

Green Events in Austria - from the European Football Championship EURO 2008 to the FIS Alpine World Ski Championships 2013 in Schladming''

Level of Implementation of sustainable measures and projects for the European Football Championship UEFA EURO 2008™

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1 Introduction

The UEFA EURO 2008™ is to take place between 7 and 29 June 2008 and bringing the largest European and the world's third-largest sporting event to Austria and Switzerland. An environmental strategy with quantifiable indicators was implemented for the first time at a large-scale sporting event in the context of the FIFA 2006™ World Cup. The UEFA EURO 2008 SA has picked up and has developed further the strategy for the soon coming UEFA EURO 2008™.

The Federal Ministry of Agriculture, Forestry, Environment and Water Management has assigned the Austrian Institute of Ecology and the company brainbows to prepare, design and promote the implementation of the sustainability concept and strategy for the European Football Championship UEFA EURO 2008™.

2 Innovation issues

2.1 Introduction

The successful FIFA Football World Championship in Germany in 2006 saw an environmental strategy with quantifiable indicators put into operation for the first time at a major sporting event – and the strategy will be further developed at UEFA EURO 2008™.

The contributing factor and the premise for the success of the project were the Cooperation on the one hand between the states Austria and Switzerland and the UEFA Organisation EURO 2008 SA and on the other hand the collaboration and good team work of different Departments and various Ministries in each country (Nohel et al., 2006).

Recommendations of Austro-Swiss project coordination in cooperation with EURO 2008 SA and the eight host cities Basle, Berne, Geneva, Innsbruck, Klagenfurt, Salzburg, Vienna and Zurich have been prepared.

The content of the “sustainability programme” follows the recommendations of the sustainability concept and includes the six action fields of sustainable consumption environmental management, energy and climate protection, mobility, waste/resources, water and regional and organic products and food from Austria (Weishäupl et al., 2006).

Regarding the implementation of the sustainability concept, the Federal Ministry of Agriculture, Forestry, Environment and Water will be engaged mainly in the action fields' environment and regional economy. Several discussions were led to define responsibilities for the implementation of the sustainability projects. In addition, discussions were led with the project organisation to realise

as many projects as possible in Austria and Switzerland. Coordination talks with the official sponsors and potential project partners were held.

2.2 Incremental and radical innovations

2.2.1 Objectives of the sustainability strategy for UEFA EURO 2008™

Austria and Switzerland have developed a joint sustainability strategy for UEFA EURO 2008™. The Federal Ministry of Agriculture, Forestry, Environment and Water Management has assigned the Austrian Institute of Ecology and the company brainbows to promote the implementation of the sustainability strategy for the European Football Championship UEFA EURO 2008™. The strategy has three main areas of focus: the environment, the economy and social aspects/culture.

Figure 1: Sphere of influence of the Austro-Swiss sustainability strategy for European Football



Championship UEFA EURO 2008™ (Pladerer, 2006)

Objectives of the sustainability strategy for UEFA EURO 2008™ (Nohel et al., 2006; Weishäupl et al., 2006):

1. EURO 2008 is to give equal consideration to three basic pillars: the environment, social aspects and the economic dimension. By so doing, it seeks to set environmental standards for future large-scale events, with a particular focus on the application of modern environmental technologies.
2. EURO 2008 is to set a clear social focus. It will bring players and supporters from different nations together and take an unequivocal stance against racism and xenophobia.
3. EURO 2008 is to bring sport and culture closer together. EURO 2008 intends to demonstrate that well-prepared large-scale sporting events can have a positive impact on the (regional) economy: jobs are to be secured by targeted investment in infrastructural measures.
4. EURO 2008 offers tourism an international platform and presents position Austria and Switzerland as attractive holiday destinations.

