



ANALYSIS REPORT

PARIS 2024 OLYMPIC GAMES

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OVERVIEW



The 2024 Paris Olympic Games marked a significant milestone in the global sports arena, setting new benchmarks in sustainability and inclusivity. **Organizers aimed to make this the "greenest" Olympics ever, cutting the event's carbon footprint by 50% compared to past Olympics.**



Central to this effort was using renewable energy, like geothermal and solar power, in venues such as the Athlete's Village. Moreover, **95% of the events were hosted in existing or temporary facilities to reduce environmental impact.**

PARIS 2024

AMBITION TO REDUCE GAMES CARBON FOOTPRINT BY HALF COMPARED TO PREVIOUS OLYMPIC GAMES

COMMITMENT TO ORGANISE THE FIRST OLYMPIC GAMES WITH A POSITIVE CONTRIBUTION TO THE CLIMATE

CO₂ < 50%
2020 2024

95% OF VENUES WILL BE EXISTING OR TEMPORARY

Source: <https://www.weforum.org/agenda/2024/03/paris-most-sustainable-olympics-2024/>

Gender equality was another highlight, with the equal representation of male and female athletes for the first time. The broader initiatives such as the "Terrain d'égalité" label, have also promoted gender equality in sports both on and off the field.

KEY HIGHLIGHTS

SUSTAINABILITY FOCUS

The Paris 2024 Games aimed to be the "greenest" Olympics ever, reducing the event's carbon footprint by 50% with extensive use of renewable energy like geothermal and solar power.

HOLISTIC STANDARDS

The event adopted the revised ISO 20121 standard, incorporating human rights, climate action, and accessibility into Sustainability practices, and set new benchmarks for future Olympic Games.

LEGACY AND ENGAGEMENT

Programs like "Terre de Jeux" aimed to enhance physical activity across France and foster local community involvement, leaving a positive social and economic legacy.

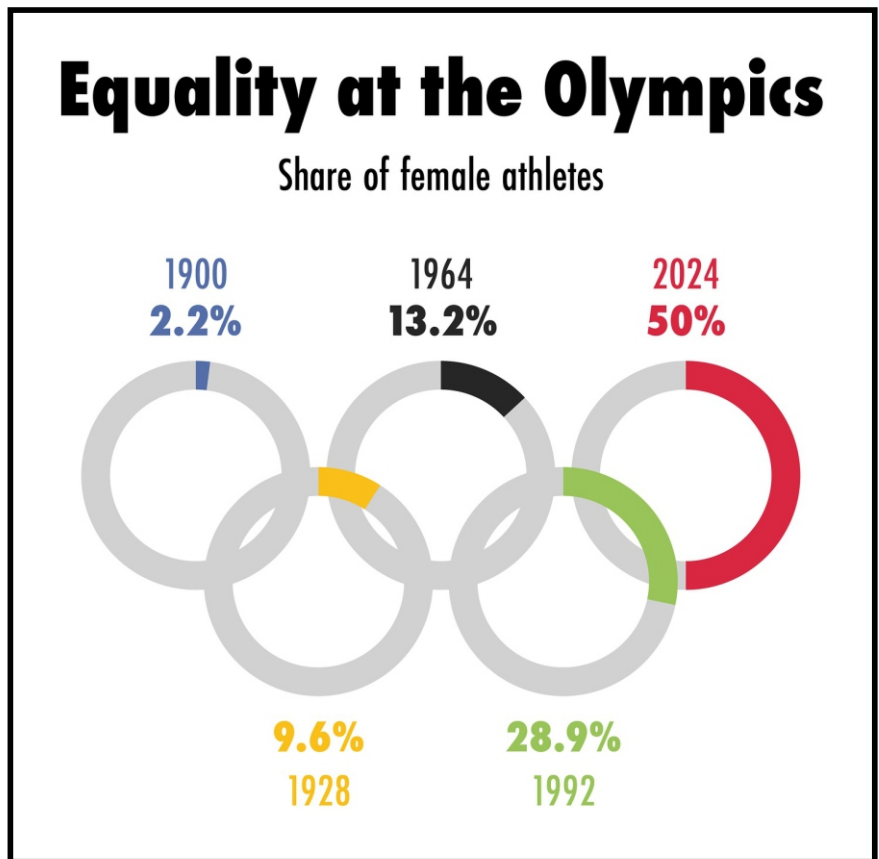
GENDER EQUALITY

For the first time, the Games featured equal representation of male and female athletes and introduced the "Terrain d'égalité" label to promote gender equality in sports.

