

PRESS KIT

#ESSenJeux

*How Social, Circular, and Local Economy
Businesses Contribute to the Organization
of the Paris 2024 Games.*

SUSTAINABLE CONSTRUCTION • SOCIALLY
INCLUSIVE LANDSCAPING • SOCIAL LAUNDRY
SERVICES REUSED FURNITURE • COMMITTED
STREET FOOD • INCLUSIVE CONSULTING

LES CANAUX

POUR UNE ÉCONOMIE SOLIDAIRE,
CIRCULAIRE ET LOCALE

ESS 2024

LA PLATEFORME SOLIDAIRE

Un programme **LES CANAUX**



DEVELOPING THE SOCIAL, CIRCULAR, AND LOCAL ECONOMY

There are businesses whose mission is to create jobs in local areas for everyone, including the most vulnerable, such as people with disabilities or those re-entering the workforce.

Businesses whose mission is to limit resource use and minimize waste.

Businesses that prioritize cooperation, giving everyone a voice and ensuring that profits are distributed fairly.

These are the businesses of the Social, Circular, and Local Economy.

Les Canaux, a nonprofit organization, helps these businesses grow.

Thanks to their efforts, nearly 500 of these businesses are participating in the organization of the Paris 2024 Games. What they do for the Games, they do for society and could do even more.

They deserve to be recognized, which is why Les Canaux is dedicating a major communication campaign to them.

#ESSENJEUX: THE PURPOSE-DRIVEN ECONOMY AT THE HEART OF THE GAMES

The organizers of the Games have partnered with Les Canaux to enable businesses from the Social and Solidarity Economy (SSE), the circular economy, and local impact-oriented small and medium-sized enterprises (SMEs) to **respond to the Games' markets**.

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For the past 6 years, the association has been working closely with all SSE networks to ensure that the **investments and public contracts** necessary for the organization of this major event have positive outcomes for a sustainable economy (information monitoring, advice, training, resources, etc.).



This programme wouldn't have seen the day without:



#ESSENJEUX: UNPRECEDENTED RESULTS



« The Olympic and Paralympic Games are a magnificent international sporting event, but they are even more meaningful if they help find solutions for a world of 3 zeros: 0 unemployment, 0 poverty, and 0 net carbon emissions. The Paris 2024 Games have developed a unique program to enable the Social and Solidarity Economy (SSE) and social entrepreneurs to benefit from this great showcase and dynamic. The whole world will be able to discover these entrepreneurs who are creating a sustainable economy. »

- *Professor Muhammad Yunus*, Nobel Peace Prize Laureate and spokesperson for the program



Figures as of April 2024, continuously evolving

more than 550

Social, Circular, and Local Economy businesses awarded contracts for the Games across all sectors (construction, catering, furniture, laundry, landscaping, consulting, HR services, and general services...).

more than 800

services provided

3 million

hours of social inclusion work completed

SMEs/ESS represent

37%

of the amount committed to contractors by Solideo (the target was 25%). This amounts to €811 million.

#ESSENJEUX: A MAJOR COMMUNICATION CAMPAIGN

Les Canaux and its partners have decided to leverage the visibility of the Games to launch a major communication campaign under the hashtag **#ESSENJeux**.

The goal: engage all audiences in the behind-the-scenes of these businesses that are changing the rules of the economy. Launched at the end of January 2024, the campaign includes:

- **A national outdoor advertising campaign** (with the support of JCDecaux).
- **A dedicated page** on Les Canaux website.
- **Video and photo content** shared with all major French networks of Social and Solidarity Economy (ESS France, ESS Lab, National Union of Adapted Enterprises, Federation of Integration Enterprises, cooperative network, National Institute of Circular Economy, etc.).
- **A grand celebration evening** on March 21st at the City Hall.
- **The House of Solidarity and Inclusive Games** (Paris 19th) starting from July 1st. To discover: an exceptional photo exhibition by Yann Arthus-Bertrand, immersive tours behind the scenes of inspiring stories, conferences, workshops, and many other surprises.



#ESSENJEUX: A COLLECTION OF INSPIRING STORIES

The Solidarity, Circular, and Local Economy is effective and capable of contributing to major projects like the 2024 Games, bringing numerous benefits to communities. It employs all types of profiles, from senior executives to those distant from employment, in all professions and sectors. The proof lies with Cycle Terre, La Recyclerie Sportive, Le Pavé, Halage, H.A.W.A au Féminin, and many others...

INSPIRING STORIES

CYCLE TERRE: CONSTRUCTION SOIL AND SUSTAINABLE CONSTRUCTION AT ARENA PORTE DE LA CHAPELLE

As a primary urban waste, construction soil can become a resource for sustainable building. This is what Cycle Terre aimed to demonstrate, a **cooperative** convinced of the value of raw earth material, **both low-carbon and endlessly recyclable**. Mission accomplished: the bricks used to build the athletes' rooms, as well as those of the Arena Porte de la Chapelle, were produced in their factory in Sevrans!





