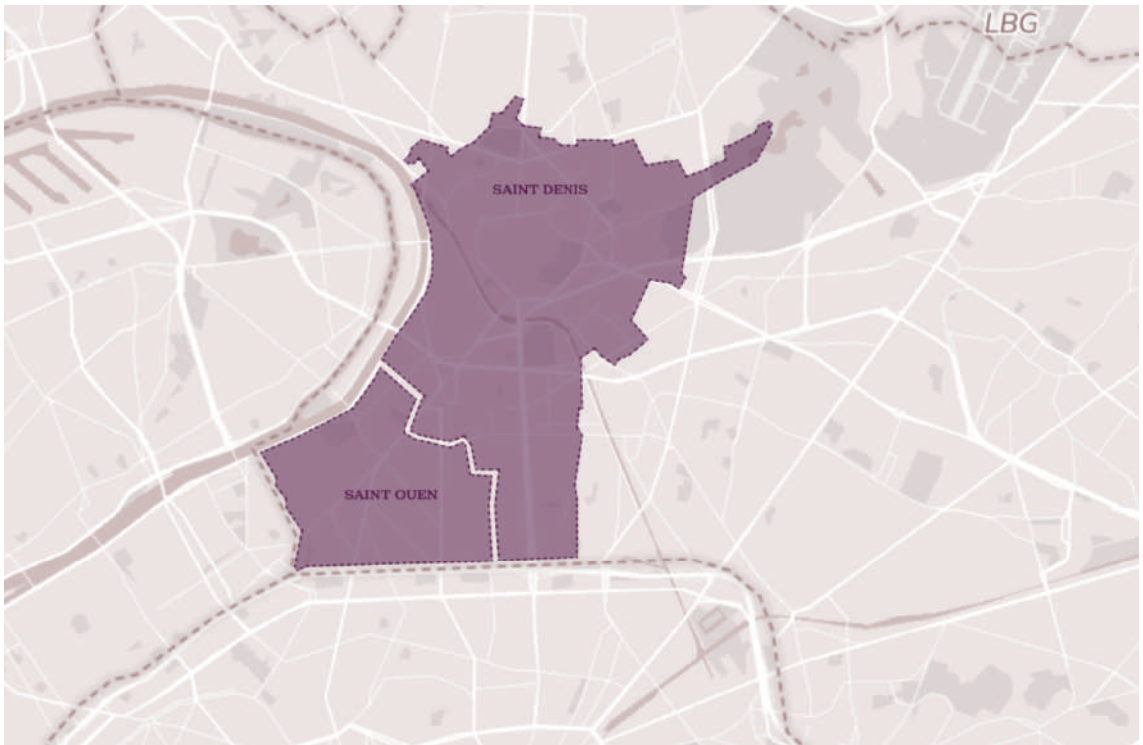


Fig. 02 Limits of the territory selected for the project ³

After the Olympic Games are over, in fact, the housing will be transformed to create a new neighborhood that aims to be attractive to families, students, and young professionals. This is without counting the presence of pre-existing residents compared to the Olympics. In fact, one of the threats encountered in Saint Denis and Saint Ouen is the following: “The mass arrival of new residents can cause

social and cultural tensions in some cases, especially if it is not managed effectively. Lack of integration or perceived competition for limited resources can cause conflict.” For this reason, one of the design ideas considered most important is the creation of relationship and communication among the citizens who will settle there, so as to create community and a sense of belonging.

(2) Personal elaboration (2024) *Limits of the territory selected for the project*

Project

See annex Swot



06.

PETIT À PETIT

6.1 Scenario

The analysis carried out so far has been fundamental to determine what was the area of greatest design interest to be deepened in the vast territory taken into account. In addition, the research made it possible to identify the main problems of the area, associated, or enlarged, by the criticalities brought by the phenomenon of the Olympics. The following diagram (fig. 01) summarizes graphically the job that has been completed until now: the analysis SWOT has allowed to select the areas considered of greater design interest, while the systemic schema, also said “complexity map”, has evidenced the criticalities of the mega event associated to the territory. These main elements were the basis of the development of the project which will be better explained in the following paragraphs.

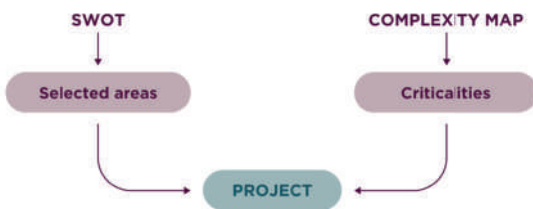


Fig. 01 From research to project ¹

6.1.1 Critical points

The most important issues on which it was decided to focus more attention are mainly four: increased pollution of the area, the phenomenon of gentrification, waste materials unused in the post event and disused of Olympic sports facilities. However, it is essential to open a parenthesis to better explain the types of critical issues related to a mega event such as the Olympics and the impacts that

this phenomenon causes on the territory. Observing the following schematization (fig. 02) we understand how criticalities can be divided into 3 groups, depending on their impact over time and their size. In the short term, problems arise at local level, which correspond precisely to the critical points considered for the development of the project in question. Moving along the timeline, crucial issues are addressed, such as the choice of ethical sponsors or in accordance with the principles of the organization, or the challenge of limited time available that accelerates work, making it difficult or impossible to involve the local community in the planning of the event itself. Finally, in the long term, there are critical issues underlying the business model of major events, in particular the Olympics, such as the tendency to “gigantism”: more races, more athletes, more public, and consequently more impressive infrastructure to accommodate all, more complex and frequent transport systems, and the constant exchange of the host city. This growing dimension generates obvious environmental, economic and social problems for every country and city that decides to host the event. These macro criticalities, as well as those of intermediate dimensions, are issues too vast to be solved by a single project; a change of mentality and a deep restructuring in the business model that supports such events would be necessary. For this reason, we will focus mainly on “micro” issues, although they are not negligible at all, since they can be addressed and resolved in part through specific projects for the local context, making the skills of a systemic designer essential.

(1) Personal elaboration (2024) *From research to project*

06 Petit à Petit

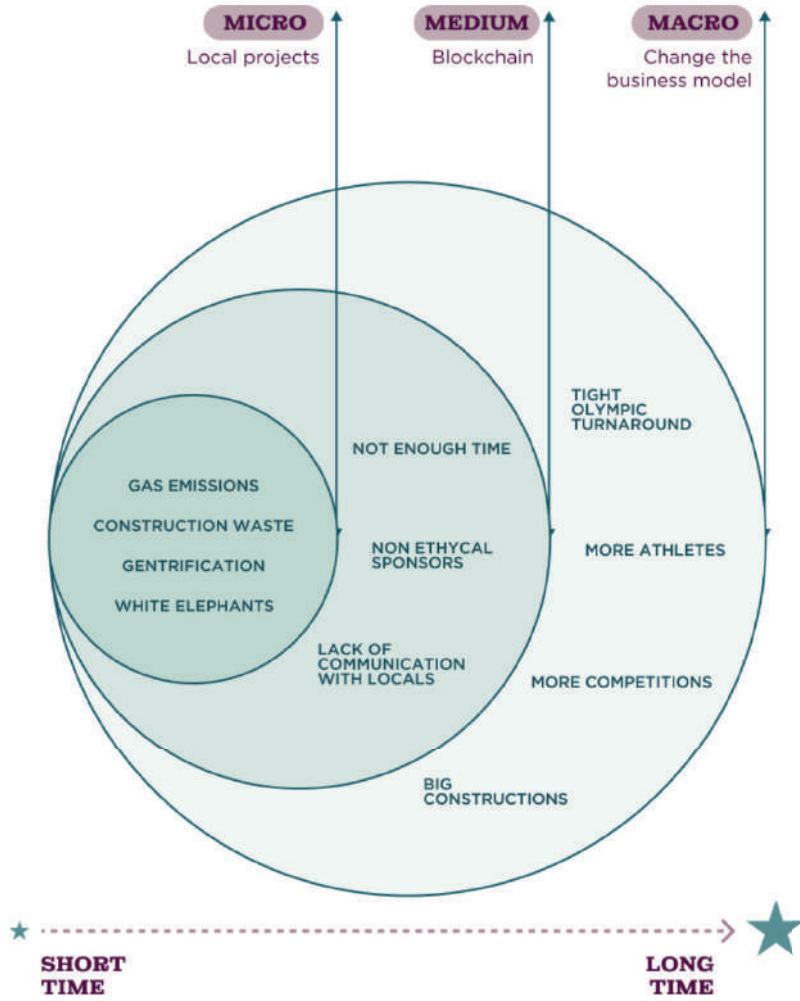


Fig. 02 Criticalities ²

(2) Personal elaboration (2024) *Criticalities*

Project

6.1.2 Goals and guidelines

The objectives that are set for this project are mainly two: improving communication and interaction between residents, improving the sense of community of

the territory and design in a circular perspective, that is to transform the outputs of a system into input for another system (fig. 03).



1. _____

CREATING OPPORTUNITIES OF INTERACTION BETWEEN NEW AND EXISTING RESIDENTS TO ALLOW SOCIAL COHESION

2. _____

ENHANCING THE SUSTAINABLE USE OF POST-OLYMPIC RESOURCES AND THE TERRITORY THROUGH UPCYCLING PRACTICES

3. _____

PRESERVING THE BALANCE BETWEEN ARTIFICIAL INTERVENTION AND NATURAL ENVIRONMENT WITHIN THE TERRITORY BY REBALANCING THE INTERCONNECTIONS BETWEEN THESE TWO WORLDS

4. _____

PROMOTING AND PRESERVING THE CULTURAL AND SPORTING PECULIARITIES OF THE TERRITORY

06 Petit à Petit

In order to allow a better understanding of the route and the results obtained up to this point, a schematization was made (fig. 05). In this figure are represented the two main areas of research, namely territorial analysis and Olympics analysis and in particular the upcoming 2024, which intersect creating a common area that is precisely the one in which

the project objectives are developed (improving communication between residents and designing from a circularity perspective). Continuing, in the outermost circumference are highlighted the 4 guidelines that enclose an area where there are the main criticalities analysed. The project, symbolised by a star icon, is at the centre of all these factors.

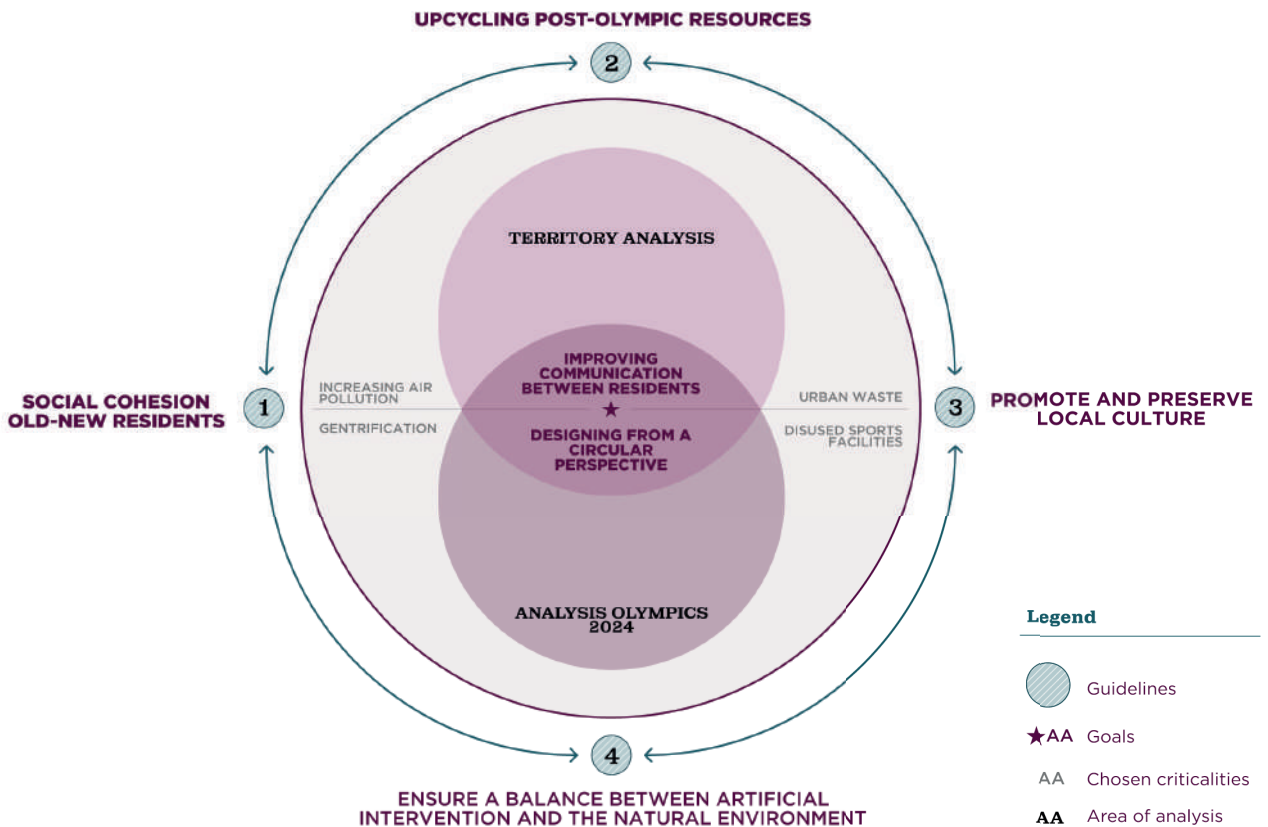


Fig. 05 Summary scheme process, critical issues and objectives ^b

(5) Personal elaboration (2024) *Summary scheme process, critical issues and objectives*

6.2 Concept

A CHANCE THROUGH SPORT

Generate opportunities for active participation among residents through the use of Olympic facilities and/or local post-Olympic resources, promoting a healthy lifestyle, and enhancing local culture.

Creare occasioni di partecipazione attiva tra residenti attraverso l'utilizzo delle infrastrutture olimpiche e/o delle risorse locali e post olimpioniche, promuovendo uno stile di vita sano e valorizzando la cultura locale.



Once the concept was defined, difficulties arose in the collection of specific data, especially those relating to materials not used after the event, with a clear distinction between those rented and those purchased, and if reuse projects already exist (fig. 06). Without this data, a crucial element was missing to advance the development of projects aimed at re-using or upcycling specific materials. One of the solutions proposed to overcome this problem is therefore the creation of a virtual register, in which all the materials of the event are catalogued in a precise and efficient way, highlighting above all their subsequent use. This would simplify the management of all resources, allowing consultation by private and public users. On the one hand, this would allow the reuse of materials for future large-scale events or, if they have lost quality during primary use, recycling through upcycling projects.

