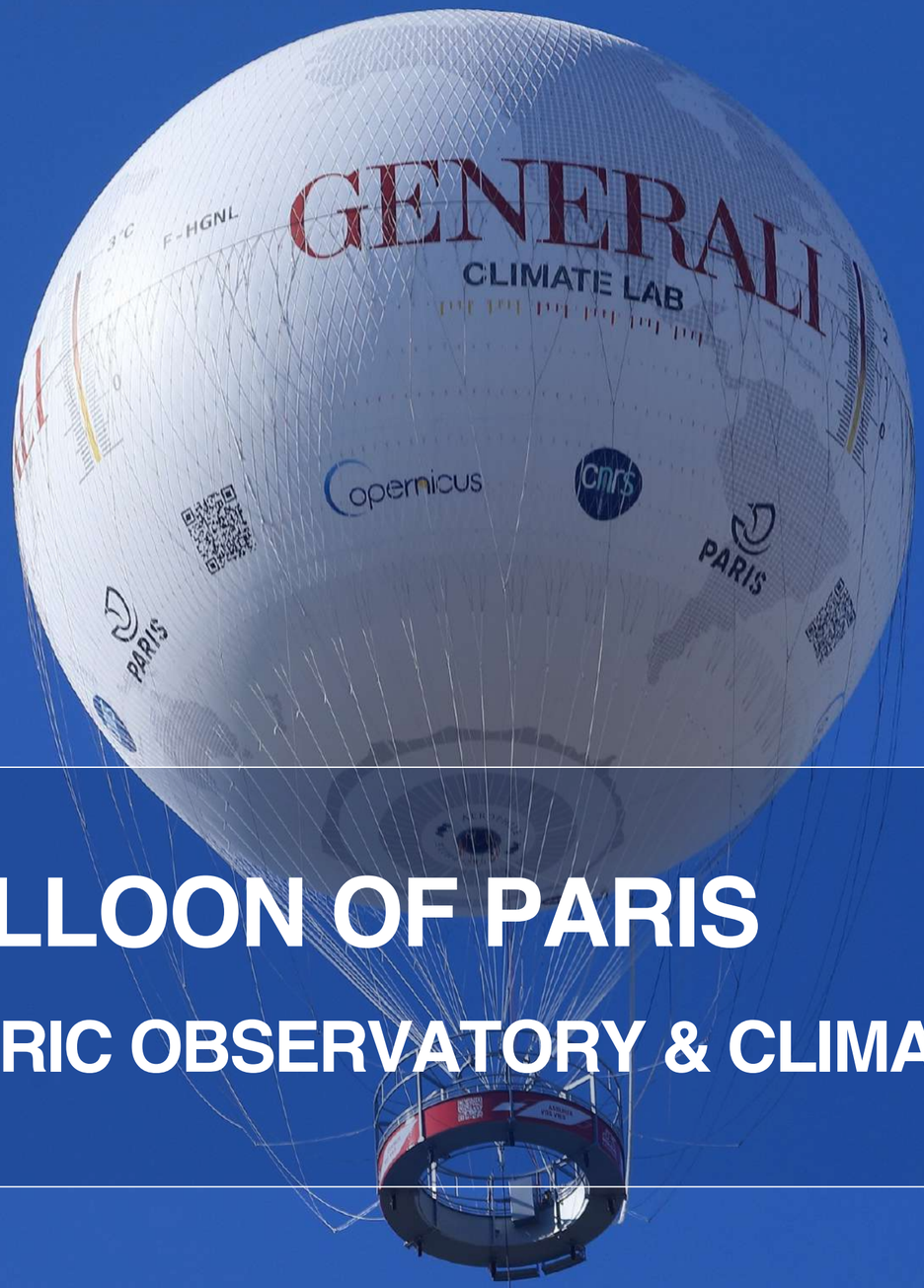


GENERALI BALLOON OF PARIS

ATMOSPHERIC OBSERVATORY & CLIMATE LAB BALLOON

AEROPHILE © - 2026

The Balloon of Paris: an amazing flight experience above the capital…

Since 1999, the Balloon of Paris has offered an unforgettable experience, accessible to all, in the heart of Parc André Citroën (15th arrondissement).