INSPIRING STORIES



GROUPEMENT LAVERIE SOLIDAIRE: LAUNDRY MANAGEMENT, DISABILITY AND INCLUSION, AT THE ATHLETES' VILLAGE

A first in the world of Social and Solidarity Economy: after extensive advocacy, auditing, and consulting by ESS 2024, **a consortium of 9 inclusion and disability enterprises secures the contract valued at €1.6 million** for the cleaning and management of laundry for the 24,000 residents of the Athletes' Village. The consortium is led by **the Solidarity Concierge, which utilizes the «concierge» profession** (providing pressing, shoemaking, administrative assistance services, etc.) as a means of supporting individuals towards stable employment.



INSPIRING STORIES



HALAGE: BRINGING NATURE INTO THE CITY AND PROFESSIONAL INCLUSION AT THE ATHLETES' VILLAGE

Reintroducing **nature into the city** by locally producing trees and flowers, revitalizing polluted areas, and transforming inactive construction sites into fertile ground... all while providing **training to individuals without access to employment for future-oriented professions**: that's Halage's mission. Its teams have been tasked with **landscaping the green spaces** of the Olympic and Paralympic Village.

INSPIRING STORIES

LE PAVÉ: RECYCLED PLASTIC AND SUSTAINABLE MATERIAL IN COMPETITION SITES

Turning commonly found plastic waste into **an innovative, beautiful, and durable eco-material** that can replace new concrete or plastic: that was the challenge taken on by SAS Minimum with its project Le Pavé. The company succeeded in imposing its innovation for the construction of the **11,000 seats** at the Olympic Aquatic Center and the Arena Porte de la Chapelle, as well as **the podiums!**



H.A.W.A AU FÉMININ: PROFESSIONAL INCLUSION FOR WOMEN, CIRCULAR FASHION, AND GAME SOUVENIRS

Supporting women in difficulty by **training them in fashion trades** – and not just any fashion, but **upcycled fashion** that creates unique pieces from fabrics obtained from major couture houses: that's H.A.W.A au Féminin's mission. For the Games, its employees in integration created souvenir items from used slings from the **construction site of the Arena Porte de la Chapelle**.



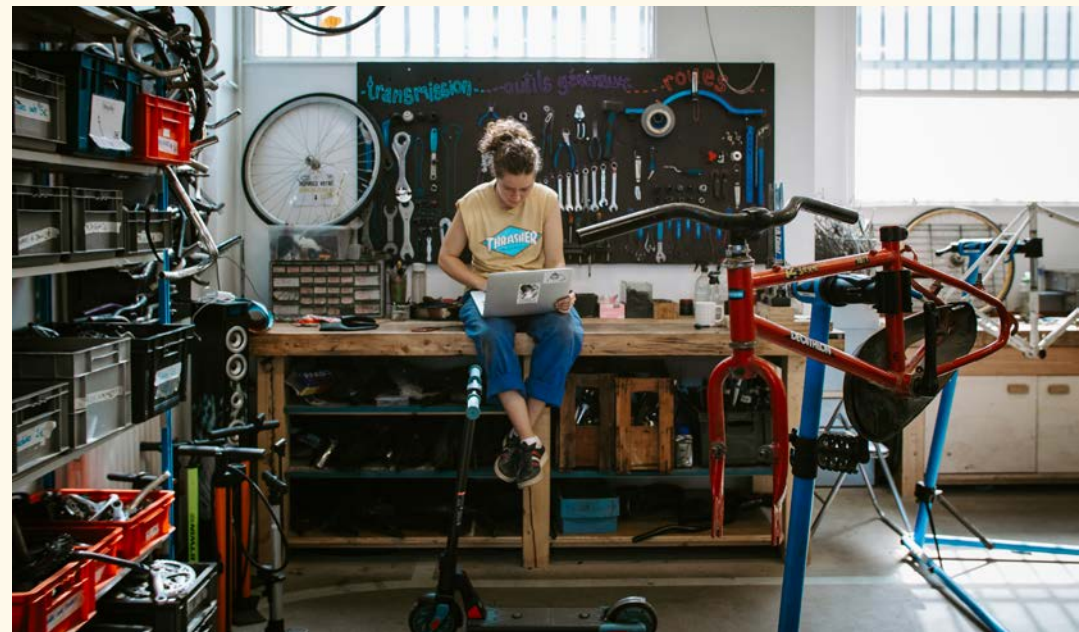


INSPIRING STORIES



LA RECYCLERIE SPORTIVE: SPORT FOR ALL AND ZERO WASTE IN SEINE-SAINT-DENIS

Making sports accessible to everyone and **raising awareness about zero waste practices by offering second-hand sports equipment at affordable prices** and hosting workshops on awareness and repair: that's the mission of La Recyclerie Sportive, an association already present in 9 cities in France. After the Games, it will open a store **in the Olympic Aquatic Center** to offer its services to the residents of Seine-Saint-Denis.