The Games also focussed on leaving a lasting social and economic legacy, with programs like "Terre de Jeux" encouraging physical activity across France and boosting local engagement. **The event implemented the revised ISO 20121 standard, which expanded the scope of Sustainability to include Human Rights, Climate Action, and accessibility.**

Paris 2024's collaboration with the OECD also established guidelines to measure the long-term social, economic, and environmental impacts of such large-scale events. **This holistic approach sets new standards and serves as a**

model for future Olympics, emphasizing Sustainable Urban Development and community well-being. Overall, the Paris 2024 Olympics blended tradition, modernity, sustainability, and inclusivity to leave a positive and lasting legacy for the host country and the global sporting community.



Source: <https://www.threads.net/@europe.magazine/post/C9e4oUQsELW>



HISTORY OF THE OLYMPIC GAMES



The Olympic Games have a rich history that dates back to ancient Greece, with the first recorded games held in Olympia around 776 BCE.



These early games were part of a religious festival celebration in honor of Zeus that featured **athletic competitions like Wrestling, Running, and Chariot Racing.**

QUICK SNAPSHOT FROM HISTORY

- Originated in Ancient Greece around 776 BCE, held in honor of Zeus
- Modern Olympics revived in 1896 by Pierre de Coubertin with 13 countries
- The first Winter Olympics were held in 1924 in Chamonix, France
- The 1936 Berlin Games, hosted under Nazi rule, are notable for Jesse Owens' four gold medals
- Women's participation has grown significantly from 22 in 1900 to nearly 49% of athletes in the 2020 Tokyo Games

The ancient Olympics continued until around 393 CE when they were banned by Roman Emperor Theodosius I as part of the empire's shift toward Christianity. Over the years, the Games grew significantly in size and scope. **By 1912, the Olympics started featuring athletes from all five continents, justifying the iconic Olympic logo**

The modern Olympic Games were revived in 1896 by Pierre de Coubertin, who sought to foster International Unity through sport. The event commenced in Athens, Greece, and included 13 participating countries. The 20th century saw the Olympic Games expand to include both summer and winter editions.



Source: <https://sport.onehowto.com/article/what-is-the-meaning-and-origin-of-the-olympic-rings-13605.html>



History of the Olympics Timeline

ATHENS 1896 PARIS 1900 ST. LOUIS 1904 LONDON 1908 STOCKHOLM 1912

AMSTERDAM 1928 ST. MORITZ 1928 PARIS 1924 CHAMONIX 1924 ANTWERP 1920

Winter

Winter

LAKE PLACID 1932 LOS ANGELES 1932 GARMISCH- 1936 BERLIN 1936 ST. MORITZ 1948

Winter

Winter

Winter

MELBOURNE 1956 CORTINA D' 1956 HELSINKI 1952 OSLO 1952 LONDON 1948

Winter

Winter

SQUAW VALLEY 1960 ROME 1960 INNSBRUCK 1964 TOKYO 1964 GRENOBLE 1968

Winter

Winter

Winter

MONTREAL 1976 INNSBRUCK 1976 MUNICH 1972 SAPPORO 1972 MEXICO CITY 1968

Winter

Winter



Source: <https://pib.gov.in/PressReleasePage.aspx?PRID=2036514>

The Games were interrupted by the World Wars, with no events held in 1916, 1940, or 1944. The Olympic movement also became a stage for political and social change. The 1936 Berlin Games, held under Nazi rule, are infamous for being used as a propaganda tool, which challenged the regime's racist ideologies.