30 passengers up to 150 m high every 10 minutes.
Price: €20 / 60,000 passengers per year
The insurer Generali became the Balloon's partner in 2013, around the theme of air quality.



BALLON GENERALI PARIS



AEROPHILE ©


GENERALI
OBSERVATOIRE ATMOSPHERIQUE
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opernicus
cnrs
PARIS

z



… and a research tool unique in the world for air quality…

Since 2013, the Balloon of Paris has been measuring the capital's air quality from 0 to 300 metres in altitude, using instruments mounted on its gondola, notably for PM2.5 Particulate Matters, ozone and pollen.





LISA, a CNRS laboratory, conducts various experiments on the balloon and has notably installed a sensor that continuously measures **Ozone**.



The LOAC 2 (Light Optical Aerosol Counter 2), a unique instrument developed by the CNRS LPC2E laboratory, measures and studies **Particulate Matters** in the air, from 10 micrometres down to 200 nanometres in diameter.



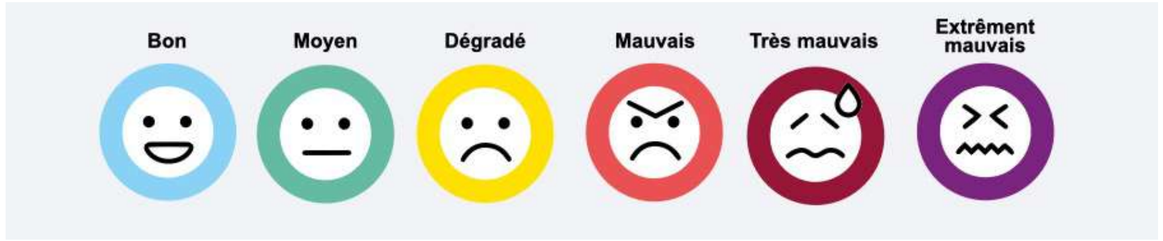
A sensor detects different species of **pollen**. Based on patented optical technology, this innovative device was developed in collaboration with the CNRS.

AEROPHILE ©

that informs the public on air quality

A symbol of the fight for better air quality, the balloon informs the public about air quality in real time, on its website and on its very envelope, by changing colour at night to indicate the pollution level, based on Airparif's ATMO reference index.







that measures and informs about climate change

Since 2024, as part of the European project **ICOS-Cities**, the **LSCE** (Climate and Environment Sciences Laboratory) **measures the main greenhouse gases** in Paris (CO2, CH4, NOx, H2O, Black Carbon) using an instrument box installed on the Balloon.



Since 2025, the Generali Balloon of Paris has been a partner of the **ECMWF**, which manages the Atmosphere and Climate services of the European Earth observation programme **Copernicus.** And since 2026, **Météo-France** has also joined the balloon's partners.

To inform the public and raise awareness about the climate,

3 global warming indicators are now displayed live on the balloon's envelope on giant LED screens:



Increase in average **annual temperature** in the **world**

compared to 1850-1900



Increase in average **annual temperature** in **Europe**

compared to 1850-1900



Increase in average **annual temperature** in **France**

compared to 1850-1900

AEROPHILE ©


GENERALI
OBSERVATOIRE ATMOSPHERIQUE
F-HGNL
Europe 2024
opernicus
cnrs
PARIS


GENERALI
OBSERVATOIRE ATMOSPHERIQUE
+2,96°C
PARIS


3°C
2
1
0
F-HGNL
+0,60°C


GENERALI
OBSERVATOIRE ATMOSPHERIQUE
F-HGNL
+2,96°C
opernicus
cnrs
PARIS
ASSURER
VOS VIES

Partners for air quality and climate

Aerophile, inventor of the giant tethered balloon in 1993, built and operates the Generali Balloon of Paris.