On the other hand, however, to overcome this problem, during the development of the concept, it was suggested the creation of a system that would facilitate communication between the different actors already active on the territory and the sports infrastructure, both Olympic and existing. This network would aim to create opportunities for meeting and sharing among the residents of the area and, through recreational, sports and recreational activities, to promote sport culture and a healthy lifestyle. From these two fundamental elements, upcycling projects and a network of collaboration between local actors, comes the project proposal, which will be described in detail in the following paragraphs (par. 6.5)

06 Petit à Petit

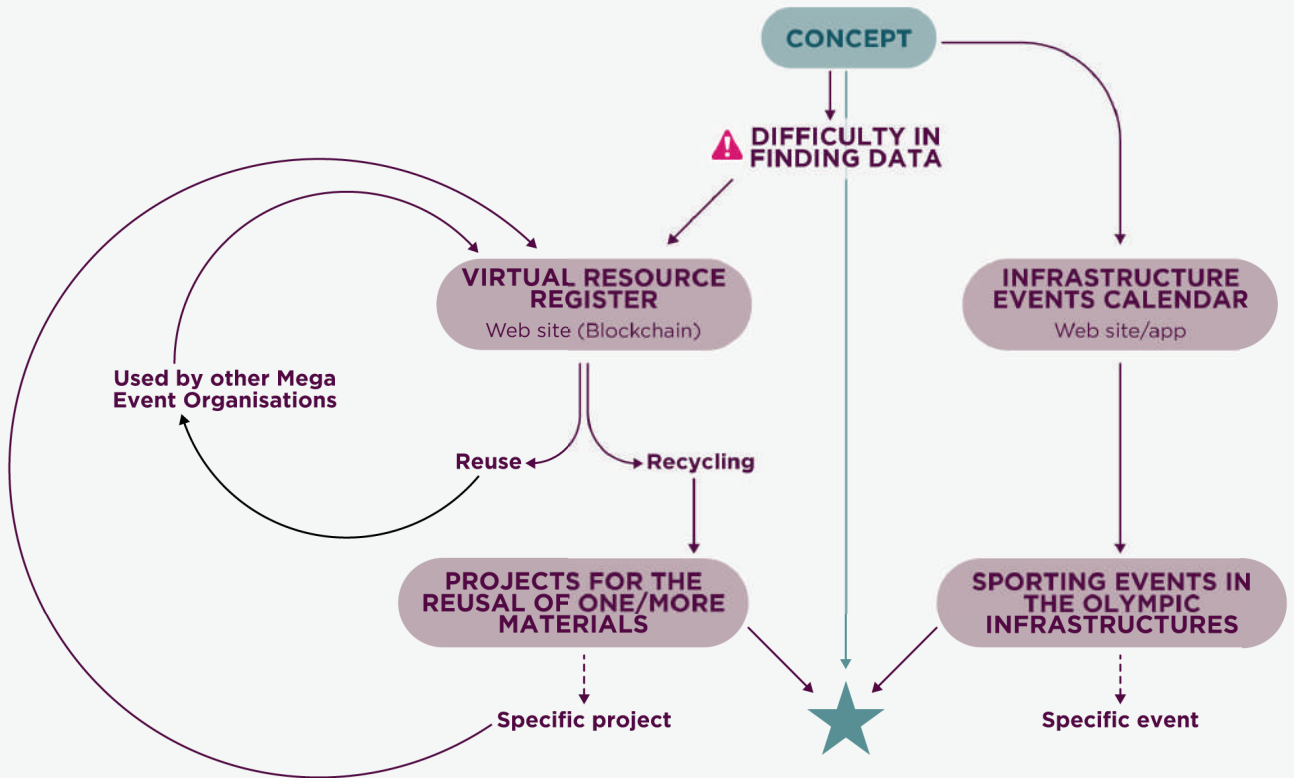


Fig. 06 From concept to project ⁶

(6) Personal elaboration (2024) *From concept to project*

6.3 Case studies

A CHANCE THROUGH SPORT, 2019
UISP & ECOPNEUS, SIENA



Urban furniture

“Values and places of sport: environment, sustainability and sport facilities for all” is the meeting promoted by Uisp (a sports and social promotion association which aims to extend **the right to sport to prisoners** in Siena and Brescia) and Ecopneus, the consortium company leading the management of End-of-Life Tires in Italy. This, in fact, is precisely the sector in which **recycled ELTs** are widely used with great success: from **indoor and outdoor multipurpose surfaces to athletics tracks**, from football, basketball and tennis fields to horse riding competition fields, from surfaces for animal welfare to anti-trauma flooring.



Outdoor



Social reintegration



Upcycling

GUIDELINES



GIARDINO DI BETTY, 2019, ESOSPORT,
MILANO



Urban furniture

Esosport is an Italian project conceived by ESO, a company specializing in waste management and treatment. The goal of Esosport is to create **new initiatives using recycled materials from shoes, tennis balls, and other sports items**. The raw material obtained from recycling is used to create flooring for playgrounds and bases for athletic tracks. These spaces dedicated to **children feature impact-resistant flooring**. Through the GoGreen non-profit association, Esosport **donates the raw material obtained from the recycling of sports equipment to public administrations free of charge**, contributing to the creation of flooring for gyms and areas designated for sports activities.



Outdoor



Social reintegration

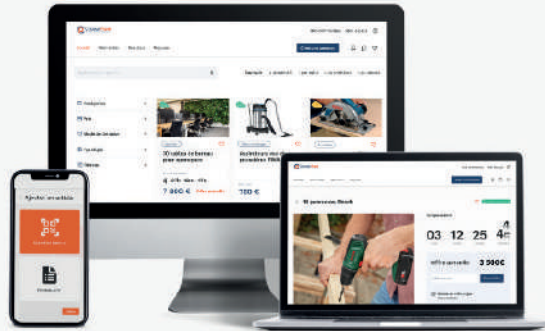


Upcycling

GUIDELINES



CIRCULAR PLACE, 2021



Service

CircularPlace has a goal: revolutionize consumption patterns by introducing an innovative **marketplace dedicated to the resale of non-food waste among professionals**. Addressing the challenge of transforming mass events into circular ecosystems, CircularPlace has championed a paradigm shift in consumption behaviors. The marketplace successfully **connected businesses looking to dispose of reusable materials with non-profit organizations eager to recover and repurpose these resources**. Results include the marketplace's success among professionals, positive collaborations with non-profit organizations, and a significant **shift in consumption mindset**.



System



Connecting businesses

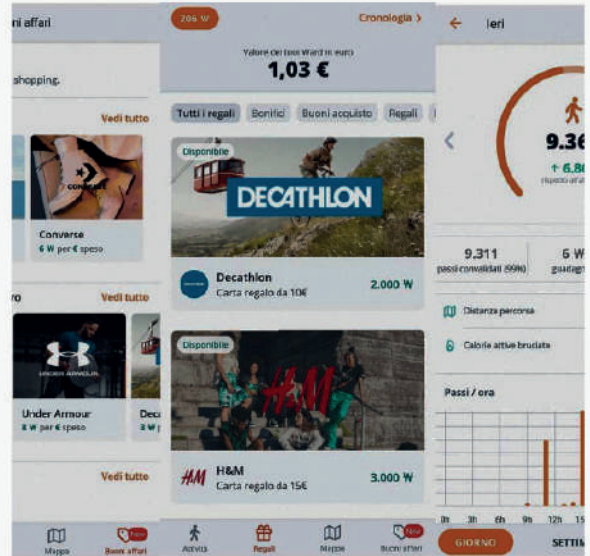


Upcycling

GUIDELINES



WEWARD, 2021, YVES BENCHIMOL



Gamification

WeWard is an app that incentivizes physical activity through a **gamification approach**. Users earn "Wards" by walking or running, which can be converted into offers and discounts at partnering businesses. The app leverages **blockchain technology to track activities** and ensure transparency in reward distribution. The implementation of WeWard demonstrated a significant increase in physical activity among users, encouraging an active lifestyle. The gamification element generated positive engagement. The strategic collaboration with local businesses stimulated app usage, creating a winning ecosystem that **promotes health, social engagement, and the local economy**.



Outdoor



Connecting businesses



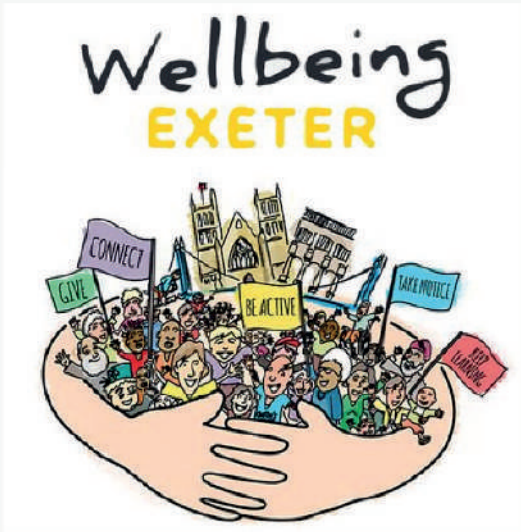
Upcycling

GUIDELINES



Project

WELLBEING EXETER, 2013, VILLAGE COUNCIL



Association Relationships

Together with partners across the city, the Wellbeing Exeter is working to improve **individual health and wellness outcomes**. Since it was launched it has supported over 8,000 individuals and hundreds of community groups through its Community Builders, Community Connectors and Community Physical Activity Organisers. Wellbeing Exeter provides life **support to individuals and community groups**.



Outdoor



Connecting
businesses



Connecting
people

GUIDELINES



<https://www.wellbeingexeter.org.uk/about-us>

CREATIVE RECYCLING, BERGAMO, 2021, COMUNE DI BERGAMO



Workshop

"Youth Point - Isola Company, through the Youth Policies service of Aeris Social Cooperative, organizes a **workshop on environmental issues** titled 'Nothing is created, nothing is destroyed, everything is transformed. Creative Recycling: Turning Waste into Imagination,' targeting young people aged 11 to 17. The activities will take place at the Bottanuco Library."



Upcycling



Connecting
businesses



Connecting
people

GUIDELINES



<https://www.comune.pontesanpietro.bg.it/area/amministrazione-comunale/Workshop-di-riciclo-creativo>

OGNUNO A MODO SUO, 2023



Sport event

More than **20 adapted sports disciplines** on a free trial basis for each person: everyone was able to traverse the park, shoot fencing, try hoops or launch themselves off a skate ramp in a wheelchair, supported by athletes and coaches. Not only wheelchair sports, but also disciplines adapted for people who are blind or visually impaired to try to recognize the sound of a sound ball going into a goal or attempt a baseball shot.



Outdoor



System



Connecting people

GUIDELINES



<https://www.italianskateboarding.org/eventi/ognuno-a-modo-suo-sport-senza-barriere-2023/>

VIVA OLYMPIA!, RAVENNA, 2023



Workshop

The **workshop aims to discuss the rights of all genders in sports** and create with participants an illustration and text that can express the meaning of the Women's Bill of Rights in Sports and become the image of barrier-free sports for the **inclusion of all genders** in the city of Ravenna.



Outdoor



System



Connecting people

GUIDELINES



<https://www.comune.ra.it/stampa-e-comunicazione/comunicati/archivio-comunicati-dellufficio-stampa/2021-2/viva-olympia-workshop-sullo-sport-senza-barriere-per-linclusion-e-di-generi/>

Project

LIFE TACKLE, 2020 EUROPEAN COMMISSION



System, communication

LIFE TACKLE is an international project co-funded by EU LIFE programme aiming at improving the environmental management of football matches and the overall level of awareness and attention towards environmental issues in the football sector. Speakers representing clubs showcase their clubs' environmental management initiatives in different areas, from waste management solutions to environmentally friendly infrastructure and mobility plans. These resulted in inspirational and promising discussions and led to potential collaborations and replication of solutions elsewhere.



Outdoor



Social awareness



Collaborations

GUIDELINES

1

2

3

4

<https://lifetackle.eu/>

OEN HARISEN, 2023, RAKUTEN'S DESIGN & SPORTS P. ACTIVATION, JAPAN



Product

Two Japanese sports teams embarked on an innovative upcycling project for the previous season's stadium banners. Collaborating with Rakuten's Creative Design and Sports Partnership Activation teams, they **repurposed the banners into seat cushions** styled as oen harisen ("cheering paddles") instead of discarding them. The decision to upcycle arose from the challenge of ensuring durability for new banners. Despite limited experience in upcycling initiatives, both teams enthusiastically embraced the project, showcasing an inventive approach to creative sustainability in sports. This initiative underscores Rakuten's commitment to wider sustainable practices, both on and off the field.



Outdoor



Social awareness



Upcycling

GUIDELINES

1

2

3

4

<https://rakuten.today/blog/promote-upcycling-in-sports.html>

RICICLO CREATIVO OLIMPIADI 06, SCIOLLA COMPANY, 2006, TORINO



Product

ObjecTO, the official gadget line of Turin, thanks to the help of Sciolla company, offers an array of bags, shoulder bags, backpacks, caps, and other accessories crafted in collaboration with the City of Turin. These items are unique creations made by **upcycling banners previously used during significant events** such as the 2016 Winter Olympics, 2007 Winter Universiade, and 2008 World Design Capital. Through this innovative project, **PVC posters** and roll-ups found a **new purpose**, extending their life cycle by an impressive 130%.



Olympic legacy



Connecting businesses



Upcycling

GUIDELINES



6.4 Target

Once the concept was defined, difficulties arose in the collection of specific data, especially those relating to materials not used after the event, with a clear distinction between those rented and those purchased, and if reuse projects already exist (fig. 06). Without this data, a crucial element was missing to advance the development of projects aimed at re-using or upcycling specific materials. One of the solutions proposed to overcome

this problem is therefore the creation of a virtual register, in which all the materials of the event are catalogued in a precise and efficient way, highlighting above all their subsequent use. This would simplify the management of all resources, allowing consultation by private and public users. On the one hand, this would allow the reuse of materials for future large-scale events

PERSONAS

THAIS



DESCRIPTION

Madame Thais is not one to sleep late, or “faire la grasse matinée” as the French say. She has no time to waste: at 10 o'clock she has her usual appointment in the boulangerie with Madame Delphine, her neighbour. They leave on time for their daily walk, the perfect moment to complain about their pains and catch up on life in the neighbourhood. It would have been better to do this over a croissant but her nephew insists that she exercise. It is a particular time for Mrs Thais: soon she will have to leave the house where she has lived for 39 years. The municipality has informed her that the building will be demolished to make space for the new Olympic facilities. Many neighbours are making “tout un fromage” of this, constantly complaining about it, but she doesn't think too much about it: they will give her all the support she needs to find a new home in the neighbourhood, and that is all she cares about.

Age: **78 years old**
 Occupation: **retired**
 Resident in: **Saint Ouen**
 for: **39 years**

“I love my neighborhood and its tranquility”

PERSONALITY & HABITS

Sedentary Sporty



Introvert Extrovert



Outdoor Indoor



WORRIES



Grandson's happiness



Adaptation district's changes

NEEDS



Having all services within easy reach



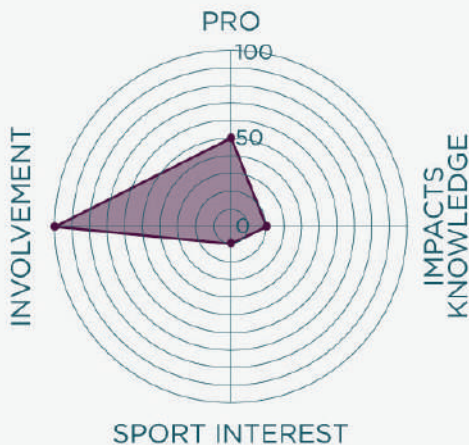
Community bonding

WISHES

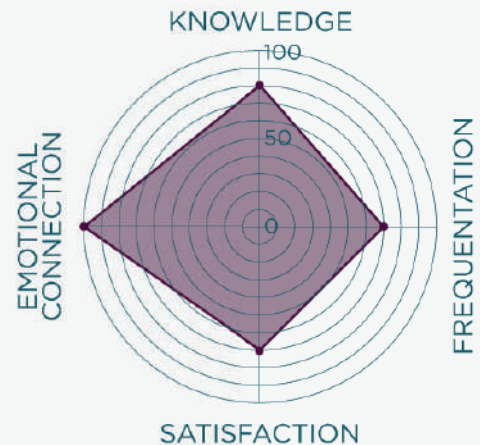


Staying in the neighbourhood

RELATION WITH THE OLYMPICS



RELATION WITH THE AREA





PIETRO



DESCRIPTION

Pietro, student of a master course in economics at the Sorbonne, has been living for a year in Saint Ouen, more accessible than Paris. The morning wakes up calmly, thanks to the flexibility of the university time. After a quiet breakfast, he heads to the Sorbonne, where he will meet his friends. In between lessons, Pietro and his college buddies have a coffee together chatting in bar in Paris.