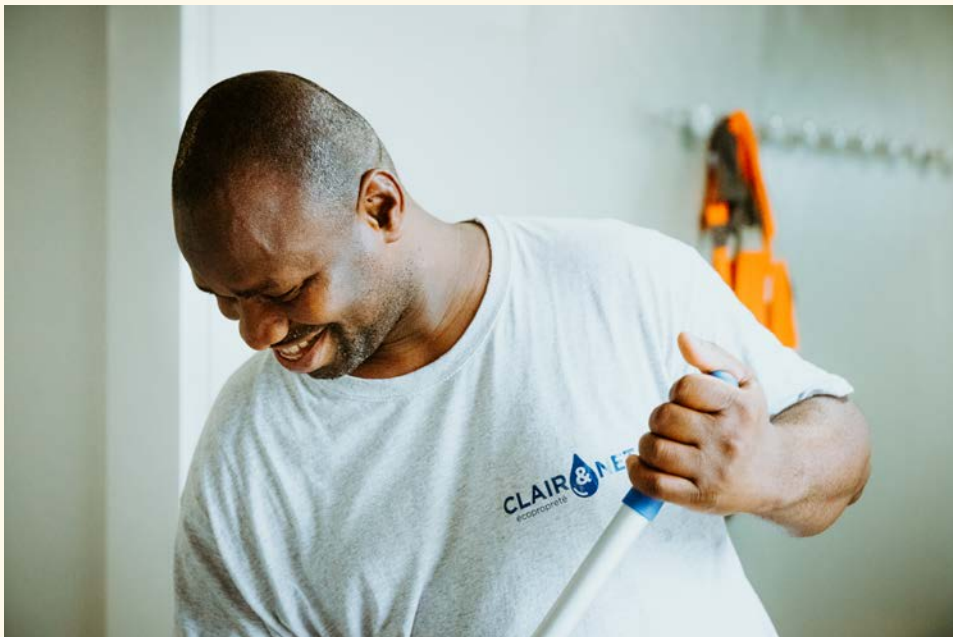
INSPIRING STORIES



CLAIR&NET: PROFESSIONAL INTEGRATION AND ECO-CLEANLINESS AT THE ATHLETES' VILLAGE

The ecological and solidary delivery to clean the professional living spaces and common areas of the buildings, this is what Clair&Net is offering, **an integration company offering to each of its employees a job and the most appropriate support to cater their needs.**

An engagement which made the difference to the Delivery of the Olympic works's company (SOLIDEO) which chose Clair&Net for **the supply and cleaning of a part of the Athletes Village.**



VESTO: RECONDITIONING AND REUSE OF CATERING EQUIPMENT

Giving a second life to catering's equipment is the goal of Vesto, who is retrieving machines from restaurant owners, suppliers or from the people installing the machines. Those have usually been functioning from 5 to 10 years before and will be retrieved to be put back into the professional market place.

For the Games, Vesto is providing **reconditioned catering equipment**. They will be used by Sodexo Live! in order to furnish the Athletes Village food service within the Cité du Cinéma.

INSPIRING STORIES





INSPIRING STORIES



MOULINOT: RECOVERY OF BIO-WASTE AND PROFESSIONAL INTEGRATION

Collect, sort and recover bio-waste in compost or in energy, while training people who are away from work activities to collect waste: that is the mission of Moulinot. In the context of the Olympics, their teams **collect food waste** from Paris 2024 headquarters and soon the ones of l’Arena La Chapelle.



INSPIRING STORIES



EMMAÜS DÉFI : PROFESSIONAL INTEGRATION AND FIGHT AGAINST BAD HOUSING

Allowing people in precarious situations to have access to sustainable job offers and housing, that is the mission of Emmaüs Challenge. It offers throughout Solidarity banks of Equipment, equipment to furnish your housing at low costs for vulnerable people. After the Olympics, more than a 100 000 equipment, including the athlete's mattresses, will be given back to them.



AND MANY MORE...



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Interview requests, meeting with the organisations behind the inspiring stories, photo Requests,...

LES CANAUX

ABOUT LES CANAUX

The Canaux, a non-profit organization, is dedicated to fostering the development of a purpose-led economy (local, social, solidarity-based, and circular) by educating and raising awareness among citizens, businesses, and communities about social and environmental innovation. It supports over 6,000 businesses and 7,000 professionals in France, and more than 300,000 citizens have participated in one of its events since its inception in 2017.



ABOUT ESS2024

Paris 2024 and SOLIDEO have partnered with Les Canaux to ensure that the economic benefits of the Games benefit local communities.

ESS 2024, a service program for social economy enterprises, circular economy businesses, and committed SMEs, offers information monitoring, advice, training, and resources to respond to Games' public tenders and present engaged solutions for the Games organizers.

The Canaux manages the «Maison des Canaux» located at 6 Quai de la Seine in Paris. Serving as both the association's headquarters and a showcase for the circular and solidarity-based economy, this building has been renovated and/or furnished with 100% reused, reclaimed, or bio-sourced materials from the Île-de-France region. Additionally, 95% of the waste generated from the construction site was reinvented or recycled, supporting local solidarity-based enterprises (65% of the contract amount dedicated to insertion structures).

Since its establishment in 2018, nearly 6,000 solidarity-based, circular, and local businesses have benefited from the program. Over 400 information or training events have been organized, 40 newsletters and memos about Games opportunities have been sent out, and 10 impact reports and 1 sectoral directory have been published.