2.2.2 Area 1: The environment

Both in the individual stadia and at all the other events in the two host countries, the aims are to improve the environmental situation in four key areas – environmental management, energy and climate protection, mobility and the utilization of resources and waste. By minimizing the utilization of resources and maximizing the application of modern environmental technologies, it seeks to achieve a positive ecological balance and set benchmarks for future large-scale events. A

further objective is to account for considerations of climate protection on the basis of a CO₂ balance and the maximal reduction of further emissions. EURO 2008 is to raise awareness for responsible environmental management among the stakeholders in their own particular fields of responsibility. Resource management is to be projected in a positive light. (Pladerer, 2007, Weishäupl et al., 2007)

2.2.3 Area 2: The economy

The aim as far as the economy is concerned is to gear the infrastructural measures towards long-term and sustainable criteria and to achieve a maximal ratio of regional products and services at EURO 2008 events. Targeted projects are to generate long-term employment effects which will remain sustainable beyond EURO 2008 (in particular in the fields of tourism, logistics, event management and creative industries). The quality standards of tourist operators are to be improved by means of targeted investment in the run-up to EURO 2008 including the fields of environmental standards, energy and eco-labels (Pladerer, 2007, Weishäupl et al., 2007).

2.2.4 Area 3: Social aspects/culture

In the social and cultural area, EURO 2008 is to send out clear messages in support of international understanding and against all forms of racism.

A package of measures is envisaged in the field of social integration and intercultural relations which is to spill over into the coordination of fan and visitor guidance in the context of EURO 2008. Large groups of the population will not have direct access to the mega-football event of EURO 2008 in the stadia. A wide range of events targeting women, children, youngsters, families and older persons is therefore to be delivered outside the stadia. All EURO 2008 events are to provide barrier-free access to visitors with disabilities. Standardized measures will guarantee access for people with disabilities and at the same time help break down barriers in people's minds. Moreover, EURO 2008 is to have a sustainable impact on football in both host countries and forge momentum in favor of mass sports/preventive health care (Pladerer, 2007; Weishäupl, et al., 2007).

2.2.5 Classification of measures of the "sustainability concept" of the Austro-Swiss sustainability strategy for European Football Championship UEFA EURO 2008™

The content of the "sustainability concept" follows the recommendations of the sustainability concept and includes the six action fields

1. environmental management,
2. energy and climate protection,
3. mobility,
4. waste/resources,
5. water,
6. regional/organic products and food from Austria.

Table 1: Classification of measures of the "sustainability concept" of the Austro-Swiss sustainability strategy for European Football Championship UEFA EURO 2008™ (Pladerer, 2007; Weishäupl et al., 2007)

Environment	Economy	Society/Social/Culture
<p>Mobility/Traffic: large amount of public transport at arrival of guests and bystanders (train/bus tickets included when buying tickets for games, enhance regional traffic concepts), Use of alternative fuel/traction systems for official fleet and buses.</p> <p>Energy: supply of stadia and their</p>	<p>Integration of local economy, long-term revenue, high amount of regional products that are implemented in the EURO environment, creation of an economy-platform.</p> <p>Tourism: quality offensive (constructional standards, qualified workforce, service offers) image build up (pro-tourism campaigns: Austria as event host) Use of the event for image and tourism</p>	<p>Consideration of UEFA topics such as anti-racism, children of war</p> <p>integration of cultural events into EURO 08</p> <p>fair trade aspects</p>

Environment	Economy	Society/Social/Culture
<p>surroundings extensively with renewable energy sources. (Electricity, thermal, etc...).</p> <p>Climate protection: realisation of an event without impact on climate change by optimisation of energy efficiency measures, use of renewable energy sources and realisation of climate protection projects.</p> <p>Optimised waste management in stadia and their surroundings, use of reusable cup systems for beverages in stadia and their surroundings</p>	<p>advertisement (pro-tourism campaigns).</p> <p>Catering: high amount of regional and organic-based delicatessen-stores from Austria.</p> <p>Integration of sponsors and merchandising products.</p> <p>long term use of EURO infrastructure as a long term, cost-effective event, securing subsequent use of stadia and their infrastructure, event management know-how</p>	<p>barrier-free access to all stadia</p> <p>Integration of guests, actors and local population</p> <p>effects on soccer itself, youth trainees</p> <p>Voluntary</p> <p>concepts/education/occupation</p> <p>integration of guests, actors, social groups (families, kids, seniors etc.)</p>

2.2.6 *Approach for the achievement of the objectives for the sustainability strategy for UEFA EURO 2008™*

The following basic services will be supported to achieve the objectives for the sustainability strategy for UEFA EURO 2008™:

1. Creation of a sustainability/environment work group: coordination and taking minutes of meetings with players regarding sustainability programme with focus on UEFA EURO 2008™ (4 times a year).
2. Supporting sustainability subjects on existing internet platforms for coordination of preparation works for the UEFA EURO 2008™.
3. Coordination of contents/projects of the sustainability programme with the Federal Ministry of Agriculture, Forestry, Environment and Water Management.
4. Permanent dialogue with host cities, federal states in Austria and further relevant players about the project of sustainability for the European Football Championship.
5. Preparation of contents and editorial of an information brochure for the sustainability programme in coordination with the Austrian Football Association and the coordinator of the Federal Ministry.
6. Proposals and preparation for communication measures of the Austrian Football Association regarding sustainability programme (press conferences, mailings, actions)
7. Independent communication activities for the sustainability programme in coordination with the Austrian Football Association and the coordinator of the Federal Ministry of Agriculture, Forestry, Environment and Water Management.
8. Acquisition talks for additional services and preparation of project implementation.
9. Regular interim reports or a final report about status of implementation of the sustainability programme.

2.2.7 *Content of the Sustainable Development Charter for UEFA EURO 2008™*

A Sustainable Development Charter has been signed to set new environmental, economical and socio-cultural standards for the UEFA EURO 2008™. Austria and Switzerland want to make the European Football Championship 2008 a future-oriented, sustainable sporting event. They will attach particular importance to the environmental, economic, social and cultural dimensions of the event. The EURO 2008 can prove that with good preparation, large sporting events can boost regional business, have but minor consequences for the environment, provide a cultural festival among players and fans from various nations and function as a counteraction against racism and xenophobia.

Table 2: Charter for Sustainability European Football Championship UEFA EURO 2008™
(Leuenberger and Pröll, 2007)

Measures and Projects	Description and Details
Provide environmentally sound stadia	Environmental certification of the stadia and environmental management strategies for the fan zones are to ensure that ecological measures are systematically taken into account and remain effective after EURO 2008.
Launch climate-compatible and energy-efficient measures	By enhancing energy efficiency and using renewable sources of energy the reduction of CO2 emissions is to be maximised.
Promote public transport	Attractive offers like the combined ticket are to encourage large numbers of visitors to use public means of transport for travelling to matches and fan zones.
Waste prevention	Targeted measures like ecologically benign systems to sell beverages are to help minimise the volume of waste created and raise the rates of recycling.
Gain success for economy and employment	EURO 2008 is to create maximum profit for the economies and give fresh impetus to the job situation of the two countries.
Give momentum to tourism	The positive reputation of the two tourist countries Austria and Switzerland is to be strengthened.
Investments remain effective after EURO 2008	Newly created infrastructure (for example the stadia or the transport infrastructure) are to be available to the population also post-EURO 2008.
Promote regional, organic and fair trade products	The use of those products is to strengthen regional value-added chains and put special emphasis on fair trade.
Foster international understanding by means of fan projects	EURO 2008 is to give clear messages against racism and provide new impetuses to professionally organised fan projects.
Accessibility must be standard	For handicapped persons barrier- and obstacle-free access to the stadia is to be ensured at all EURO 2008 events.
Attach importance to youth and (football-related) cultural events	Youth, school and cultural projects are to boost the enthusiasm for football, culture and sports.
Be exemplary in the fields of prevention and youth protection	Concrete measures of prevention (in particular against alcohol and nicotine abuse) are to be taken in the context of UEFA EURO 2008™

2.2.8 *Implementation of sustainability projects and measures from the sustainability strategy for UEFA EURO 2008™*

Regarding the implementation of the sustainability concept, the Federal Ministry of Agriculture, Forestry, Environment and Water will be engaged mainly in the action fields' environment and regional economy. Other subjects and projects will be managed by Austrian Football Association, Austrian National Tourist Office and the action "2008 – Österreich am Ball".

During the preparation period several discussions were led to define responsibilities for the implementation of the sustainability projects, mainly with Heinz Palme, coordinator of the federation and managing director of "2008 – Österreich am Ball", with Austrian Football Association and UEFA EURO 2008™.