Once in Italy he loved boxing, but since he's in France, he had to give up for economic reasons. Sometimes he feels nostalgia of the ring, and Pietro dreams to resume fighting. He plans to look for a more affordable boxing course, hoping to soon be able to vent his passion in Saint Ouen.

Age: **23 years old**

Occupation: **Student**

Resident in: **Saint Ouen**
for: **1 year**

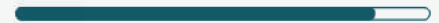
“Raga, what’s the plan for the weekend?”

PERSONALITY & HABITS

Sedentary Sporty



Introvert Extrovert



Outdoor Indoor



WORRIES



Professional future



Economic availability

NEEDS



Find affordable boxing course



Efficient public transportation

WISHES

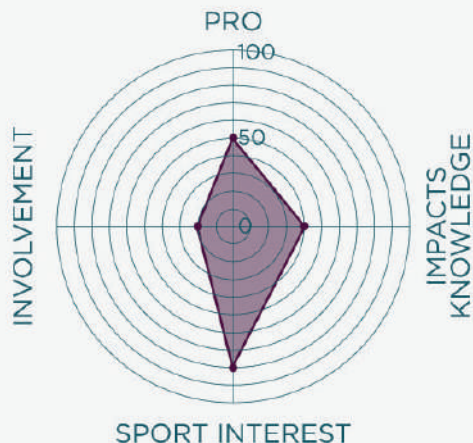


Find someone to train with

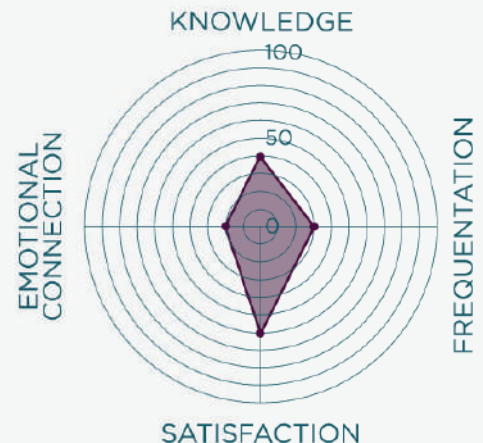


Find cheap Italian products

RELATION WITH THE OLYMPICS



RELATION WITH THE AREA





MATHIEU



DESCRIPTION

Mathieu wakes up at dawn in his cozy home in Saint Denis. He quickly dresses and boards the train that will take him to Paris, where he works for a sustainability-oriented company, a value so important to him that it led him to adopt a vegan lifestyle. Despite the demanding workday, Mathieu finds a window of time to prepare for the upcoming weekend meeting of the neighborhood committee he's a part of. Returning home at the end of the day, he takes Bob, his beloved dog, for a walk, during which he dreams of raising his future family in Saint Denis. However, the changes underway due to the Olympics bring him deep concern and anger for the uncertain future of that place so dear to him.

Age: **32 years old**

Occupation: **i-tech field**

Resident in: **Saint Denis**
for: **25 years**

**“Why am I vegan?
It’s my business”**

PERSONALITY & HABITS

Sedentary Sporty

Introvert Extrovert

Outdoor Indoor

WORRIES



Changes of
the district



Lose fighting
spirit

NEEDS



Easily find a variety
of vegan food



Find someone
who shares his
values

WISHES

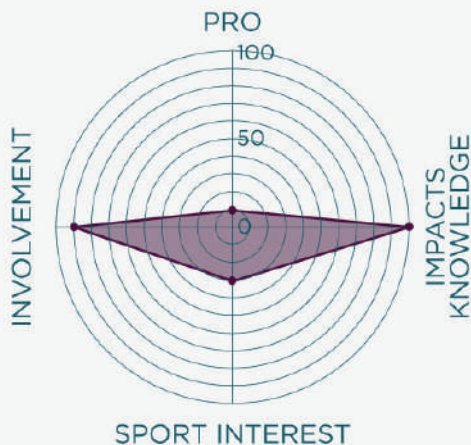


Raising his future
family in his
neighborhood

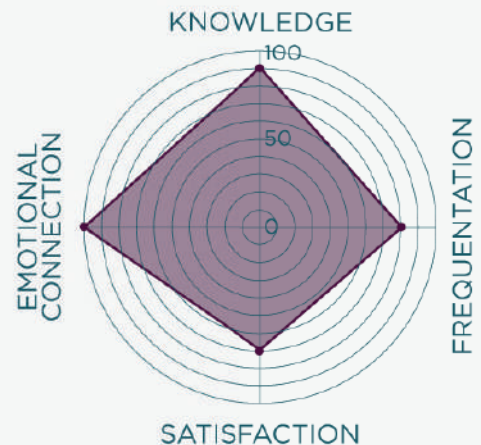


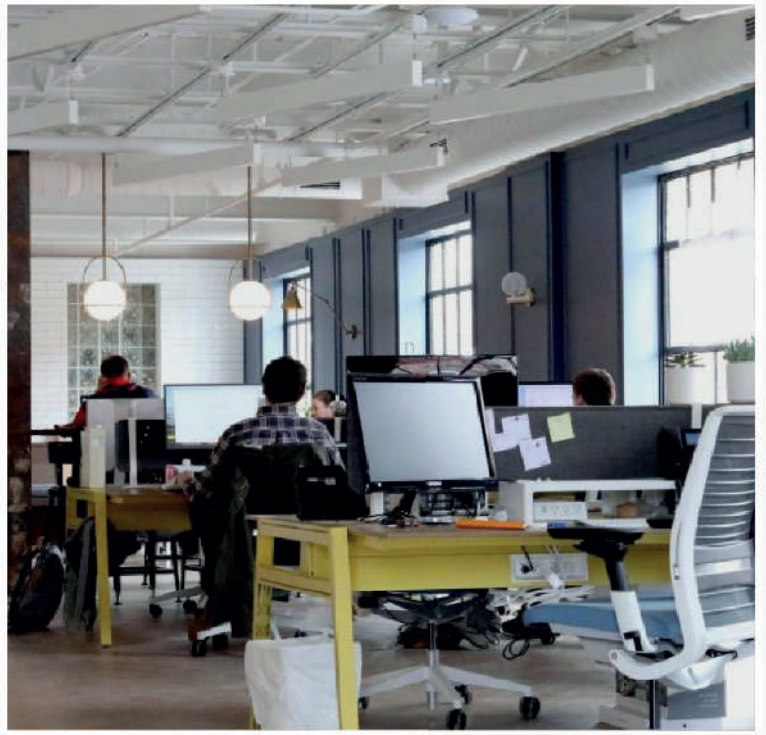
Feel useful
for the
community

RELATION WITH THE OLYMPICS



RELATION WITH THE AREA





CÉLINE



DESCRIPTION

Every morning, Celine wakes up early to prepare a healthy and energetic breakfast for her two children before they leave for school. While eating together, she thinks about how to involve her family in the life of the neighborhood. In fact, they had moved to Saint Denis two months before and Celine never ceases to worry that her children will feel at home in this new town. After breakfast she starts his day as a Yoga teacher in the neighborhood gym. She is very enthusiastic about her work, because it allows her to get to know the neighborhood, in addition to playing sports. She would like her husband to attend similar courses because she noticed that, immersed in work, he does little physical activity. She would like this to become one of the ways to facilitate integration in the community.

Age: **46 years old**

Occupation: **Yoga teacher**

Resident in: **Saint Denis**
for: **2 months**

“Mens sana in corpore sano”

PERSONALITY & HABITS

Sedentary Sporty



Introvert Extrovert



Outdoor Indoor



WORRIES



Neighborhood
integration



Children's
happiness

NEEDS



Opportunities for
integration in the
community



New
incentives for
work

WISHES

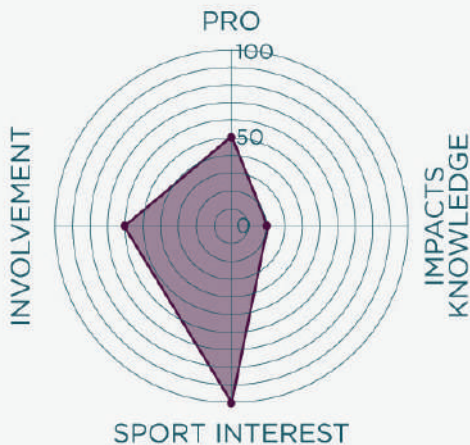


Healthy lifestyle
for the family

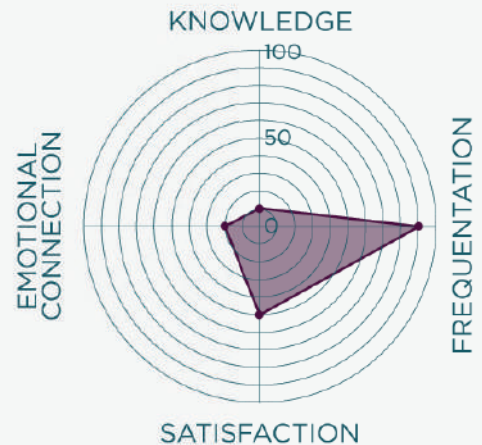


Quiet and
friendly
environment

RELATION WITH THE OLYMPICS



RELATION WITH THE AREA





JULIETTE



DESCRIPTION

It's Monday morning, and Juliette wakes up early to go to school. She meets up with her friend Elorie in the boulangerie on the corner to have breakfast together and then run to school. She attends the 3rd year of the scientific high school, even if she has always been a creative girl: during the most boring hours she spends her time drawing on her notebook. She dreams of becoming a book illustrator. When she was younger she studied dance, but with the beginning of high school she abandoned the sport because it required too much effort and time that she prefers to spend with her friends. She dreams of moving to a big city because in Saint-Ouen "there is never anything to do". Luckily Paris is not far away and when her parents allow her, she goes to spend a day in the capital with her friends.

Age: **15 years old**

Occupation: **Student**

Resident in: **Saint Ouen**
for: **15 years**

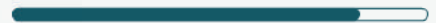
**"I love spending
time with my
friends"**

PERSONALITY & HABITS

Sedentary Sporty



Introvert Extrovert



Outdoor Indoor



WORRIES



Academic
future

NEEDS



Exiting leisure
activities to do
with her friends



Chances to
enhance her
artistic flair

WISHES

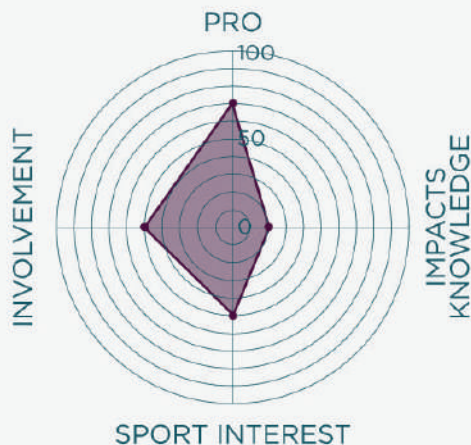


Pursue an
artistic career

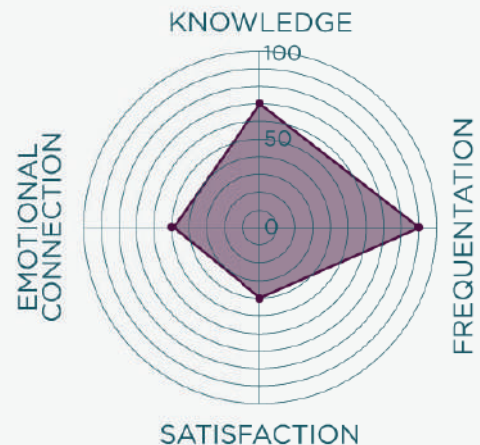


Live in a more
stimulating
environment

RELATION WITH THE OLYMPICS



RELATION WITH THE AREA







PETIT À
LES VOISINS F



À PETIT
ONT LEUR NID

6.5 Petit à Petit

The “Petit à Petit” project is a response to the needs of the neighbourhood, particularly in the area of Saint-Denis and Saint-Ouen. In a rapidly changing environment, both long-term residents and relocators need time to adapt and (re)discover these areas. The aim of the project is therefore to act as a bridge of communication between residents, allowing them to get to know step by step (or as the French say “petit à petit”) the neighbours and spaces of the neighbourhood, through the promotion of sport culture. The latter emphasises collective participation and teamwork, while encouraging an active and healthy lifestyle.

The proposal seeks to establish connections between local associations and stakeholders with shared goals. It plans to engage the community through sports events and creative initiatives, fostering well-being and utilizing Olympic resources and infrastructure.(fig. 07).

The COJOP supports post-Olympic projects fostering physical activity and healthy lifestyles for French residents. Private entities can propose projects through calls, which, if approved, receive support for development. “Petit à petit” aims to collaborate with local associations, schools, and authorities like fablabs or artistic workshops in the area.The project will host various events

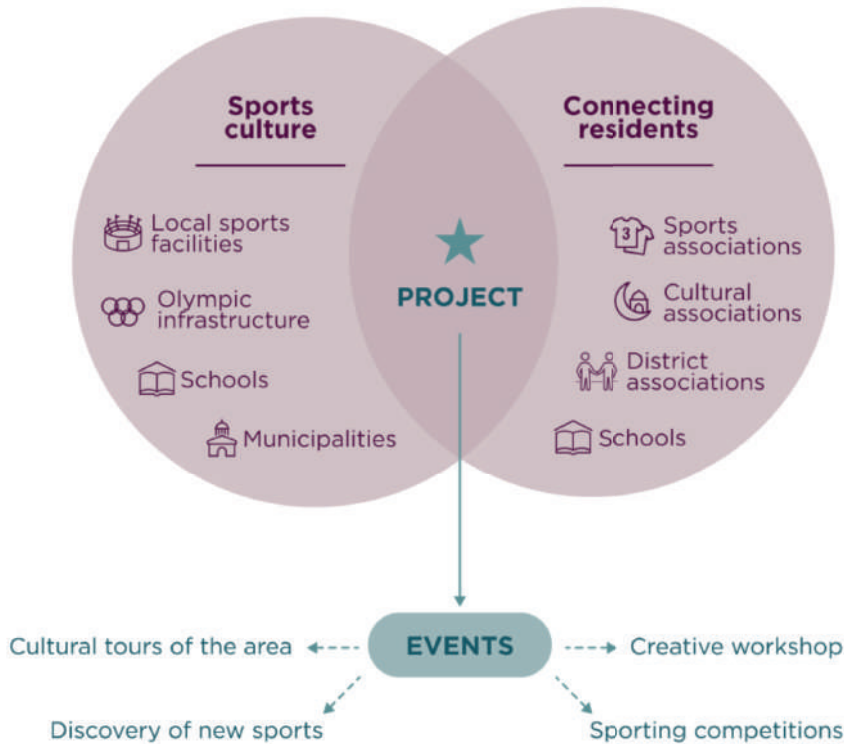


Fig. 07 Project proposal ⁷

(7) Personal elaboration (2024) *Project proposal*

(8) Personal elaboration (2024) *Project scheme*

06 Petit à Petit

tailored to specific target audiences. It will utilize materials and infrastructure from past Olympics hosted in the area, such as sports equipment and repurposed waste materials.

To further attract the interest of the participants, various guests specialised in specific areas of interest to the target audience will be present, depending on the proposed activities: Olympic athletes, sportsmen and women of national or international fame, artists of various kinds, etc. Events will span

from sports tournaments to creative workshops reusing Olympic leftovers. They'll promote sports culture, covering inclusion, fair play, teamwork, and gender equality. The variety of activities will rely on associations' creativity and initiative.

The project aims to foster communication among residents, promoting social cohesion and appreciation for local culture. It also encourages a healthier, more active lifestyle, leading to greater engagement with sports (fig. 08).

