UEFA EURO 2008™
Sustainability Strategy

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Sustainable EURO 2008

- Swiss Federal Council: resolution to conduct a sustainable EURO 2008 (2005)
- „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
Joint Sustainability Strategy & Charter

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

• Despite institutional deficiencies, around 80% of the measures were implemented

• The most important deficits:
  - CO$_2$-compensation
  - Organic food / fair trade products
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.)
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.)