In addition, discussions were led with the project organisation to realise as many projects as possible between in Austria and Switzerland. Coordination talks with the official sponsors and potential project partners were held.

Overview of themes, objectives, measures, indicators and responsibilities:

In view of the different bodies responsible for the planning and implementation of the measures, a distinction is drawn below between the venue areas for which EURO 2008 SA is responsible (i.e. in and around the stadia), on the one hand, and public areas (fan zones, fan miles, public viewing areas, etc.), on the other.

These are the 12 themes:

1. Environmental management
2. Energy and climate protection
3. Transport
4. Resources and waste
5. Promoting the economy
6. Tourism

7. Infrastructures
8. Regional and organic products/fair trade
9. Fan projects
10. No barriers or obstacles
11. Youth and (football) culture
12. Prevention and youth protection

Table 3: Overview of themes, objectives, measures, indicators and responsibilities in the Austro-Swiss sustainability strategy for UEFA EURO 2008™

Theme	Objectives	Measures	Indicators	Responsibility of
01 Environmental management	<ul style="list-style-type: none"> • To provide “environmentally friendly stadia“ (implementation of an environmental management system) • To implement an environmental (management) strategy for the fan zones, fan miles and public viewing areas 	<ul style="list-style-type: none"> • Environmental certification of the stadia according to a defined European and Swiss standard • Check-list/guidelines for environmentally friendly organisation 	<ul style="list-style-type: none"> • No. of stadia certified according to EMAS, ISO 14001 or a comparable standard • No. and quality of environmental strategies implemented • Individual indicators, see detailed sections 	<ul style="list-style-type: none"> • Stadium operators • Host cities • Federal government (A)/Confederation (CH), federal states (A)/ cantons (CH) • HC organisations • Private organizers + contractors
02 Energy and climate protection	<ul style="list-style-type: none"> • To supply the stadia, fan zones, fan miles and public viewing areas with energy from renewable resources • To ensure maximal energy efficiency • To ensure maximal reduction of CO2 emissions on the basis of a coordinated estimation 	<ul style="list-style-type: none"> • Electricity supplies from renewable energies/green power • Utilisation of state-of-the-art cooling and heating equipment • Use of diesel aggregates is to be avoided wherever possible used; when absolutely indispensable they are to be powered by renewable sources of energy 	<ul style="list-style-type: none"> • Ratio of utilised renewable energy resources • Classification of appliances • Energy consumption • CO2 balance 	<ul style="list-style-type: none"> • Stadium operators • Catering firms • HC organisations • Private organizers + contractors [INFRAS (CH), Federal Environment Agency (A) are to draw up a CO2 balance]
03 Transport _ Spectator movements: stadia (incl. departure AUT – CH)	<ul style="list-style-type: none"> • To reduce traffic-related environmental load • A public transport utilisation ratio above 60 % (long-distance)/ 80 % (local traffic) (verification after final draw in December 2007) • A ratio of pedestrians and cyclists (slow traffic) higher than 5 % 	<ul style="list-style-type: none"> • Combined UEFA EURO 2008™ ticket • General tickets/travel passes for journalists, officials and EURO 2008 SA volunteers • Defensive car parking facilities • Petrol saving training for drivers • Pedestrian boulevard • Use of alternative transmission systems/fuels in the official fleet • Diesel vehicles fitted with particle filters • Information campaigns to encourage foreign visitors to use rail and bus transport 	<ul style="list-style-type: none"> • Modal split • EURO fleet • Certified drivers • CO2 emissions 	<ul style="list-style-type: none"> • UEFA, Federal government (A)/Confederation (CH), Austrian (ÖBB)/Swiss Railways (SBB CFF FFS) • Regional transport operators • Host cities • Stadium operators • Drivers (bus, limousines, etc.) • Sponsors (e.g. Hyundai/Kia)
_ Spectator movements: fan zones (host cities only)	<ul style="list-style-type: none"> • To reduce traffic-related environmental load • A public transport utilisation ratio above 60 % (long-distance)/ 80 % (local traffic) (verification after final draw in December 2007) • A ratio of pedestrians and cyclists (slow traffic) higher than 5 % 	<ul style="list-style-type: none"> • Attractive ticketing packages for no stadium visitors (fan zones) • General travel passes for officials and UEFA EURO 2008™ 2008 SA volunteers • Defensive car parking facilities • Pedestrian boulevard • Information campaigns to encourage foreign visitors to use rail and bus transport 	<ul style="list-style-type: none"> • Modal split • CO2 emissions 	<ul style="list-style-type: none"> • UEFA, Federal government (A)/Confederation (CH), Austrian (ÖBB)/Swiss Railways (SBB CFF FFS) • Regional transport operators • Host cities