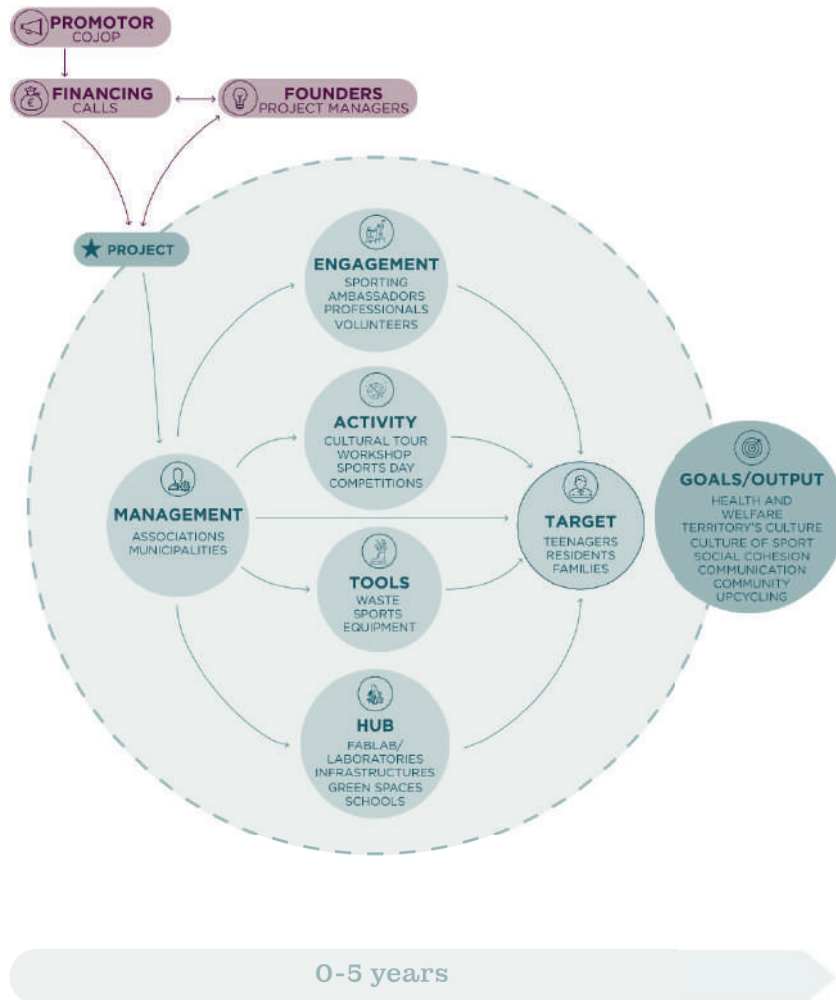


Fig. 08 Project scheme ⁸

6.5.1 Management

In addition to the chosen **associations and municipalities** would be part of the project management. Initially, the associations would take care of projects related to both the culture of the area and sports and create a relationship among them so as to create a stronger and more lasting system of associations.

They will also join municipalities to the system, to have both memberships in case they **need infrastructure or public spaces, and funding** needed to do any projects, such as exhibitions and celebrations of the final results.



**Associations,
Municipalities,
Local activities**



Project

Associations of the area

ACSBE



Association
Communautaire
Santé Bien-Être



Health and well-being

Association that has set itself the mission to develop and implement a health project in the neighbourhood that can be animated with all those who participate in acting on health for and with those who participate in it.

ADOPTER LA BONNE ATTITUDE



Intercultural exchanges

Promoting diversity, co-existence, civic engagement, intergenerational and intercultural exchanges. It promotes stories and culture of the different peoples of the world, developing local and international solidarity actions.

ALLIANCE SPORT SANTÉ



Alliance Sport Santé



Sport and health

Led by a team of interdisciplinary and qualified professionals, Alliance sport santé is a non-profit association dedicated to promoting the benefits of adapted physical activity for all.

C'EST AUJOURD'HUI DEMAIN

C'est Aujourd'hui Demain

Cadre de vie, habitat
17 boulevard de la Libération
93200 Saint-Denis
Tél.: 01 42 43 02 24 / 06 26 55 38 37



Ecology

Train, inform, mobilise on ecology and the environment, help and assist in environment-related projects, organise socio-cultural, socio-educational and training activities.

FEMIX' SPORTS



Gender equality in sport

Promotes gender diversity in sports, focusing on access for girls and women. Addresses discriminatory behavior, influences change in sports institutions and media, and offers tailored training for gender equality.



6.5.2 Hub



The **Fablab** will welcome all the activities related to a **creative process** related to the culture of sport.

The **sports infrastructures** will host all those activities and events that take place in the field of sports, with the aim of improving the **well-being and health** of residents and at the same time bring to **know each other**

The **schools** would manage the project process and the organization of participating classes or students, ensuring the **informative lessons** not only about the project in practice, but also about teaching and raising awareness of the issues involved.





























Welcoming,
Creative,
Familiar.



Assumed location, *LAO SCOP Studio, Saint Denis.*



INFRASTRUCTURES

- | | | | |
|--|--|--|---------------------|
|  | 1. Grande Nef de l'Île des Vannes |  | SPORTS COMPLEX |
|  | 2. Complexe sportif de l'île des Vannes |  | BASKET |
|  | 3. Terrain Multisports du Parc des Temps des Cerises |  | FOOTBALL |
|  | 4. Nelson Mandela Sports Complex |  | GYM |
|  | 5. Gymnase Irène Popard |  | BADMINGTON |
|  | 6. Terrain de basketball |  | WATER POLO OLYMPICS |
|  | 7. Fitness Park |  | ATHLETISME OLYMPICS |
|  | 8. Stade Annexe du Stade de France |  | SWIM OLYMPICS |
|  | 9. Complexe sportif Franc Moisin | | |
|  | 10. Office Des Sports de Saint Denis | | |
|  | 11. Salle de sport Saint-Denis - Fitness Park Carnot | | |
|  | 12. Terrain de Basketbal | | |
|  | 13. CSM section Badminton | | |
|  | 14. Palais des Sports de Saint-Denis | | |
|  | 15. Fitness Sport AGSD | | |
|  | 16. Gymnase La Courtille | | |
|  | 17. Sports Park of La Courneuve | | |
|  | 18. Stade de France | | |
|  | 19. Piscine de Marville | | |
|  | 20. Piscine Olympique | | |

SCHOOLS

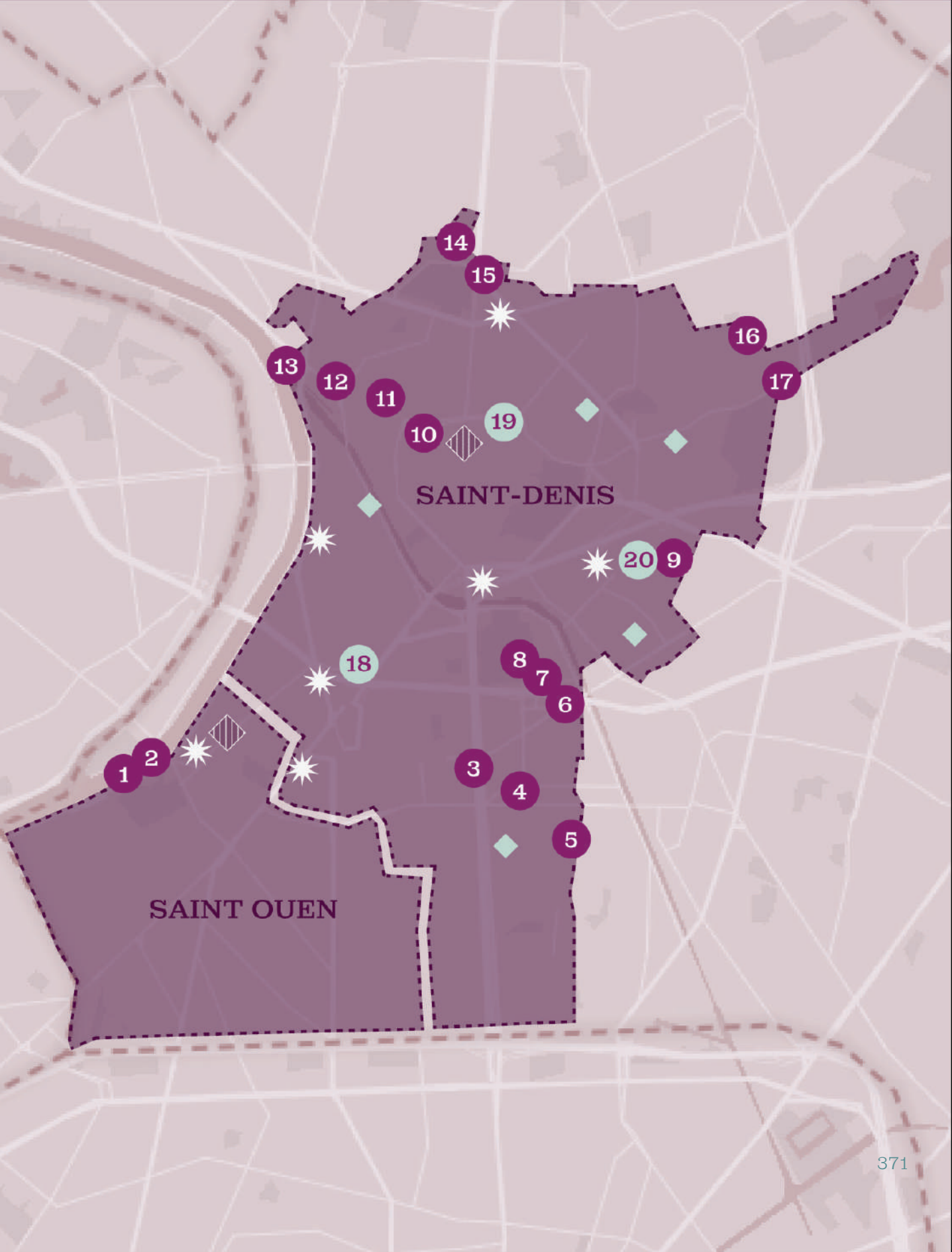
National School Supérieure Louis-Lumière
 Institut National Supérieur Inspé
 School Auguste Renoir
 Comprehensive School Application De L'enna
 School Suger
 Iut De Saint-Denis
 Supméca Institute Of Mechanics Of Paris

ASSOCIATIONS

Adopte La Bonne Attitude
 Alliance Sport Santé
 C'est Aujourd'Hui Demain
 FEMIX' SPORTS
 ACSBE

MUNICIPALITY

Saint-Denis
 Saint Ouen



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SAINT-DENIS

SAINT OUEN

6.5.3 Activity



The activities aim to raise awareness and strengthen the **culture of sport**. Both active-type activities, i.e., fields days aimed at introducing different types of sports or **competitions** among neighbors to strengthen **social cohesion through sports**, have been assumed. Other activities, on the other hand, are passive, that is, they do not take the children to practice sports directly, but to learn about the culture of sports through **workshops**, creative competitions.



Engaging, Inclusive, Educational.



6.5.4 Engagement



Implementing an engagement phase in activities is crucial to make participation more enticing and commitment more rewarding throughout project journeys. Therefore, the idea is to bring in **sports experts, Olympic champions, or well-known sports professionals** to contribute to the sports culture and strive to bring a positive influence to the participants.

**Attractive,
Influence,
Excitement**





6.5.5 Tools



Waste materials from the organization of the Olympics and related constructions and the reuse of existing sports equipment, both in terms of balls for example and infrastructure, were conceived as the main tools for the activities. The tools are the **link between the concept of sports culture and care and respect for the environment** through upcycling.



Upcycling, Open, Educational.



Assumed location, **Aquatics Center**, Saint Denis.



Assumed location, **Les Docks**, Saint Ouen.

6.5.6 Moodboard





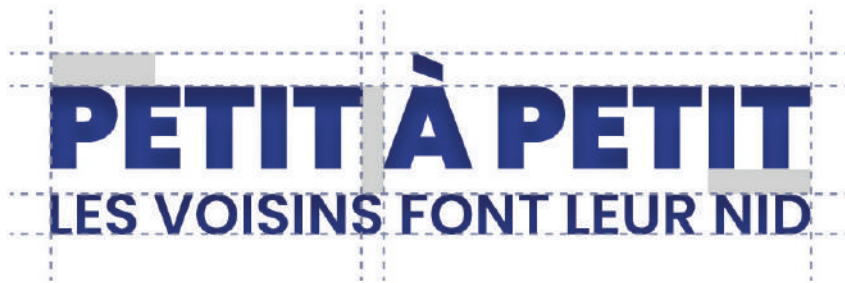
Project

6.6 Visual identity

The name of the project is inspired by a well-known French saying, 'Petit à petit l'oiseau fait son nid', which translates as 'Little by little the bird makes its nest'. This expression suggests that important things are built gradually and that constant dedication leads to desired results. The project follows this philosophy, with many small elements gradually coming together to achieve the desired result. Hence 'Petit à petit les voisins font leur nid', which

translates as 'Little by little the neighbours build their nest'. In this context, 'nest' symbolises a home, a safe and cosy place of refuge. The aim of the project is indeed to transform the analysed territories into a comfortable environment, thus becoming a 'home' for all.

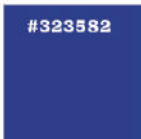
The fluid forms used evoke the idea of movement and transformation: of a neighbourhood, of matter and of people.



LOGO

Poppins Black 46 pt
Poppins SemiBold 23 pt

Rapporto 1:2



PETIT À PETIT
LES VOISINS FONT LEUR NID



Inappropriate uses

PETIT À PETIT
LES VOISINS FONT LEUR NID

Not keeping the right bold

PETIT À PETIT
LES VOISINS FONT LEUR NID

Not keeping the right proportions

PETIT À PETIT
LES VOISINS FONT LEUR NID

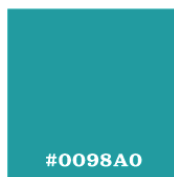
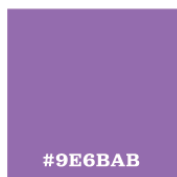
Not keeping the right style

PETIT À PETIT
LES VOISINS FONT LEUR NID

Not using the right palette

PETIT À PETIT
LES VOISINS FONT LEUR NID

Not using the right rotation





6.6.1 Moodboard visual

FITFUN



NIKE BLAZER SB LOW



Project

The fluid pattern encapsulates the powerful concept of “transformation,” with a focus on working with leftover materials from the Olympics. This initiative aims to redefine the residual resources of the Olympics, thereby strengthening the Olympic legacy through the promotion of sports and unity. Within the logo, images are deliberately positioned not immediately visible, fueling curiosity and conveying the message that

transformation and creativity lead to new horizons. This innovative vision not only expresses a commitment to sustainability and resource valorization but also a desire to inspire active participation and reflection, contributing to shaping a meaningful and lasting Olympic legacy. The pattern is composed of identical shapes arranged uniquely for each event, playing with a diverse color palette and placing images underneath.





PETIT À PETIT

LES VOISINS FONT LEUR NID

SANT



Petit à petit est un projet qui vise à la cohésion sociale entre résidents de la zone de Saint Denis et Saint Ouen à travers des activités liées à la promotion de la culture sportive.

En savoir plus: www.petitapetit.fr

e-mail: petitapetit@mail.fr





Business cards serve as a tangible connection point with diverse stakeholders, including associations, sports groups, municipalities, and beyond. They are strategically distributed during various meetings or conferences to effectively communicate information about different events, fostering connections and promoting collaboration. These cards act as a lasting reminder of the engagements, encouraging ongoing communication and partnerships among the involved entities.