Generali funds the operation, benefiting from visibility and public recognition for its civic commitment.



The City of Paris allows the Balloon to be installed in Parc André Citroën in the 15th arrondissement, a prime location in the capital.

The CNRS conducts unique research thanks to this flying laboratory.

Météo-France informs the general public about climate change in France

Copernicus, the European Union's Earth observation programme, informs the general public about climate change in Europe and around the world

Installation of a unique Greenhouse Gas measurement system on board the Balloon by the ICOS-Cities project and the LSCE.

AEROPHILE ©

Partners 2025-2029

The Balloon of Paris is the result of a collaboration between various **institutional and scientific partners**:

The insurer Generali has been the official sponsor of the Balloon of Paris since 2013. The “Generali Climate Lab” aims to anticipate changes in climate risks in order to steer the evolution of the property and casualty insurance model. It is made up of a multidisciplinary team of experts.



The Paris City Hall, a historic partner of the Balloon since its launch in 1999, is strongly committed to the fight against air pollution.

The public flies aboard a balloon built and operated by Aerophile and discovers their city from an incomparable viewpoint, with an added educational dimension on air quality and global warming. Journalists use the balloon as a visible symbol of these issues.

AEROPHILE ©

Partners 2025-2029

The Generali Balloon of Paris works notably with 3 CNRS laboratories.

LSCE is a French laboratory of excellence in climate and environmental sciences, bringing together researchers and engineers from the CEA, the CNRS and the University of Versailles Saint-Quentin. One of its missions is to measure and understand the carbon cycle and greenhouse gas budgets.

LISA (Interuniversity Laboratory of Atmospheric Systems), UMR CNRS 7583, is a joint research unit of Université Paris-Est Créteil, Université Paris Cité and the CNRS. Its main research topics focus on understanding how terrestrial and planetary atmospheres work, and the impacts of human activities.

LPC2E, the Laboratory of Physics and Chemistry of the Environment and Space, is a Joint Research Unit of the CNRS, the University of Orléans and the French space agency (CNES).

Partners 2025-2029

2025-2029 marks a broader commitment to the fight against global warming.

ICOS (Integrated Carbon Observation System) is a European research programme aiming to provide a coherent and sustainable measurement network for high-quality research on climate change.

Copernicus is the European Union's Earth observation programme. It offers information services based on satellite Earth observation and in situ (non-space) data.
The programme is coordinated and managed by the European Commission.

Météo-France is the public body responsible for weather forecasting and climate monitoring in France.

Extensive media coverage of the balloon

The balloon makes the fight against pollution and climate change visible to the media. During every pollution episode, the balloon is widely seen in the media.


LE FIGARO

► 30 April 2025 - N°25094 Page Source

SCIENCES

Le ballon Generali, vigie du climat, est de retour dans le ciel parisien

La structure gonflable qui surplombe la capitale est dotée de nouveaux capteurs permettant de quantifier précisément les émissions de gaz à effet de serre, à l'échelle de l'arrondissement.

Anne-Laure Frémont

« Bienvenue à bord ! » Plein soleil, le ballon Generali prend doucement son envol, à raison d'un mètre par seconde, au-dessus du parc André-Citroën dans le 15e arrondissement de Paris. La vue d'abord rasante se fait de plus en plus plongeante. Les rues se dessinent et malgré le calme ambiant, on entend étonnamment bien les bruits de la ville, la circulation, les sirènes… l'air que respirent les Parisiens, en mesurant les concentrations de polluants majeurs comme les particules fines et le dioxyde d'azote, responsables chaque année de 7 900 décès prématurés dans toute l'Île-de-France.