Theme	Objectives	Measures	Indicators	Responsibility of
04 Resources and waste _ stadia	<ul style="list-style-type: none"> To guarantee that every stadium has a strategy for gentle resource management, waste prevention and waste volume reduction 	<ul style="list-style-type: none"> Returnable beverage cups or a similar ecological variant “Wrap in”/“Packs ins Brot” Waste separation systems (PET, paper, etc) Limitation of the distribution of advertising materials Rain water management in the stadia Installations to reduce water consumption 	<ul style="list-style-type: none"> No. of and quality of the implemented waste management strategies Proportion of returnable systems used for beverages (if the returnable system proves to be the optimal ecological solution) Collection and recycling ratios Volumes of waste Agreements with sponsors Cleanliness in and around the stadia 	<ul style="list-style-type: none"> Stadium operators UEFA EURO 2008 SA Catering firms Sponsors
_ cities	<ul style="list-style-type: none"> To ensure that every city has a waste prevention and waste reduction strategy 	<ul style="list-style-type: none"> Returnable beverage cups or a similar ecological variant “Wrap in”/“Packs ins Brot” Waste separation systems (PET, paper, etc) Limitation of the distribution of advertising materials Information campaign on waste prevention and waste reduction 	<ul style="list-style-type: none"> No. of and quality of the implemented waste management strategies Proportion of returnable systems used for beverages (if the returnable system proves to be the optimal ecological solution) Collection and recycling ratios Volumes of waste Agreements with sponsors Cleanliness in and around the fan zones 	<ul style="list-style-type: none"> Host cities UEFA EURO 2008 SA Catering firms Sponsors Public viewing area operators
05 Promoting the economy	<ul style="list-style-type: none"> To ensure that UEFA EURO 2008™ generates maximum benefit for the economy of Austria and Switzerland (in particular in the field of environmental engineering) To create employment and training opportunities as a spin-off of UEFA EURO 2008™ 	<ul style="list-style-type: none"> Site marketing strategy Training and deployment of fan guides with job prospects post- UEFA EURO 2008™ Environmental support to industry 	<ul style="list-style-type: none"> Creation of UEFA EURO 2008™-related value added Creation of (short-and long-term) jobs No. of supported firms or projects 	<ul style="list-style-type: none"> Federal government (A)/ Confederation (CH), federal states (A)/ cantons (CH) Host cities
06 Tourism	<ul style="list-style-type: none"> To strengthen the positive image of Austria and Switzerland as tourist countries To encourage EURO visitors to stay on in the host countries (benchmark: EURO 04 in Portugal) 	<ul style="list-style-type: none"> Image and tourism campaign Targeted holiday packages Service and friendliness campaign Promotion of tourist operators with eco- or sustainability labels 	<ul style="list-style-type: none"> No. of overnight stays Image values Awareness level No. of tourist operators with eco- or sustainability labels No. of EURO-specific packages or projects 	<ul style="list-style-type: none"> Federal government (A)/ Confederation (CH), federal states (A)/ cantons (CH) Host cities Austrian National Tourist Office Organisations of the integrated national promotion of Switzerland
07 Infrastructure	<ul style="list-style-type: none"> To ensure that the newly created infrastructure remains utilisable post- UEFA EURO 2008™. To guarantee comprehensive use or adequate re-sizing of stadia post- UEFA EURO 2008™ 	<ul style="list-style-type: none"> Multifunctional utilisation/re-sizing strategy for the stadia post- UEFA EURO 2008™ Targeted integration of existing infrastructure into UEFA EURO 2008™ requirements Long-term transport infrastructure measures (extension of the underground railway system, urban railway stations, extension of the infrastructure for cyclists and pedestrians, sign-posting) 	<ul style="list-style-type: none"> Volume of investment Post- UEFA EURO 2008™ stadium utilisation Post- UEFA EURO 2008™ infrastructure utilisations 	<ul style="list-style-type: none"> Federal government (A)/ Confederation (CH), federal states (A)/ cantons (CH) Host cities Stadium operators Transport operators