6.7 Calendar

The Petit à Petit project encompasses various events, as explained in Paragraph 6.5. These formats have been scheduled on a five-year basis, allowing for an estimation of the number and types of events that may occur starting from the collective's debut and progressing over the years. In the first year, it begins with participation in a selected call with the Petit à Petit collective, composed of designers and local associations. Subsequently, there will be participation in two workshop days aimed at presenting the project to citizens. The pilot event will be "L'art qui bouge," a creative workshop in collaboration with schools. As the years progress, new formats will be presented to citizens, responding to their needs, including the repetition of those that have worked in previous years. The five-year plan proposes the presence of seven different types of events in the fifth year, with varying durations, targets, and locations

2024

2025

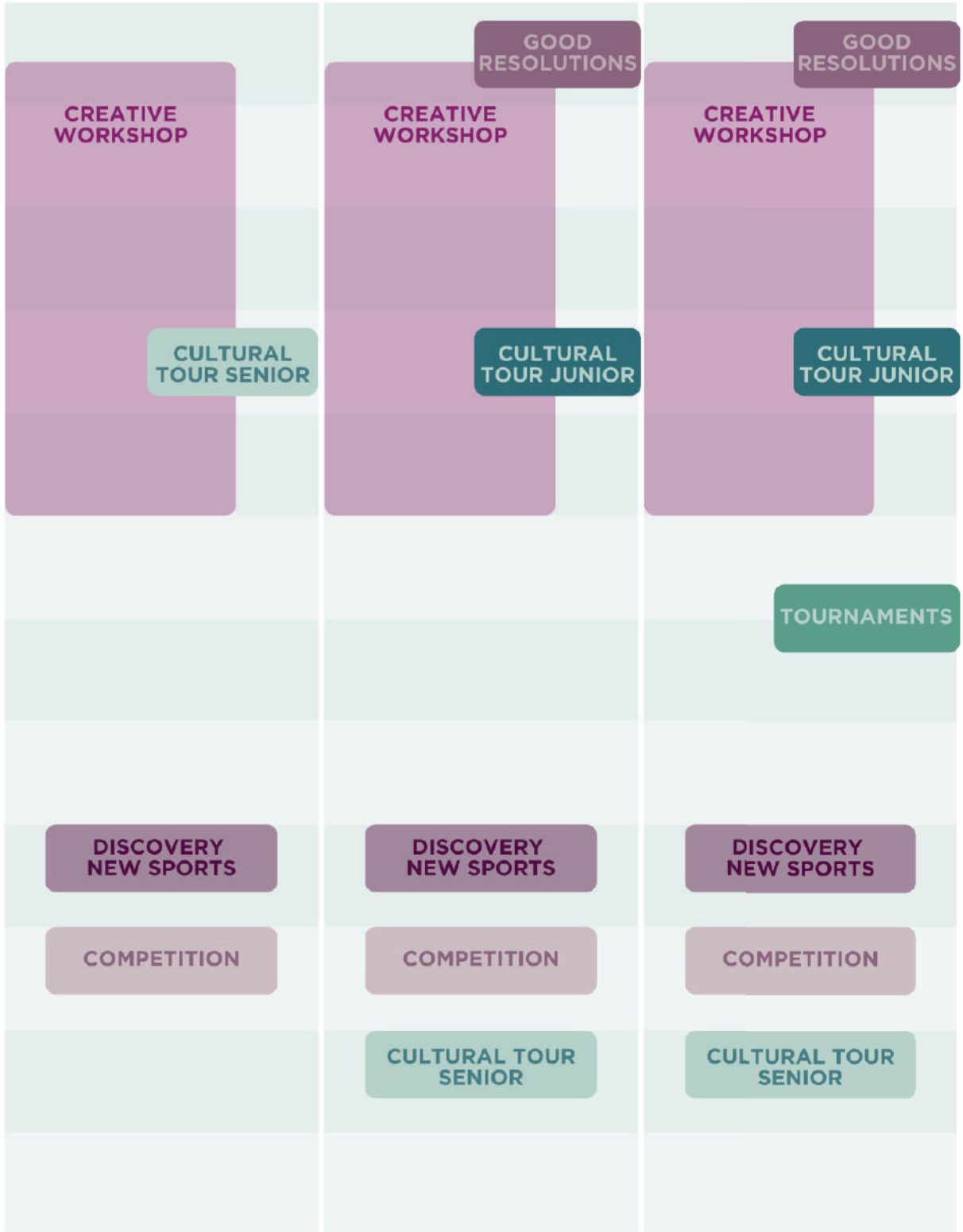
Month	2024	2025
JANUARY		Meeting with experts guests PILOT EVENT:
FEBRUARY		<div style="background-color: #d9ead3; padding: 10px; border: 1px solid #d9ead3;"> CREATIVE WORKSHOP </div> <p>★ Continuous monitoring of volunteers-experts-teachers</p>
MARCH	Collective creation with associations	
APRIL	Application to the call Project presentation to the municipality Proposals places for workshops	
MAY	Contact municipalities, Solideo etc for post-event material collection permissions First contact with experts	
JUNE		
JULY		
AUGUST	Olympic Games	
SEPTEMBER	Temporary storage of materials Project approval Material recovery (collective) Confirmation of membership experts	COMPETITION
OCTOBER	Meeting with the municipality (confirmation places, etc.)	
NOVEMBER	Knowledge-Interactive event <i>2 days of knowledge workshops with officials, schools, associations, residents</i>	CULTURAL TOUR SENIOR
DECEMBER	Logistic organisation "Creative Workshop" **	

** Exact numbers of participating classes, places for definitive workshops, scheduling with experts, volunteer logistics (calendar)

2026

2027

2028



Project

6.7.1 Knowledge-Interactive event

Imagine engaging exposition days where various gadgets are provided, allowing attendees to both gather information and take home memorable keepsakes. These events are crafted to deliver an interactive experience, enabling participants not only to acquire meaningful knowledge but also to actively engage, enhancing their overall involvement. Each gadget serves as a conduit for disseminating information and becomes a tangible token of participation, creating a memorable link between the event, the promoted transformation, and the individuals involved.





DOUVERT

Fabrique de l'époque Lyrique

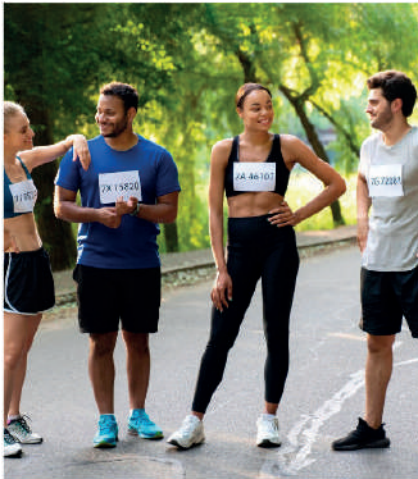
LE JOUR

Some et...

Project

6.7.2 Format explanations

COMPETITION



Target: 6-75 years old

Duration: 1 day (weekend)

Teams: 4. For each there are sub-teams according to age group and type of game/sport

Registration: individuals or groups.

What: Various sports throughout the day to compete in. Points are added up based on wins/losses.

Goals: knowledge of other people, conviviality in a sporting and team environment.

CULTURAL TOUR SENIOR



Target: adults

Duration: 2h/3h (weekend)

Registration: individuals or groups.

What: Walk through the city with stops in specific places of cultural significance. Special opening of places usually closed to the public. Conclusion walk in a historic bar to have a snack all together.

Goals: knowledge of other people, knowledge of the territory, less sedentary.

CULTURAL TOUR JUNIOR



Target: 4-10 years old

Duration: 1h/2h (weekend)

Registration: individuals or groups.

What: Treasure hunt through the city with stops at specific culturally interesting points. Special opening of places usually closed to the public. Conclusion walk in a historic bar to have a snack all together.

Goals: knowledge of other people, knowledge of the territory, less sedentary.

DISCOVERY NEW SPORTS



GOOD RESOLUTIONS



TOURNAMENT



Target: 6-18 years old

Duration: 3h (for two Sundays per month)

Registration: single with sport preference expressed.

What: stands that present different sports. At every half hour the guys can change stand/ sport.

Goals: introducing the kids discovering new sports in order to promote an active lifestyle and passion for a sport.

Target: 18-75 years old

Duration: 3h (for two Sundays per month)

Registration: single with sport preference expressed.

What: stands that present different sports. At every half hour the people can change stand/ sport.

Goals: introduce adults to new sports in order to promote an active lifestyle and passion for a sport.

Target: 18-30 years old

Duration: 12h night (20h-8h)

Registration: teams

What: Mixed team playing football and/or volleyball tournaments.

Goals: to create a meeting place for the local youth in a sporting and team environment.



12 HEURES DE NUIT
FAIRE DU SPORT SOUS LES ÉTOILES



BONNES RÉOLUTIONS
À LA DÉCOUVERTE DE NOUVEAUX SPORTS



L'ART QUI BOUGE
ATELIER CRÉATIF POUR LES ÉCOLES



BONNES RÉOLUTIONS

JOURNÉE D'ESSAI DE DIFFÉRENTS SPORTS POUR ADULTES

STADIA



COLLECTIF
PETIT À PETIT
En savoir plus: www.petitapetit.fr

Rendez-vous le samedi 14 janvier à 15h00 sur la Place des Sports
91200 Saint-Denis pour passer un après-midi à la découverte de
nouveaux sports que vous pourrez ensuite continuer en **compagnie**



L'ART QUI BOUGE
ATELIER CREATIF POUR LES ÉCOLES



6.7.3 Pilot event: creative workshop

The visual is readapted based on the specific event being organized. To maintain a cohesive theme, the pattern retains identical shapes but is rearranged differently, featuring a distinct predominant color corresponding to the type of event (in this instance, a creative workshop). Images that capture the essence of the initiative are incorporated, ensuring a consistent reference to the “Petit à Petit” project.



Project

Completing the sentence “Sport is...”, the students, using their artistic flair, have to create an artwork using the materials provided (recovered from waste materials from the 2024 Olympics).

Each artwork will have a specific theme to represent and a related physical exercise, also to be depicted graphically. With the support of sports experts and graphic designers, the students will produce original pieces that will be exhibited at various locations throughout the city, aiming to promote a healthy lifestyle and

encourage sports culture.

The activity is mainly aimed at high school classes and is carefully organised according to a precise schedule (see next page). This punctuates the engagement of the class (or rather: of the students who decide to participate on a voluntary basis) in precise activities and outputs that are to be produced. All this will be done with the assistance of one or more teachers, who will decide to participate in the initiative, and of graphics or sports experts. The latter will be contacted in



1. The mdf is used to signal ongoing construction sites for the 2024 Olympics



2. Students in schools use their creativity to turn the material into an art installation

06 Petit à Petit

advance by the Petit à Petit collective so that the management of the activities can be better organised. At the end of the workshop, the various artefacts created will be placed in specific locations in the city in order to create a sports route involving the entire neighbourhood community. On the opening day, a nationally recognised sportsman will be present to guide students and citizens through the defined sports route. The aim of the project is therefore to raise students' awareness of the culture of sport, while at

the same time encouraging residents to take up physical activity in the open air and, why not, discover hidden corners of the city. On the following pages we will see more clearly how each installed panel will be accompanied on its back by a map showing where the other artefacts are located, thus highlighting the route to be taken.



3. Processed mdf panels are installed in strategic points of the city

Creative workshop: storyboard



SCENE 1

A volunteer of the associations managing the project presents the proposal of activities to those in charge



SCENE 2

The volunteer presents the flyer of the activity to be distributed to make it known to students and parents



SCENE 3

The volunteer brings to class the material to be used to create an artistic work dedicated to the culture of sport



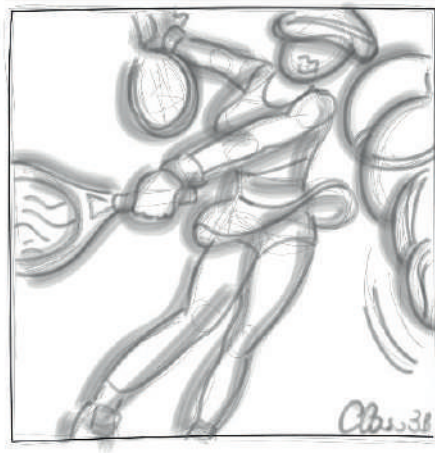
SCENE 4

An hour is dedicated to the testimony of the volunteer to the children about the theme chosen, bringing to light various facets of it



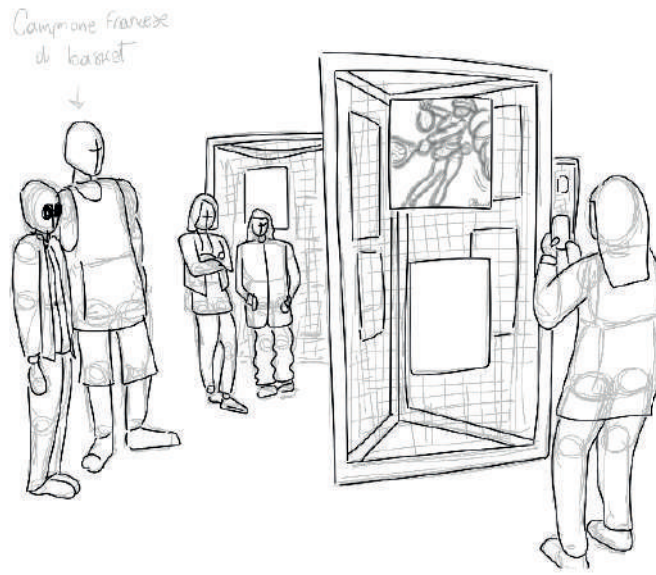
SCENE 1

A volunteer of the associations managing the project presents the proposal of activities to those in charge



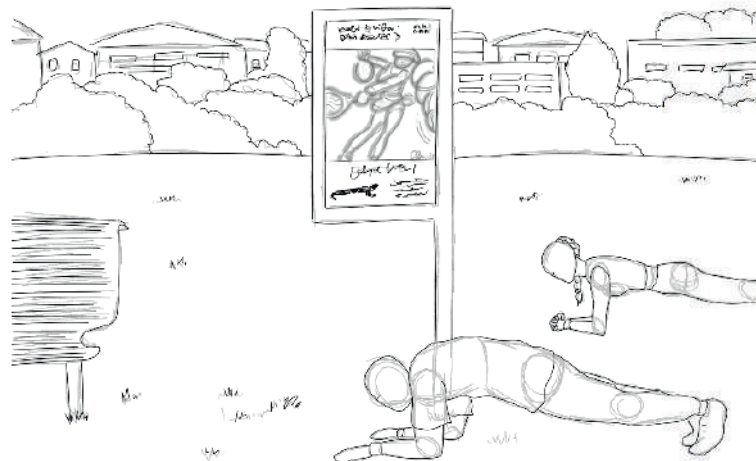
SCENE 2

The volunteer presents the flyer of the activity to be distributed to make it known to students and parents