Further, the participation of women has significantly increased, with female athletes making up nearly half of the competitors by the 2020 Tokyo Games. Looking to the future, the Paris 2024 Olympics promises to be a landmark event, celebrating Athletic Prowess, Innovation, and Sustainability.

Thus, it continues to signify a continuation of a rich tradition while embracing the future of global sports.



Source: <https://www.thoughtco.com/jesse-owens-four-time-olympic-gold-medalist-45271>

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THEME OF OLYMPIC DAY 2024 AND ITS SIGNIFICANCE



Olympic Day, celebrated on June 23, commemorates the founding of the International Olympic Committee (IOC) in 1894 and the rebirth of the modern Olympic Games. The Olympic Day 2024, has been celebrated with the theme of **“Let's Move and Celebrate”**, to highlight the vital role of physical activity and its broader social significance.



Launched in partnership with the World Health Organization (WHO), the “Let's Move” campaign aims to inspire people globally to integrate at least 30 minutes of physical activity into their daily lives. The focus is not only on personal fitness but also on the joy of movement and how sports can foster global unity and social inclusion.

HIGHLIGHTS OF THE OLYMPICS DAY 2024

GLOBAL MOVEMENT

Celebrated annually on June 23, Olympic Day honors the founding of the International Olympic Committee in 1894, promoting values like Excellence, Respect, and Friendship

FOSTERING UNITY

The day underscores sports as a powerful tool for Peace and Development, transcending cultural boundaries through events like fun runs and workshops

PARIS 2024 SIGNIFICANCE

This year's celebration ties into the Paris 2024 Olympics, Reinforcing the message of Perseverance, Cooperation, and a Healthier, more harmonious global society

Over time this celebration has grown into a global movement promoting **The Core Olympic Values of "Excellence, Respect, and Friendship"**.



Source: <https://theinvisibleparad.com/olympics/>

The day encourages people of all ages and abilities to engage in physical activities, learn about Olympic history, and embrace the values of sportsmanship and teamwork. Its significance goes beyond sports; **it embodies the spirit of peace and development, uniting individuals across geographic and cultural boundaries.**

Events like fun runs, sports festivals, and educational workshops are organized worldwide, aiming to promote healthy lifestyles and reinforce the principles of unity and fair play.



Source: <https://www.sportanddev.org/latest/news/olympic-games-bridging-cultures-peace#:~:text=They%20are%20a%20platform%20to,sports%20to%20bring%20people%20together.>

Olympic Day 2024 holds particular importance as a reminder of how sports can be a powerful force for promoting good in society, teaching valuable lessons in perseverance, cooperation, and leadership. By encouraging global participation in physical activity, the event symbolizes the collective journey toward a healthier and more harmonious world.

DETAILS OF THE OLYMPIC AI AGENDA



The Olympic AI Agenda launched, in 2023, played a transformative role in the 2024 Paris Games, emphasizing Sustainability, athlete protection, and improved viewer experiences. **This initiative is the third strategic framework developed under the leadership of International Olympic Committee (IOC) President Thomas Bach.**



Keeping pace with "Olympic Agenda 2020" and "Olympic Agenda 2020+5," **it emphasizes leveraging AI to revolutionize various aspects of the Olympic Games.**

01 AI: NEWEST ENTRY AT THE PARIS OLYMPICS 2024

Smart Stadiums

Enhanced Athlete Performance

Sports Analytics

Fan Engagement

Environmental Sustainability

- AI-driven analyze to predict crowd behavior
- We can use technology and data analytics.
- Analyzing data to help develop strategies and game plans
- Real-time updates and personalized content
- Reducing the effect of the event on the environment



