



UEFA EURO 2008™ Sustainability Strategy

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Sustainable EURO 2008



KOORDINATION
BUNDESREGIERUNG

- National Council of the Austrian Parliament: resolution to perform EURO 2008 sustainable manner (2004)
- Swiss Federal Council: resolution to conduct a sustainable EURO 2008 (2005)
- Feasibility study „Sustainable EURO 2008“ commissioned by the Austrian Soccer Association (2005/2006)
- Joint Sustainability Strategy developed & adopted by Austrian and Swiss Authorities (2007)
- „Sustainability Charter“ signed by Josef Pröll & Moritz Leuenberger, the Environment ministers of Austria and Switzerland (2007)
- Implementation and monitoring by bilateral team supported by UEFA's Euro 2008 SA ; Sustainability Report to be issued jointly by AT & CH & UEFA

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Joint Sustainability Strategy & Charter

- 3 Dimensions - 12 Themes
- Environmental & Economic & Socio-cultural aspects targetted
- Public Presentation on June 25, 2007



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12 Themes

- Environmental management
- Clean energy & climate protection
- sustainable event mobility
- Ressources and waste management
- The (regional) economy
- Environmentally sound tourism
- Infrastructure
- Promotion of local and fair trade products, organic food
- Anti-racism and fan care
- Full accessability for the disabled
- Integrating sport and culture
- Prevention and youth protection



Important Measures

- **Combi-ticket**
36-hr validity for all ticket holders, throughout CH and AUT
- **Waste disposal information campaign**
Common awareness ad. and uniform legend
- **Host campaign**
Several thousand people trained as hosts
- **Infrastructure**
Stadiums and traffic connections remain operative also after the EURO
- **Fan support**
Fan embassies, fan guides, 'unite against racism'
- **Campaign against female exploitation**
Awareness campaign with over 24 NGOs

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Challenges

- Timing of the publication of the sustainability concept one year before the event
- Character of the concept (only recommendations)
- Integration within UEFA / EURO 2008 SA
→ lacking know-how in the environmental area
- Collaboration with various independent partners spread across two countries

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Results

- Despite institutional deficiencies, around 80% of the measures were implemented
- The most important deficits:
 - CO₂-compensation
 - Organic food / fair trade products

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Next Steps

- Data gathering and own observations during EURO 2008
- Evaluation in July – August 2008 together with all partners involved
- Sustainability report to be published in November 2008
- Further follow-up activities (Integration of sustainability issues in national football leagues, GRI guidelines for mega events, e.g.)

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Recommendations for future events

- Early planning for the sustainability strategy
- Ensure commitment at the highest political level
- Integration in the innermost circle of the organization
- Not only recommendations, but also binding conditions
- Building up of know-how among the sport and event organizers
- Ensure a balance between the three dimensions of sustainable development
- Maintain or further develop achieved standards (Green Goal FIFA WM 2006 and the UEFA EURO 2008 sustainability strategy, e.g.)

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