SCENE 3

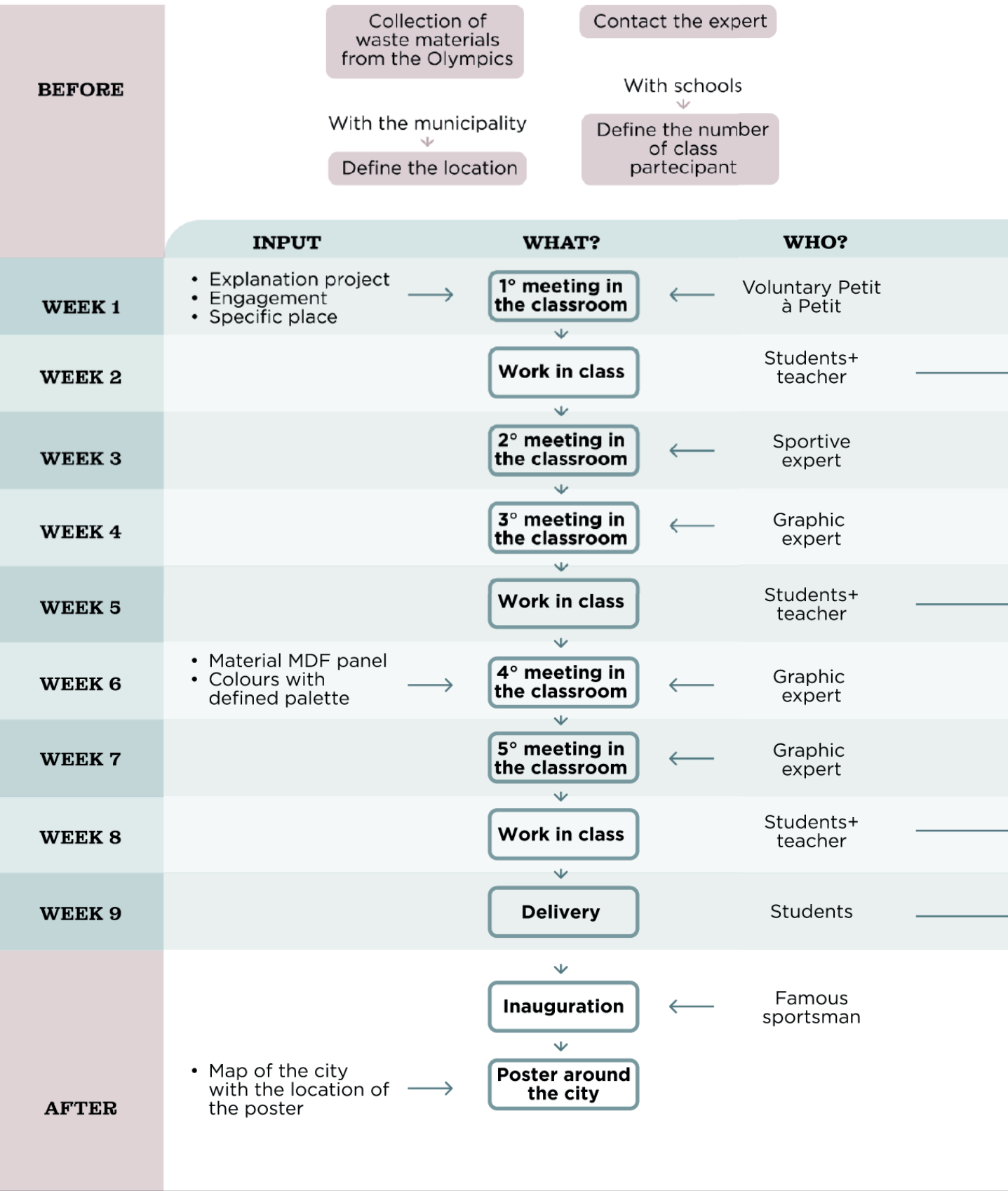
The volunteer brings to class the material to be used to create an artistic work dedicated to the culture of sport



SCENE 4

An hour is dedicated to the testimony of the volunteer to the children about the theme chosen, bringing to light various facets of it

Calendar creative workshop



06 Petit à Petit

Collective logistics
(shift scheduling)

With schools
and experts

Scheduling
meetings at school

Exhibitor project

Materials
organization (acrylics
and mdf panels)

TOPIC	OUTPUT
Culture of sport	Thematic and sport exercise draft
Sport	Definitive thematic and sport exercise
Graphic	Definitive moodboard
	Graphic draft
Graphic	Definitive graphic on paper
Graphic	Definitive sketch on the panel
	Work in progress color panel
	Final project

Cutting and finishing of panels

Management inauguration
(preparation of attendance certificates, rental space, etc.)

Printing personalised plate

Finishing and positioning of the panels and exhibitors around the city

Maintenance

Monitoring by the collective

Meeting between volunteers and experts

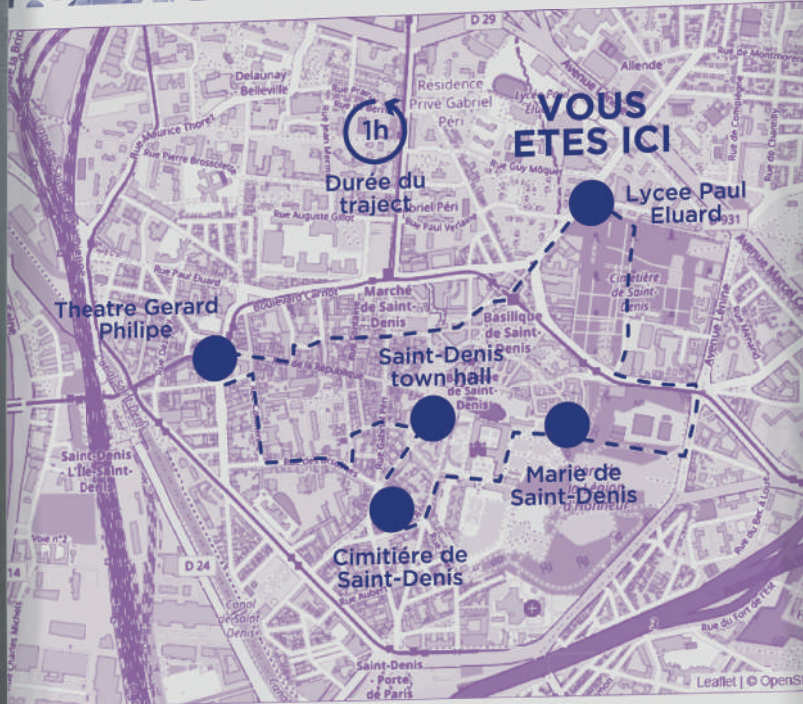
Meeting between volunteers

AAA Management by the collective

AAA Workshop steps

L'art qui bouge: atelier créatif
Classe 4B lycée Paul Eluard

PETIT À PETIT
LES VOISINS FONT LEUR NID



La carte indique un itinéraire recommandé que vous pouvez faire seul ou en compagnie pour aller voir toutes les œuvres faites par les enfants des différentes écoles de Saint Denis, et sous le prétexte de faire de l'exercice



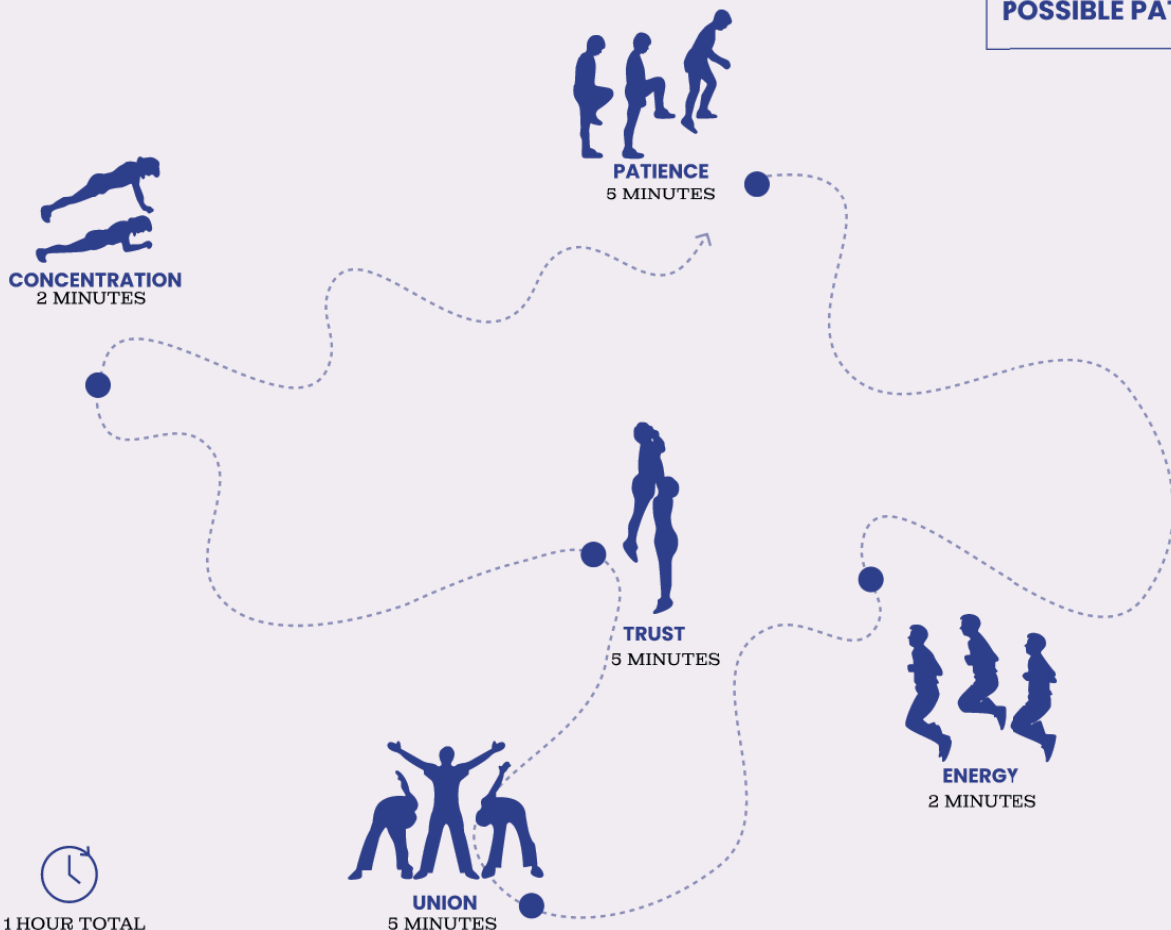
De quoi parle le projet "L'Art Qui Bouge" ? En complétant la phrase "Le sport est...", les étudiants, en utilisant leur talent artistique, ont créé une œuvre d'art en utilisant les matériaux fournis à partir des déchets des Jeux olympiques de 2024.

En savoir plus: www.petitapetit.fr

Le sport, c'est

The map has been designed to provide an engaging experience at the culmination of the project when the artworks are showcased. During a sports tour, visitors will have the opportunity to engage in suggested physical exercises, promoting tangible physical activity. Alternatively, they can leisurely stroll through the town's streets, enjoying the creations crafted by local youth, contributing to the enhancement of the area's sports culture and reinforcing a sense of community. This initiative not only celebrates the talent of local artists but also underscores the importance of physical activity and community connection within the context of the local sports culture.

HYPOTHESIS OF A POSSIBLE PATH



L'art qui bouge: atelier créatif
Classe 4B lycée Paul Eluard

PETIT À PETIT
LES VOISINS FONT LEUR NID

Le sport c'est... *dévouement*



Le défi du plank : qui résiste le plus?



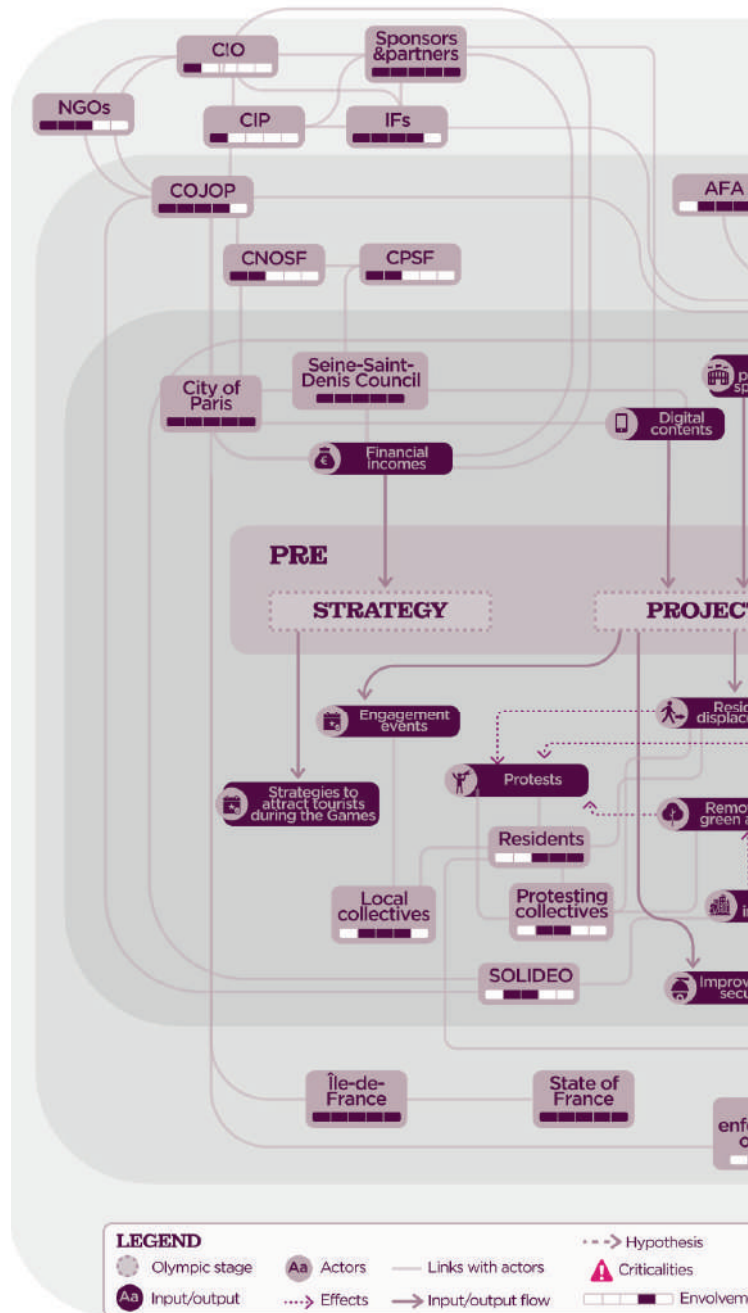
Se positionner comme dans la figure de côté, si vous êtes seul, vous devez résister pour 1'30", si vous êtes en groupe, il se transforme en un défi à qui résiste le plus.