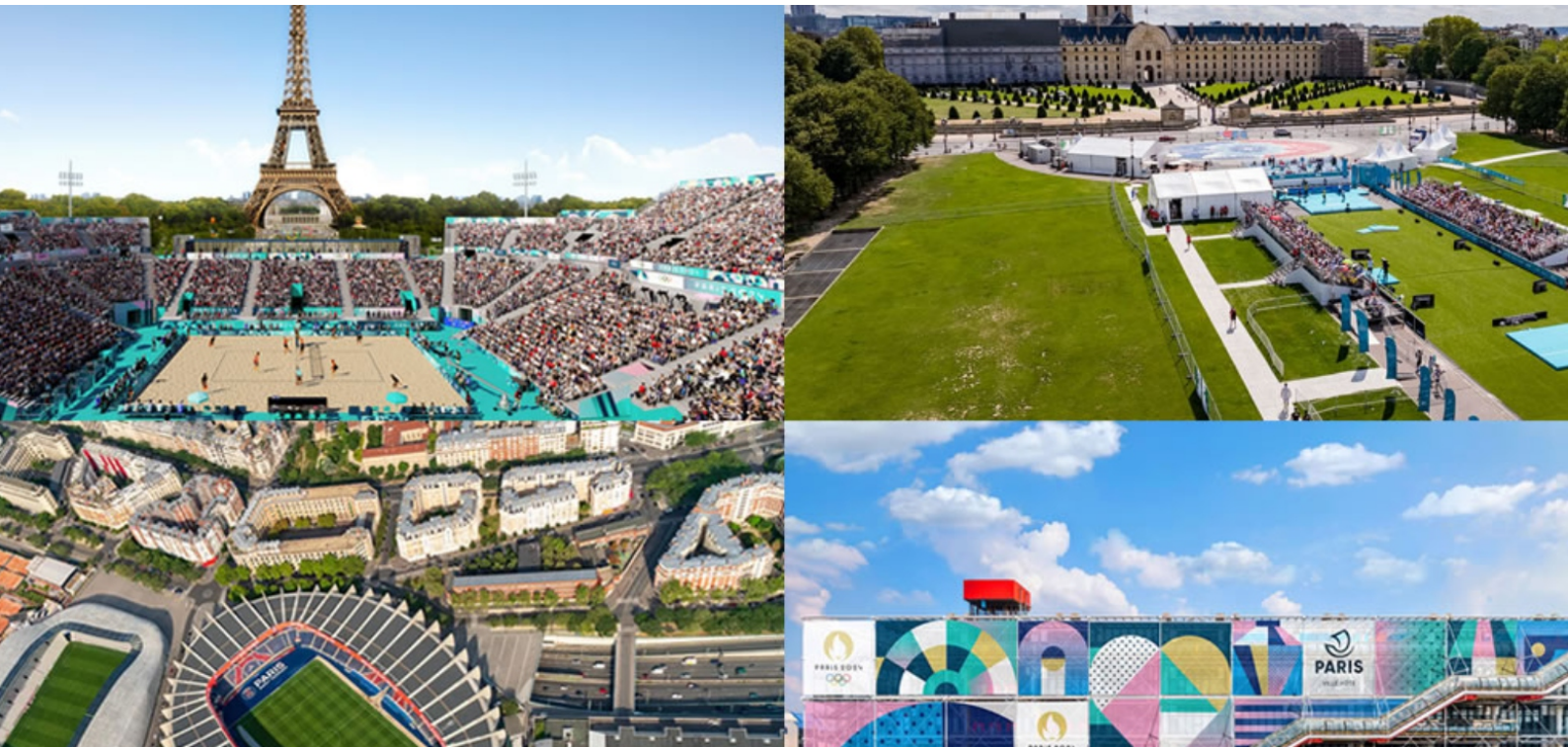
This time AI was used extensively for athlete protection and support with an AI-powered social media monitoring system. It also protected athletes from online abuse, flagging harmful content for intervention. **Additionally, the IOC, in collaboration with technology companies like Intel and Alibaba, introduced AI-driven enhancements to broadcasting and fan engagement.**

The real-time analysis and accurate scoring with the use of technology has marked its Olympic debut in the Paris 2024 Olympics. AI also played a significant role in sports broadcasting, with AI-powered systems creating customized highlight reels and improving timekeeping accuracy.

Lastly, AI was crucial for security at the Paris Olympics 2024, ensuring a safer environment for spectators. Through these innovations, the Olympic AI Agenda aimed to not only modernize the Games but also set a foundation for the responsible use of AI in sports. Further, it helped to ensure inclusivity and fairness while preserving the basic spirit of the Olympics.



