

# Measuring the social impact of Festival 24

For ten days, Festival 24 **brought together** young people from all over the world, who are often excluded from mobility, offering them a unique experience of the Olympic and Paralympic Games. Festival 24 aims to **have an impact on its participants** (Young Participants, Young Leaders and Delegation Leaders).

## What were the main steps of this social impact study?



To measure this social impact, Sport dans la Ville called on **KOREIS**, an independent consultancy firm specialized in social impact assessment.

## This approach allowed us to gather quantitative data...

	...on Young Participants	...on Young Leaders	...on Delegation Leaders
Ex-ante	<b>188</b> answers	<b>46</b> answers	<b>52</b> answers
Ex-post	<b>131</b> answers	<b>48</b> answers	<b>45</b> answers

## ...and qualitative ones

<b>5</b> people interviewed	<b>6</b> people interviewed	<b>5</b> people interviewed
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## Main results for Young Participants

**95%** say they experienced a **unique moment** that they would not have been able to experience otherwise

**88%** say they made **friends** from **all over the world**

**91%** say they experienced **strong emotions** that they will remember for the rest of their lives

**96%** say they **discovered** other **cultures** thanks to Festival 24

## Who are the Young Participants?



**45%** of young participants **had never been out of their country** before Festival 24

*"When I heard that I got accepted to be a part of the delegation, I honestly started crying because I couldn't believe it, because **I was the first person in my family to, like, actually go overseas**"*

*Zainab, Young Participant*



**Although most young people have a positive view of themselves, 41%** of the young participants **have already been discriminated against because of their gender.**

## A unique experience...

*"We were singing a lot of the songs from our country and a lot of people joined in, so it was **such a beautiful moment** to see, like **people from different parts of the world just joining in and becoming one**"*

*Sofia, Young Participant*

**91%** of young participants say they experienced **strong emotions** that they will remember for the rest of their lives

**90%** of young people **rated** their experience with Festival 24 as **4/5 or higher**

## ...motivating them to maintain and extend sport activities

**94%** say that **practising sport is essential in their lives**, compared with 85% before Festival 24

**90%** say that taking part in **Festival 24 strengthened their desire to continue doing sport**

*"I think travelling overseas **encouraged me to compete nationally, academically and in sports**"* *Paula, Young Participant*

## Festival 24, a meeting place of diversity for Young Participants...

*« I don't usually like going out to meet people. **I'm not a very sociable person**, but in fact, during Festival 24, (...) I was clearly 'normal', (...) **I was even at ease with people, I was going to talk to them** and everything (...). »* *Hanielle, Young Participant*

**88%** of young people say that Festival 24 has enabled them to **make friends from all over the world**



*« They developed their friendships and they just **try to keep in touch with them**. I can say that they had a **new vision in their life**, thanks to the festival. »*

*Mathilda, Responsable de Délégation*

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**96%** of young participants say Festival 24 enabled them to **discover new cultures**



« I spoke to some Indian girls and asked them what it was like there, like the timetables, (...) **their traditional dances, the different languages** they speak in their country.... »  
**Anne, Young Participant**

After Festival 24, **67%** said they **want to live in another country** when they grew up, compared with 54% before



“I really, really, really love France and I really like Europe in general. It **made me realize** that **I'd like to travel more.**”  
**Carlotta, Young Participant**

## ...preparing tomorrow's committed men and women

« It's also interesting to see (...) to have a **new vision of sport** and that **everyone can do it**, not just able-bodied people. »  
**Giulia, Young Participant**

**85%** of young participants say they want to **work for a fairer society**

**84%** say they want to get involved in **improving women's inclusion in society**

In addition to these impacts on the Young Participants, Festival 24 aims to bring about changes in the **management practices** of Young Leaders and Delegation Leaders. **Workshops and training sessions specifically aimed at this group** were organized during Festival 24.

Festival 24 helps **bringing positive changes in the professional practices of managers** (Young Leaders & Delegation Leaders)...

## ...in terms of **leadership** and **communication skills**

**77%** of Leaders say that taking part in Festival 24 helped them to **feel more at ease when speaking in public**

“**I feel like I learned a lot of leadership skills, and a lot of communication skills.** I made friends from all over the world, but I also felt **a lot more confidence in my ability to coach.**”  
**Bob, Delegation Leader**

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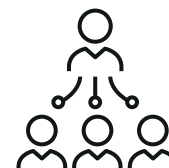
...in terms of **coaching practices...**



"I think this knowledge helped me back in my country, for example the positive coaching. It's not like we didn't know about it but the **emphasis** that they gave us, **the examples made us more knowledgeable, and we could engage with the kids more calmly and more rationally**" *Fanilo, Jeune Leader*

**89%** of Young Leaders said that Festival 24 helped them in **improving their sports management techniques** (organisation, coaching, leadership, etc.)

"The trainer got me a couple of **icebreakers**, (...) **that I can use to connect with younger people on another level**, not strictly using the sport, we are using to **promote other stuff**"  
*Randy, Jeune Leader*



**86%** want to offer **new activities to young people**

...and **reinforces their motivation** within their association

**77%** of Leaders say they want to **take on more responsibilities within their association**

"Our Young Leader is a key figure in our team. **Since he came back, he went to different trainings and now we can really rely on him.**"  
*Lena, Responsable de Délégation*

In addition to assessing the impact of Festival 24, the impact study feeds in a **continuous improvement process** for future events organized by Sport dans la Ville. Conducted interviews helped identified **2 main areas for improvement...**

## 1 Taking **cultural differences** into account

- Meals (quantity and menus) could be better adapted to cultural specificities in order to guarantee participants' nutritional intake.
- Some problems linked to cultural differences could be avoided, notably by introducing non-mixed toilets and showers.

## 2 Adapting **programme content**

- The event caused much fatigue (jet lag, weather conditions, heavy programme, food intake, etc.), calling for less waiting time and more resting time.
- The informal exchange times were very much appreciated by the supervisors and could be extended.