Le sport, c'est

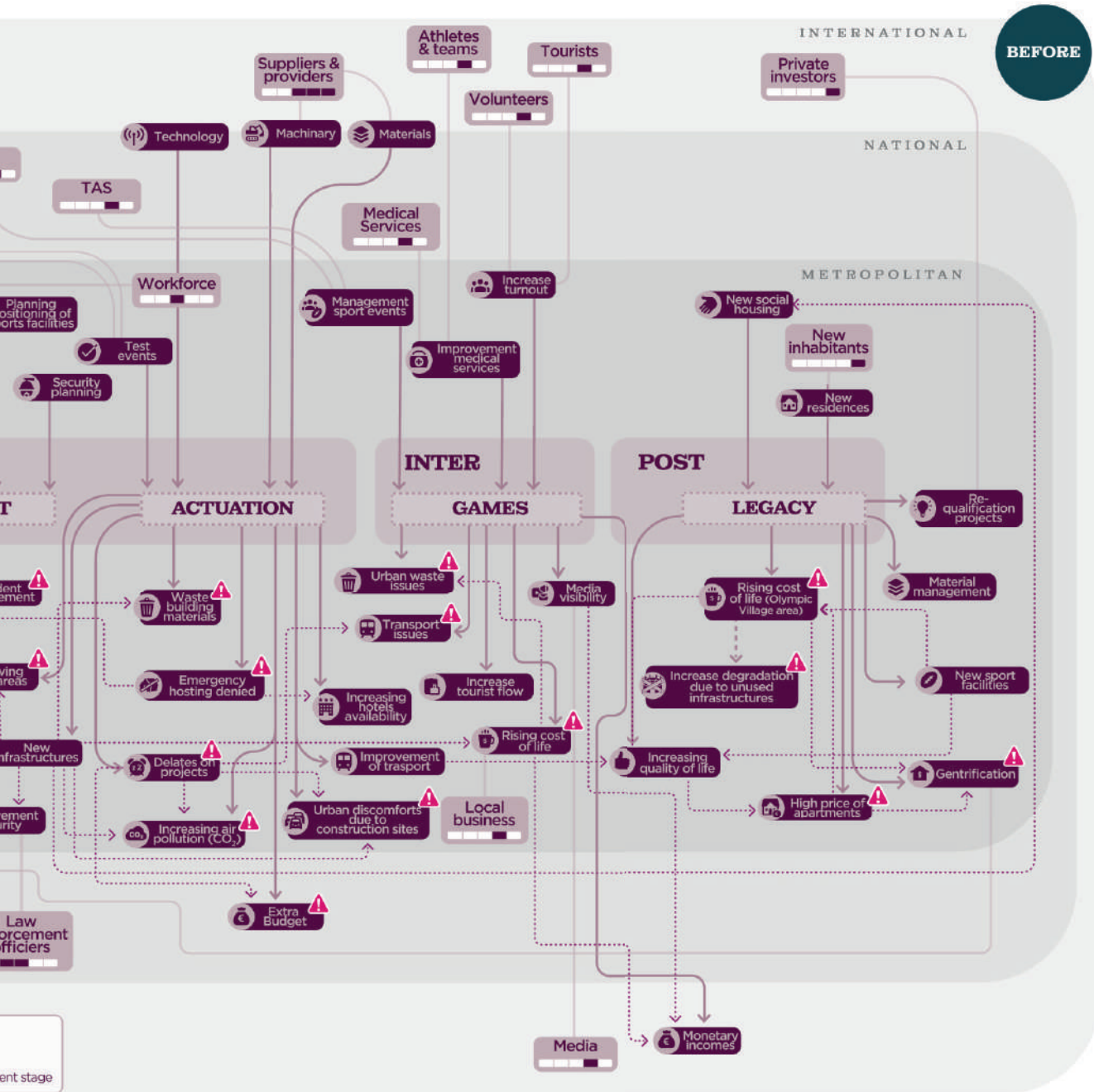
The reuse of MDF from the Olympics for the creative workshop represents an innovative sustainability initiative. Allowing the participants to paint directly on the MDF promotes individual artistic expression and the transformation of pre-existing material into unique artworks. Simultaneously, the consistent application of bands with the logo and visual, printed uniformly for everyone, helps maintain the distinctive recognition of the project. This combination of individual creativity and visual consistency symbolizes unity in the creative process, reflecting the core theme of "Petit à Petit" in promoting art, sports, and sustainability.

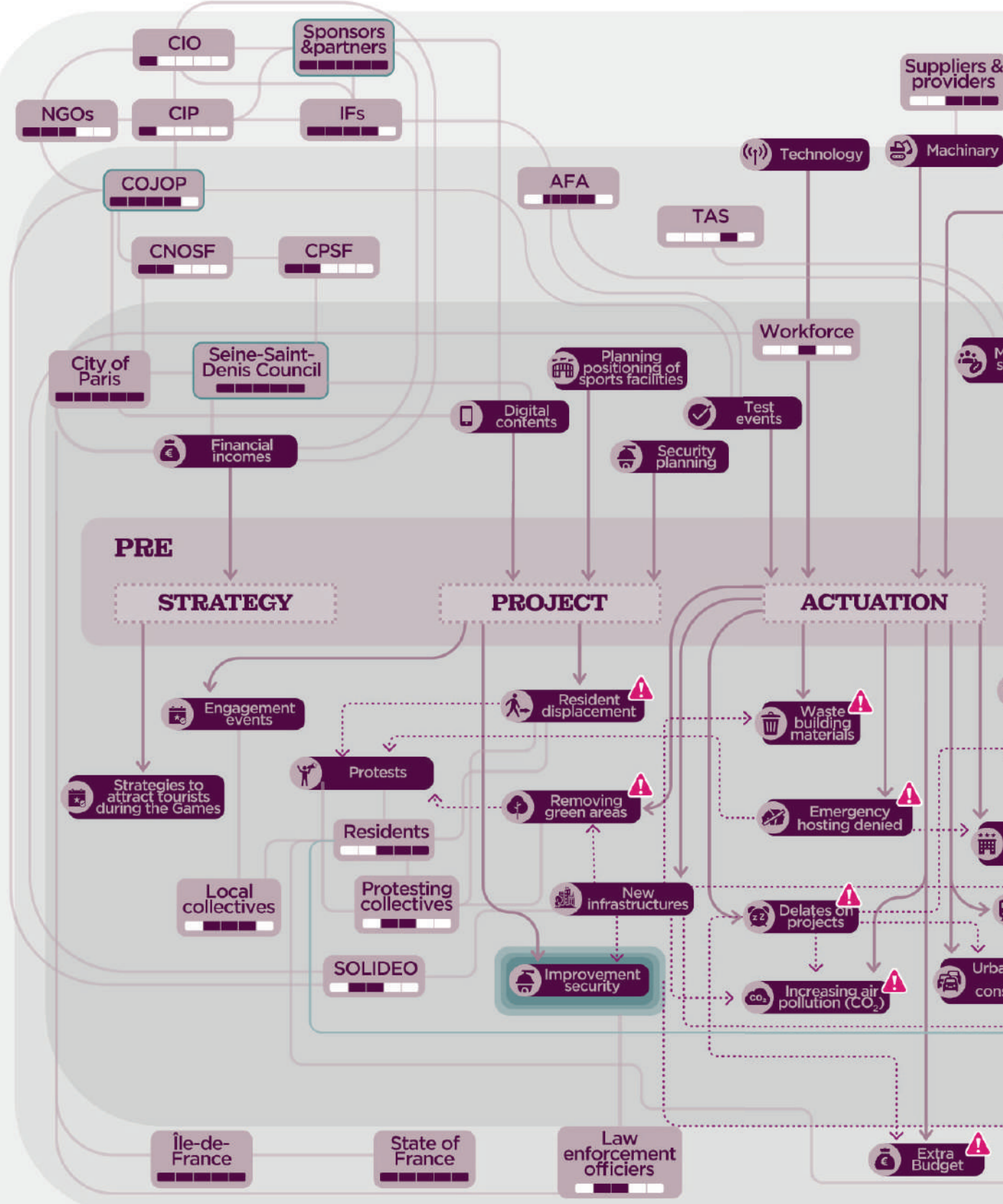
6.8 Systemic maps

Having reached this point, it is appropriate to assess the real changes brought about by the Petit à Petit project on both the territory and the people living there. Comparing the two systemic schemes before and after the implementation of the project, it is evident how the latter generated significant changes, especially in the post-Olympics period. In particular, it mainly targets the residents, both old and new, of the selected areas, putting their needs at the centre. Its positive impact on the area translates into a healthy and active lifestyle for residents, encouraging and consolidating a sense of community and belonging in a place considered to be on the fringes of the big Parisian city.



06 Petit à Petit





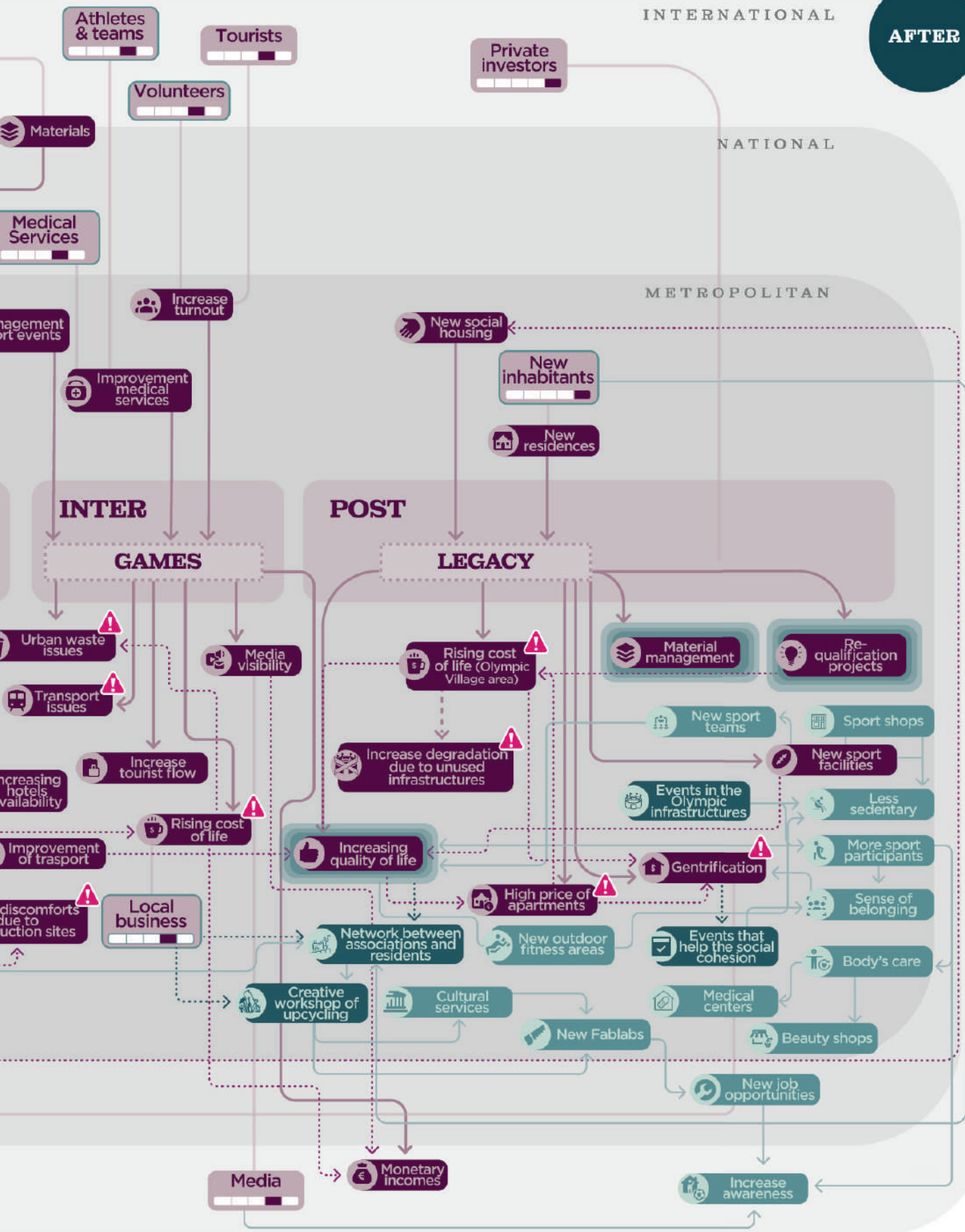
LEGEND

- Olympic stage
- Actors
- Links with actors
- Effects
- Links between output/project
- Input/output
- Criticalities
- Envolvement stage
- Hypothesis
- Links with actors & consequences of actions