PARIS 2024 SUMMER OLYMPICS: AT A GLANCE



After a century, the Paris 2024 Summer Olympics, organized between July 26 to August 11, 2024, marked a spectacular return of the Games to the French capital. The Games not only celebrated the spirit of competition but also showcased Paris's unique ability to host a global event with elegance and innovation. The iconic Stade de France in Saint-Denis has set the dramatic stage for the Games with the opening and closing ceremonies, besides an impressive array of venues across the city and its surroundings.

The Olympic Village, located in the Seine-Saint-Denis region, was a marvel of urban planning, designed to offer comfort and sustainability. **The village was built with a focus on eco-friendliness, featuring energy-efficient buildings and waste-reduction systems, aligning with the Games' commitment to sustainability.**

This year's Olympics were notable with the addition of new sports such as **Breakdancing, Surfing, and Skateboarding** that brought a fresh flavor to the game and attracted younger audiences reflecting global sports trends. Traditional sports like **Athletics** and **Swimming** continued to captivate audiences with thrilling performances and new world records.

KEY INSIGHTS FROM THE 2024 PARIS OLYMPICS

Historic Return & Innovation

Paris hosted the Summer Olympics for the first time in 100 years, blending modern innovation with the city's rich heritage

Sustainability Focus

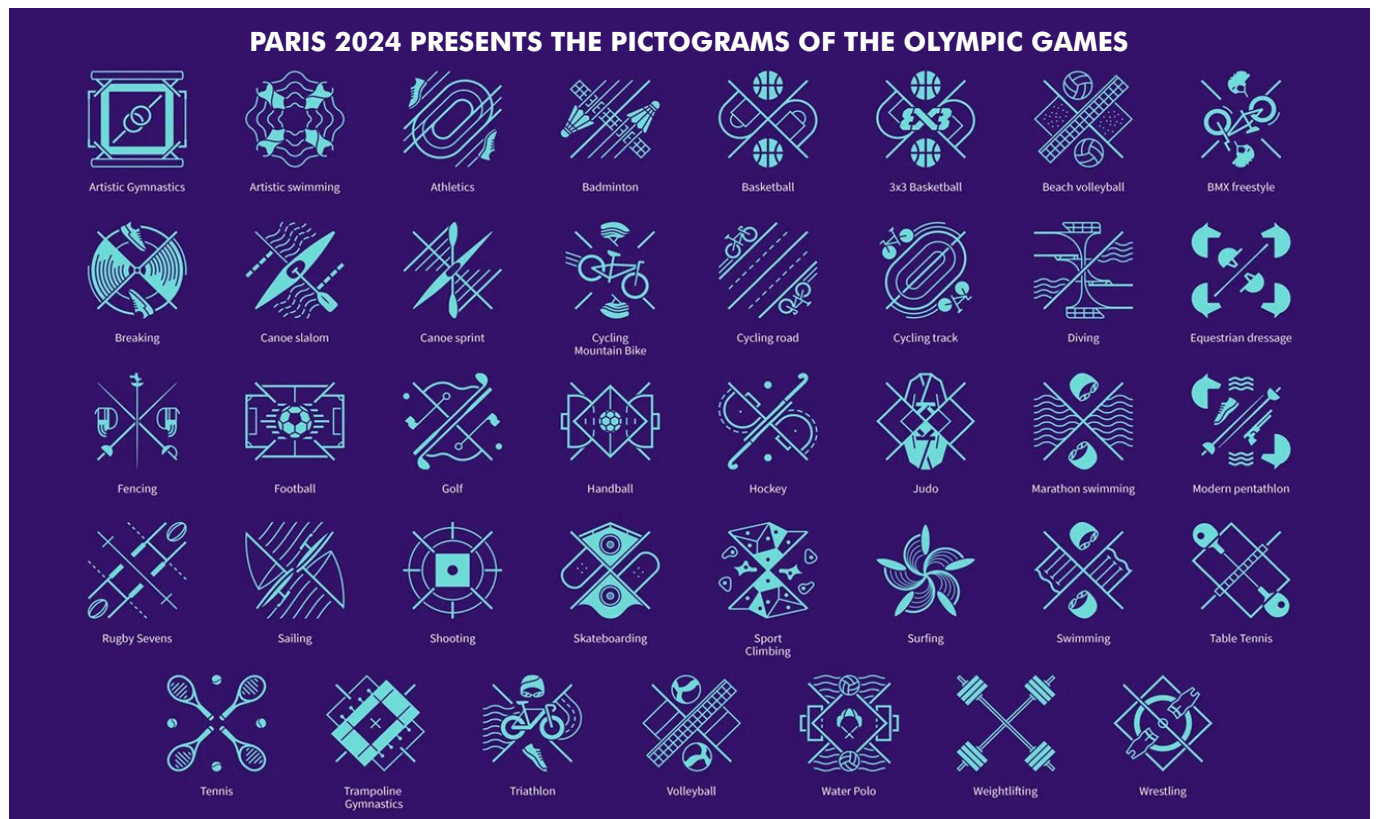
The Olympic Village emphasized eco-friendliness, with energy-efficient infrastructure and waste-reduction systems