Des températures défilent sur la paroi

Sa vocation scientifique s'est étendue au fil des ans : il embarque aussi des capteurs pour mesurer les températures de l'atmosphère afin de vérifier les scénarios d'émissions. »

Les relevés confirment que les émissions de CO_2 ont baissé d'environ 25 % depuis 2016 ; et les nouveaux capteurs installés sur le ballon version 2025 vont permettre d'améliorer la précision de ces estimations. « On va pouvoir détecter la source des émissions à l'échelle de l'arrondissement, mais aussi par secteur d'activité », comme les transports ou

France 3, 30 April 2025


VIDÉO. Réchauffement climatique, augmentation des températures… Le ballon Generali, un laboratoire scientifique dans les airs

Le ballon General climate lab doit permettre de faire des relevés continus des émissions polluantes. ● © Toky Nirhy-Lanto / France Télévisions

Menu Le Parisien

Le ballon Generali reprend du service et de la hauteur pour scruter le ciel de Paris

Au-dessus du parc André-Citroën, la structure gonflable p
mission scientifique : analyser la qualité de l'air et, nouve
surveiller l'évolution du climat. Grâce à de nouveaux capt
partenariat avec Copernicus, il affiche désormais en plein
chiffres du réchauffement climatique.

Par Flavien Gagnepain

Le 29 avril 2025 à 14h49





.3 paris ile-de-france

France 3, March 2024



The BBC Travel Show, special episode with Steve Brown on the fight against air pollution in Paris - June 2024



M6, E=M6 special, Nov. 2022, show presented from the balloon



BSMART



CNEWS



RADIO NOVA



RADIO RFI



LCI



BFMTV







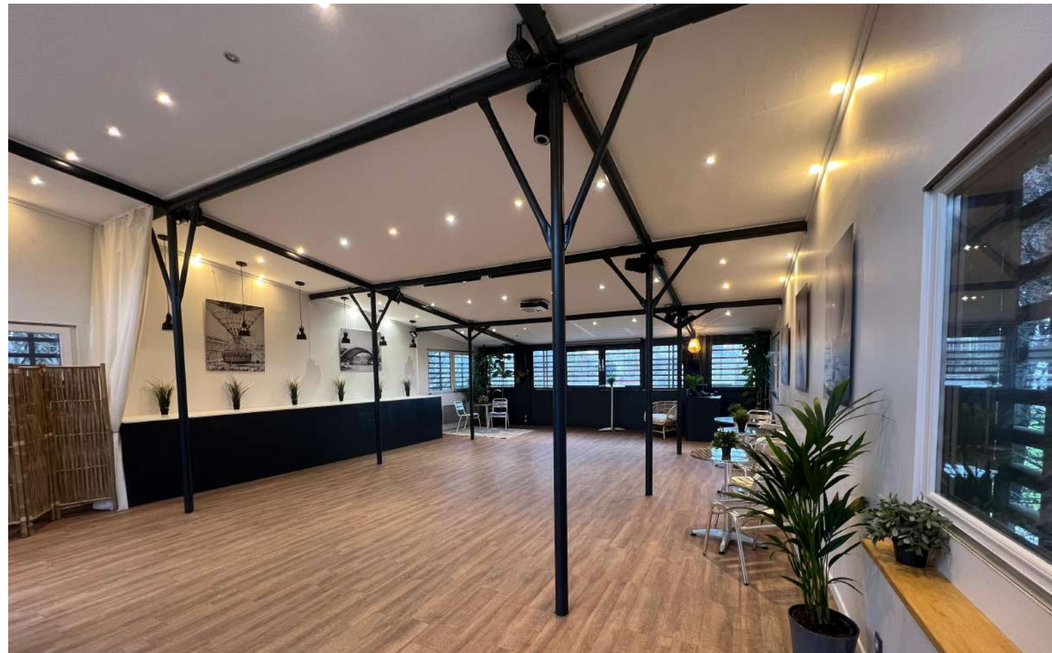
FRANCE 3

LAUNCH OF THE NEW GENERALI BALLOON IN 2025: 140+ PRESS ARTICLES IN 2 MONTHS

A venue for events









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