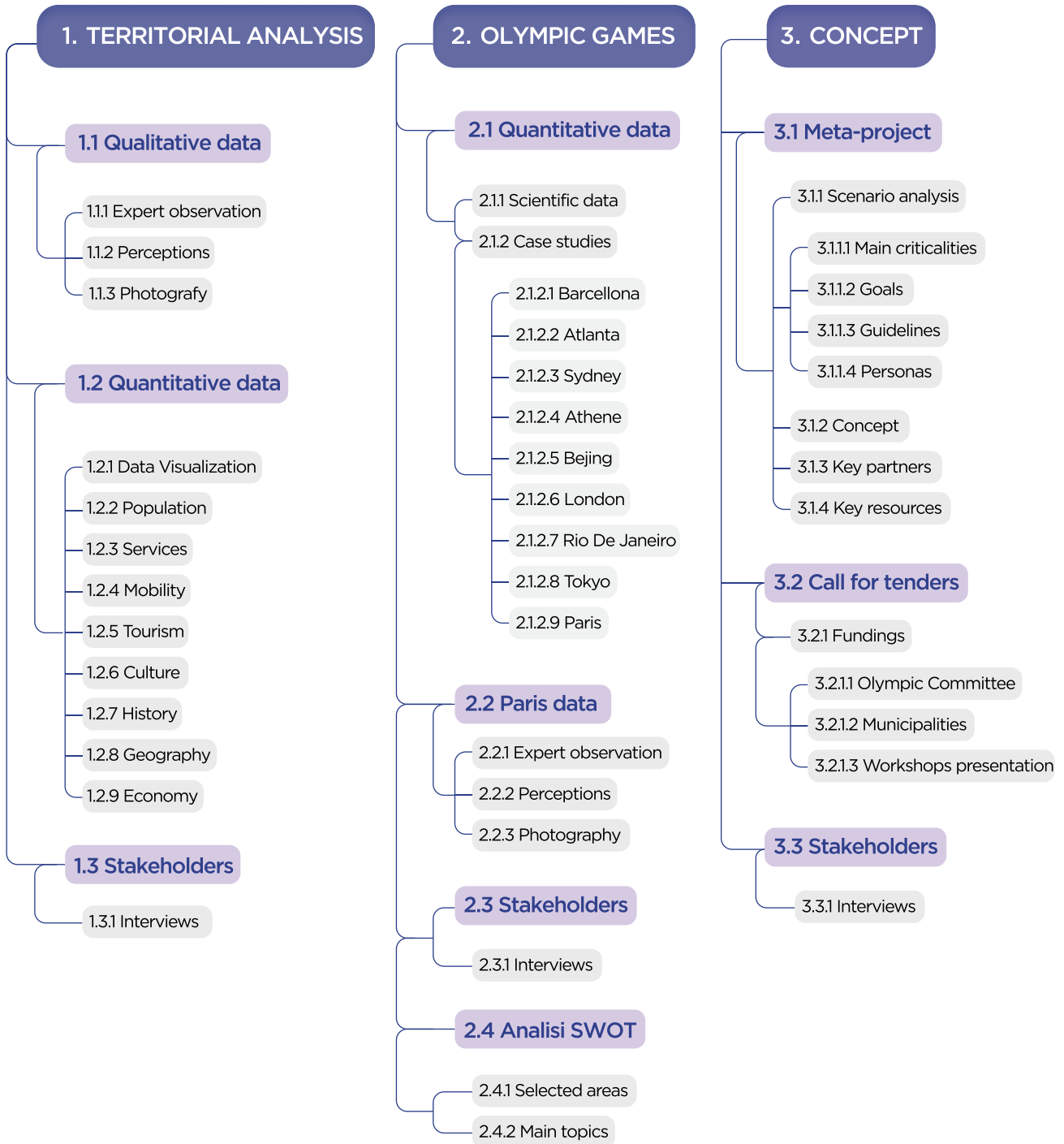
INTERNATIONAL

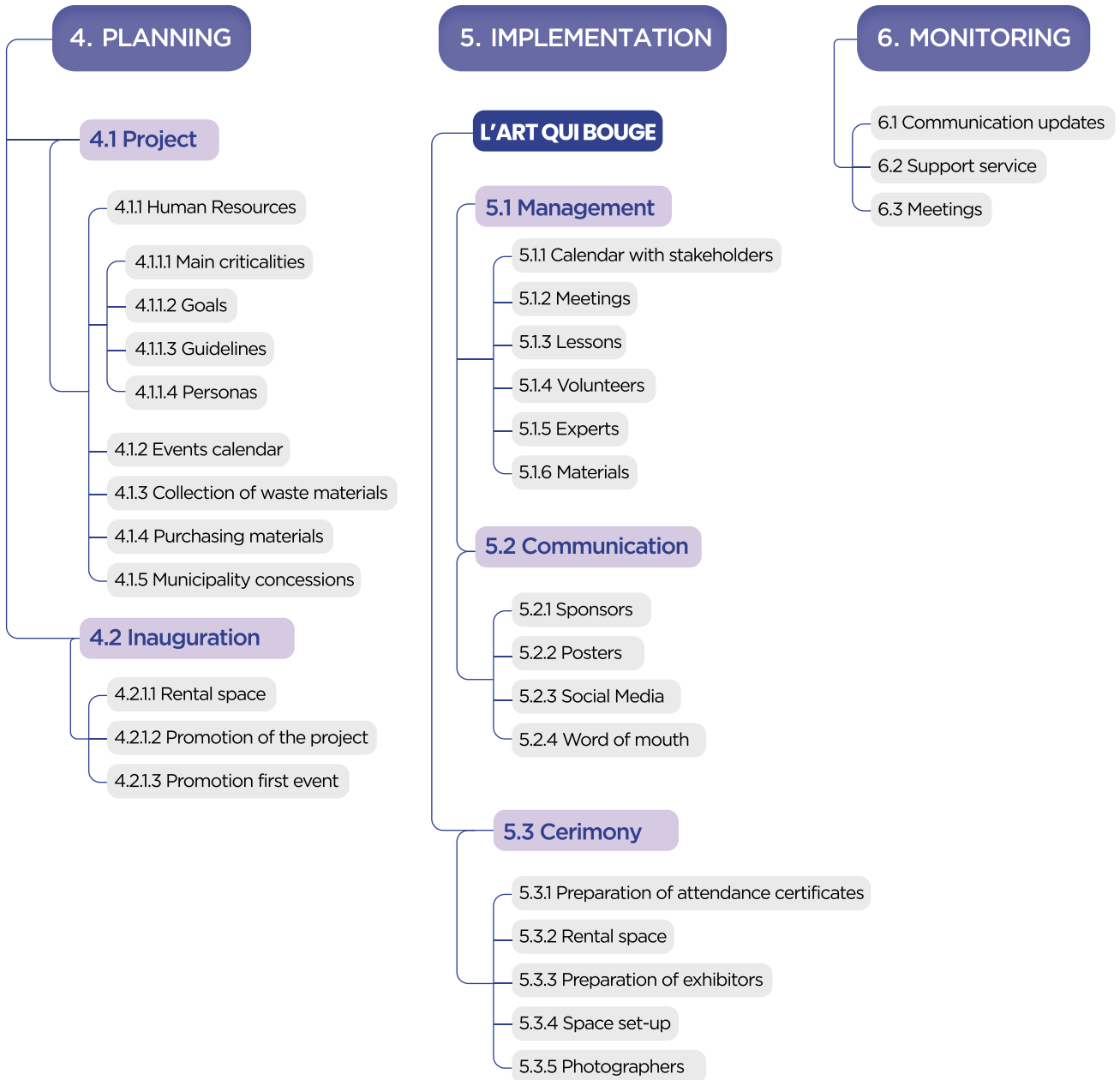
NATIONAL

METROPOLITAN



6.9 Work breakdown structure





Project

6.10 Sustainable Development Goals

This project aligns with several Sustainable Development Goals (SDGs), namely 3, 8, 5, 4, and 10.

SDG 3 - Good Health and Well-being: By promoting physical activity through sports initiatives, the project contributes to the physical and mental well-being of the community.

SDG 8 - Decent Work and Economic Growth: Active participation in sports activities can foster social inclusion and create job opportunities within the local sports sector.

SDG 5 - Gender Equality: The project aims to encourage equal participation of

both men and women in sports activities, contributing to gender equality.

SDG 4 - Quality Education: Through creative workshops and cultural initiatives linked to sports, the project contributes to providing quality education to the community members.

SDG 10 - Reduced Inequalities: Leveraging the power of sports as a catalyst for positive change, the project aims to reduce social inequalities within the community.

This project serves as a dynamic conduit to translate the SDGs into tangible actions, promoting sustainable and inclusive development at the local level.



6.11 Call of proposals

FICHES BOUGER PLUS



Institution: Terre de jeux

Topic: The mayor asks the tools to start a Sport Health initiative

Deadline: 2024

Link: <https://terredejeux.paris2024.org/fiches-bouger-plus>

FICHE N 4. IDENTIFICATION DES BONNES PRATIQUES ET DES ACTIONS INNOVANTES EN FAVEUR DES JEUNES



Institution: Terre de jeux

Topic: Increase the time of physical activity young people of 1 hour per week

Deadline: 2024

Link: <https://cnap.sfr/wp-content/uploads/2022/04/Fiche-Bouger-N4-Identification-des-bonnes-pratiques-innovantes-en-faveur-des-jeunes-demarr%C3%A9e-9.pdf>

FICHE N 13. L'ACTIVITÉ PHYSIQUE ET SPORTIVE, LEVIER D'INSERTION SOCIALE



Institution: Terre de jeux

Topic: Creation of workshops dedicated to people in situation of social exclusion and orientation towards a sports association or recreation

Deadline: 2024

Link: <https://medias-terredejeux.paris2024.org/2022-03/Fiche%20Bouger%20%2B%20-%20N13%20-%20LN27activit%C3%A9%20physique%20et%20sportive%20lever%20d%27insertion%20sociale.pdf>

FICHE N 19. DÉVELOPPEMENT D'UNE OFFRE DE PRATIQUES PARTAGÉES POUR LES FAMILLES



Institution: Terre de jeux

Topic: Development of shared practices for families.

Deadline: 2024

Link: <https://medias-terredejeux.paris2024.org/2022-03/Fiche%20Bouger%20%2B%20-%20N19%20-%20LN27C3%A9%20d%C3%A9veloppement%20d%27une%20offre%20de%20pratiques%20partag%C3%A9es%20pour%20les%20familles.pdf>

ATELIERS DE CO-CRÉATION DESIGN ACTIF



Institution: Agence Nationale de la cohésion des territoires

Topic: Education and research through design support the beneficiary communities of the program in the development of active design projects

Deadline: 2024

Link: <https://mon.anct.gouv.fr/questionnaire/8280aae1-116a-4310-8b68-29b3fbc0bc04>

COURS D'ECOLE ACTIVES ET SPORTIVES



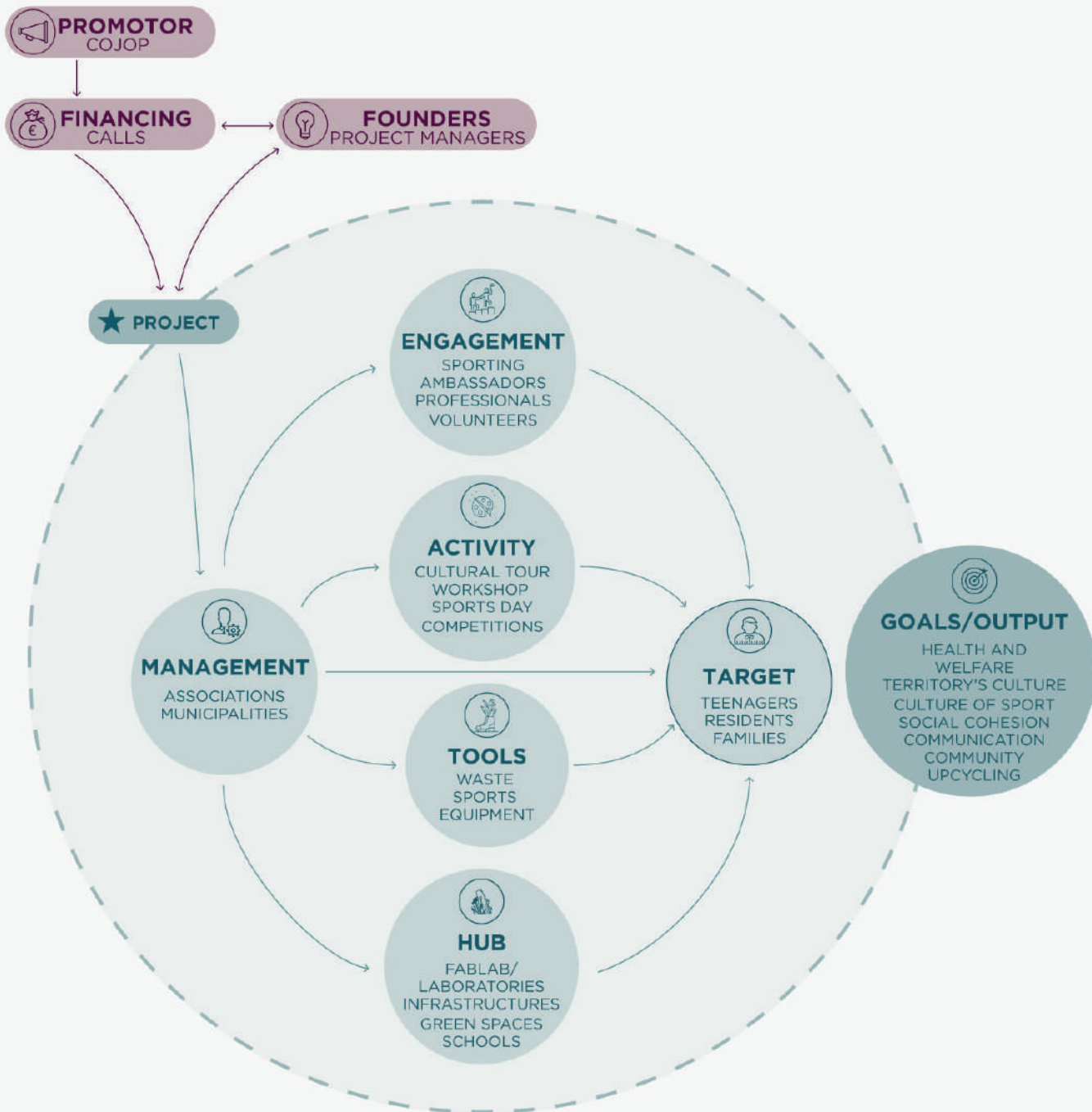
Institution: Agence nationale du sport

Topic: Recreational and sports tracking in elementary school classes in 2023.

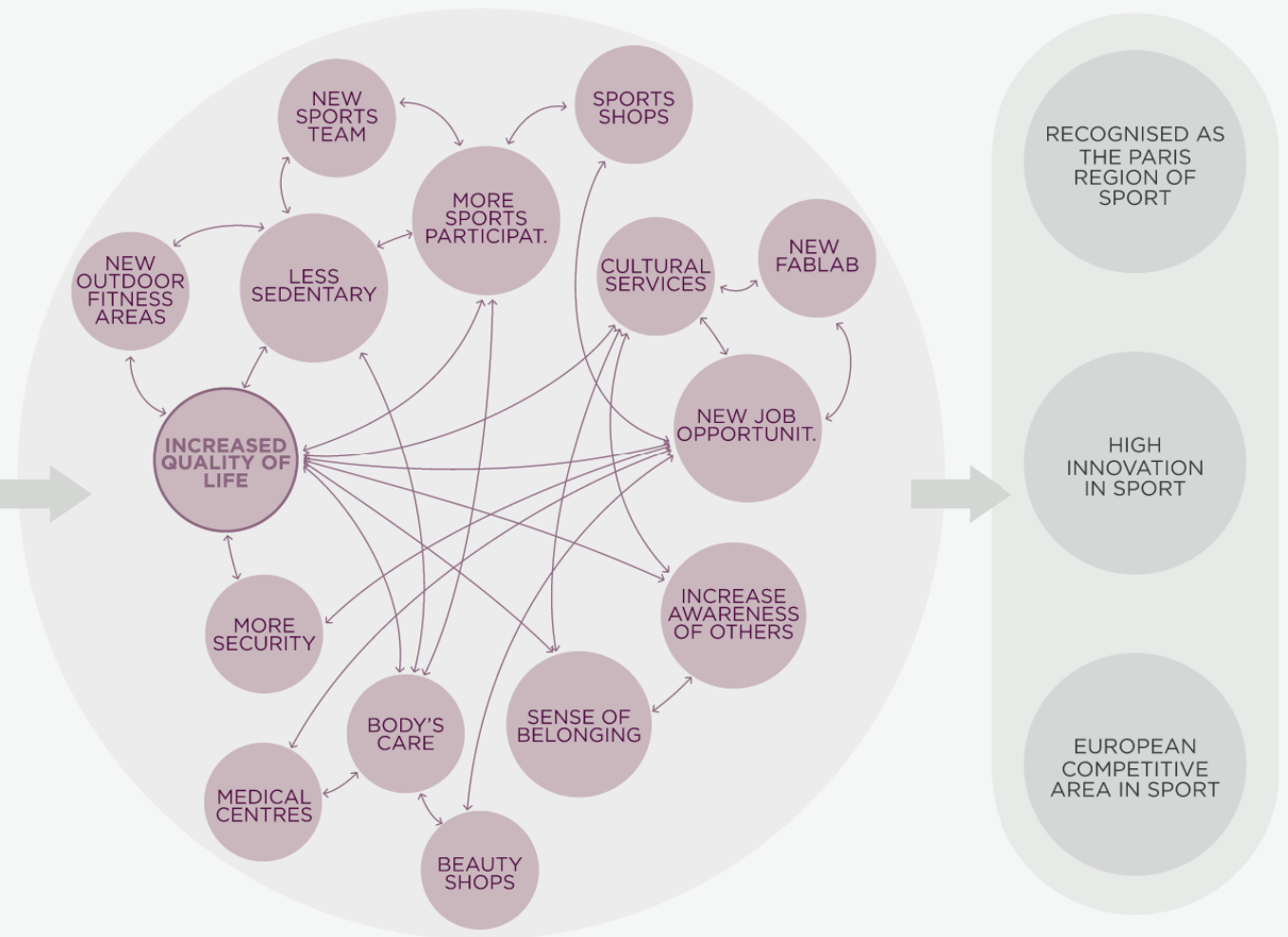
Deadline: November 2023

Link: <https://www.agence-sport.fr/cours-ecole-actives-et-sportives#:~:text=Dans%20le%20cadre%20du%20ancement.sport:fs%20dans%202020%20cours%20d>

6.12 Future scenarios



0-5 years



5-10 years

+10 years

Project

07.

CONCLUSION

Project

06 Petit à Petit

After analyzing both on-site and in comparison with other cities, the territorial fabric of Grand Paris is undeniably in a state of ferment. The project is reshaping the landscape of Île-de-France, and much like Paris, the city with a thousand faces, Grand Paris is no exception. The intention to harmonize and improve the region is bearing fruit; areas such as Saint-Denis are no longer as perilous as they were perceived to be years ago. Hosting the Olympics is expected to further enhance their appearance and reputation.

However, amidst the positive changes, there's still much work to be done. While the Olympics are contributing to transformation, the question arises: is it genuinely solving existing problems, or merely displacing them? Districts like Saint-Denis and Saint-Ouen are undergoing drastic changes, leaving long-term residents feeling like strangers in their own neighborhoods. Gentrification is looming, bringing an identity crisis and higher living costs.

These challenges are inherent in the business model of mega-events. The event's scale is expanding, bringing along larger problems. For instance, the lack of transparency in sharing data on waste materials poses a missed opportunity for public involvement in recycling efforts.

It's crucial to acknowledge that the Olympic Games can be an opportunity for the northern part of Grand Paris. The post-event period could leverage sports for social cohesion and encourage physical activity to combat high levels of sedentarity.

While addressing the mega-event's complexities, the focus should be on making the negative impacts more sustainable, both socially and

environmentally. Design for innovation and a systemic approach provide an additional avenue for design to become a force for positive change. Creating a self-sustaining system of relationships among stakeholders can lead to a growing network with a more substantial impact.

The goal of designing and working as a social commitment to society adds a deeper level of engagement and greater personal satisfaction for designers.

This thesis aimed to tackle the complexity of a mega-event like the Olympics in relation to a city undergoing continuous transformation. It sought to identify patterns within this complexity that lead to not only negative effects on the city but also on the event itself. In the face of an entrenched climate crisis, design serves as a tool to decipher complexity and make it understandable to all, creating new connections that can naturally improve negative patterns over time.

Every small action, under this philosophy, can lead to significant effects. It is hoped that the project can grow into a real tool for the analyzed cities, fostering positive change and resilience.

Project

08.

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CHAPTER 2

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CHAPTER 3

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All attachments that contributed to the
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Research