New Sports Introduced

Breakdancing, Surfing, and Skateboarding were added, attracting younger audiences and reflecting global trends

Cultural and Social Impact

The Games celebrated French culture through exhibitions and events while promoting diversity, with increased female and under represented athlete participation



Source: <https://press.paris2024.org/news/paris-2024-unveils-the-look-of-the-games-and-the-pictograms-of-the-olympic-and-paralympic-disciplines-2dfe-7578a.html>

This Olympics has also emphasized cultural exchange and social impact. The Games featured numerous cultural events and exhibitions celebrating French Art, History, and Cuisine, providing visitors with a rich cultural experience. Initiatives promoting diversity and inclusion were prominent, with increased representation of women and athletes from under represented countries.



Source: <https://olympics.com/en/paris-2024/the-games/celebrating/cultural-olympiad>

The Paris 2024 Summer Olympics were a resounding success, blending athletic excellence with cultural richness and environmental responsibility. Thus, the successful integration of new sports with an emphasis on environmental impact has set a benchmark for future Olympics and left a legacy for future generations.

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INDIA AT THE PARIS 2024 OLYMPICS



India's performance at the Paris 2024 Olympics was full of highlights and disappointments with a total of 117 athletes competing in the global sports event. **The country won six medals, which was slightly less than the seven achieved at the Tokyo 2020 Olympics.**



Manu Bhaker and Aman Sehrawat created history by becoming the first Indian to win two medals at a single edition of the Olympics and the youngest Indian Olympic medallist, respectively. Neeraj Chopra continued to shine, winning a silver in the men's javelin throw, marking his second consecutive Olympic medal. Indian shooters performed admirably, with Manu Bhaker clinching bronze in both the 25m sports pistol event and the 10m air pistol mixed team event, alongside Sarabjot Singh. **Aman Sehrawat earned a bronze in wrestling, and the Indian men's hockey team secured another bronze, continuing their resurgence after ending a medal drought at the Tokyo Games.**



Source: <https://olympics.com/en/news/paris-2024-olympics-india-medals-tally-winners-table>

However, India missed out on securing a gold medal this time, a major letdown, especially compared to nations like Pakistan, which managed to win gold in the event. **Some athletes came close to medals, with six finishing in fourth place.** This included notable names like shuttler Lakshya Sen and weightlifter Mirabai Chanu, who narrowly missed podium finishes. The boxing and badminton teams, both traditionally strong sports for India, failed to deliver medals this time. This disappointment, further, was compounded due to Vinesh Phogat's disqualification in wrestling.



Source: <https://olympics.com/en/news/paris-2024-olympics-vinesh-phogat-disqualification-overweight-50kg>

India ranked 71st in the overall medal tally, highlighting a significant gap in the country's global sporting competitiveness.



Analysts attribute some of the reasons that hinder athlete performance at the highest level as issues within sports federations, including mismanagement, insufficient mental conditioning, and subpar infrastructure.

Despite improvements with initiatives like the Target Olympic Podium Scheme (TOPS) and grassroots programs such as Khelo India, the country continues to face barriers to developing a more robust sports culture to convert the efforts into consistent Olympic success. As India looks forward, the emphasis will be on addressing systemic issues and broadening its talent pool to claim the highest medal tally in the future Olympics.



PARIS 2024 OLYMPIC SCOREBOARD STATISTICS



The Paris 2024 Olympics delivered spectacular performances and record-breaking moments, cementing the Games as a landmark event in sports history. **One of the most iconic highlights was Noah Lyles' victory in the men's 100m sprint, winning gold with a personal best of 9.78 seconds, edging out Jamaica's Kishane Thompson.**



Source: <https://olympics.com/en/news/paris-2024-sporting-highlights-review>

Keely Hodgkinson of Great Britain clinched gold in the women's 800 meters, defeating Kenya's Mary Moraa. In swimming, French sensation Leon Marchand dominated, winning four gold medals and breaking Michael Phelps' records in the 200m and 400m individual medleys.

Armand Duplantis of Sweden showcased his unparalleled talent in the pole vault by creating a new world record with a leap of 6.25 meters.



Source: <https://olympics.com/en/news/paris-2024-sporting-highlights-review>



Source: <https://olympics.com/en/news/paris-2024-sporting-highlights-review>

India with six medals has also narrowly missed out on medals in several events. Additionally, the disqualification of wrestler Vinesh Phogat due to weight issues further hampered India's overall performance.



Source: <https://sportstar.thehindu.com/olympics/paris-2024/news/india-paris-2024-olympics-six-medals-neeraj-manu-near-misses-summer-games-wrap-news/article68513182.ece>

Team USA excelled across various events, with Katie Ledecky adding four more medals to her collection, becoming the most decorated female swimmer in U.S. history. The U.S. men's and women's basketball teams have also secured their fifth consecutive Olympic golds.

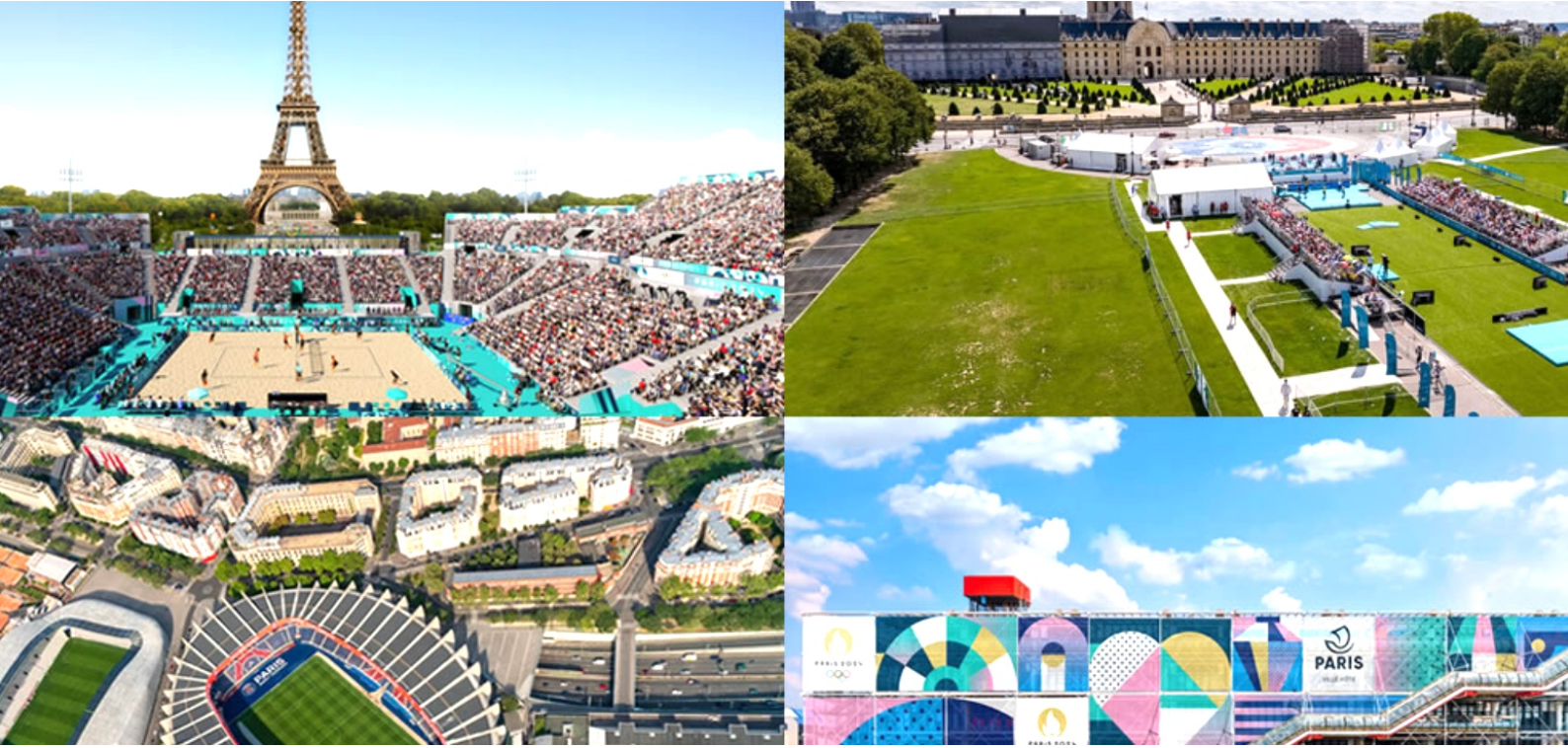
OLYMPIC 2024 COUNTRY-WISE MEDAL TALLY

Name of Country	Total Medals Won	Bronze Medals	Silver Medals	Gold Medals
USA	126	42	44	40
China	91	24	27	40
Great Britain	65	29	22	14
France	64	22	26	16
Australia	53	16	19	18

Source: <https://olympics.com/en/paris-2024/medals>

Overall, Paris 2024 was a remarkable celebration of global sporting excellence, with athletes from diverse nations making history. The event set the stage for future Olympic achievements, leaving an indelible mark on fans worldwide.

FUTURE UPDATES FROM THE OLYMPICS



Post the 2024 Paris Olympics, **the Olympic Games are set to embrace more advanced technology and sustainability measures in Italy in 2026 (Winter Olympics) and Los Angeles in 2028 (Summer Olympics)**. The International Olympic Committee (IOC) is focusing on integrating AI into various aspects of the event.

FUTURE UPDATES

Winter Olympics in Italy in 2026

Summer Olympics in Los Angeles in 2028

AI to enhance athlete monitoring, highlight creation, and sustainability efforts

Revised ISO 20121 standards to ensure environmental and societal benefits

"Digital twin" technology to improve planning and resource management for future Olympics

This includes AI-driven monitoring to combat online abuse of athletes, automated video highlights for viewers, and AI-based tools for improving athlete performance analysis in sports. Further, the IOC is committed to leaving a long-lasting social and environmental legacy with its energy management initiative using AI.



Source: <https://www.ainews.com/p/ai-technology-spotting-future-olympians-paris-2024-olympics>

Sustainability standards like the revised ISO 20121 are being enforced to minimize Carbon Footprints and promote Social Inclusivity. Future hosts will also be required to follow the OECD guidelines for evaluating the economic and social impact of their events.

Furthermore, **innovations like "digital twinning" are set to improve the planning and management of future games, ensuring efficient resource usage and accessibility.** These initiatives highlight the IOC's aim to make the Olympic Games more sustainable, tech-savvy, and inclusive in the years to come.



Source: <https://olympics.com/ioc/news/ioc-receives-iso-20121-certification-for-sustainability-performance-at-corporate-events>

EMINENT INSIGHT



“ Six fourth-place finishes don't come easy. It means our athletes are there or thereabout. We can indeed convert them into medals if we keep supporting them in their quest. ”

Neeraj Chopra
Silver Medallist, Paris 2024 Olympics
Javelin Throw, India

RESOURCES

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