Theme	Objectives	Measures	Indicators	Responsibility of
08 Regional and organic products/fair trade	<ul style="list-style-type: none"> To promote the use of organic and regional produce in catering To strengthen the regional value added chain To use fair trade products in certain product categories 	<ul style="list-style-type: none"> Consideration of this aspect in the tender procedures and voluntary commitments made by caterers Labelling and promotion of regional, organic and fair trade products Use of fair trade products for coffee, sports articles, merchandising, floral decoration 	<ul style="list-style-type: none"> Proportion of regional/organic products used (catering) Proportion of fair trade products used (catering) 	<ul style="list-style-type: none"> UEFA EURO 2008 SA Catering firms Host cities Marketing organisations NGOs
09 Fan projects	<ul style="list-style-type: none"> UEFA EURO 2008™ is to send out clear messages of international understanding and against all forms of racism To establish a pool of qualified fan guides To build up professional fan projects for the post-UEFA EURO 2008™ period 	<ul style="list-style-type: none"> Fan guidance and anti-discrimination programme Fan embassies Fan guides Youth and amateur football tournaments Recruitment and training of professional fan guides to ensure trouble-free matches 	<ul style="list-style-type: none"> No. of fan embassies and visitors reached No. of fan guides Gender mix (female ratio in the stadia/fan zones) 	<ul style="list-style-type: none"> UEFA, FARE, FSI Federal government (A)/Confederation (CH), federal states (A), administrative bodies, host cities Fairplay, vidc, streetfootballworld Österreich am Ball Austrian (ÖFB)/Swiss (SFV, ASF) Football Association Private initiatives (associations)
10 No barriers or obstacles	<ul style="list-style-type: none"> To make all UEFA EURO 2008™ events accessible for people with disabilities, with no barriers or obstacles To allocate 2 seats for disabled patrons per 1 000 stadium spectators To allocate 2 seats for disabled patrons per 1 000 fan zone visitors 	<ul style="list-style-type: none"> Barrier- and obstacle-free stadia, fan zones and side events Barrier- and obstacle-free access to the stadia and events 	<ul style="list-style-type: none"> Barrier-free stadia No. of seats set aside for disabled patrons in the stadia and fan zones 	<ul style="list-style-type: none"> Stadium operators Host cities UEFA, Federal government (A)/Confederation (CH), federal states (A), Austrian (ÖFB)/Swiss (SFV, ASF) Football Association Transport operators
11 Youth and (football) culture	<ul style="list-style-type: none"> To implement youth and school projects in the run-up to UEFA EURO 2008™ To promote football and physical exercise among youth To promote integration and international understanding by means of football projects 	<ul style="list-style-type: none"> “EURO Schools 2008” project National and regional school projects Cultural events, football- related exhibitions 	<ul style="list-style-type: none"> No. of participating schools and children/youngsters No. of (football) events No. of cultural projects and visitors 	<ul style="list-style-type: none"> UEFA Fairplay, vidc, streetfootballworld Austrian (ÖFB)/Swiss (SFV, ASF) Football Association Federal Office for Sport (CH), 2008 – Österreich am Ball (A)
12 Prevention and youth protection	<ul style="list-style-type: none"> To communicate (alcohol and nicotine) addiction prevention in connection with UEFA EURO 2008™ No sale of alcoholic beverages or only low-alcohol beverages on sale 	<ul style="list-style-type: none"> Targeted communication of addiction prevention (at events) No alcoholic beverages in the stadia Low-alcohol beverages on sale (public viewing areas) and sale of a mineral water/fruit juice at a less expensive price than the cheapest alcoholic beverage. Smoke-free zones Preventive measures against women trafficking and forced prostitution 	<ul style="list-style-type: none"> Documentation of applied measures Provision and sale of soft drinks and low-alcohol beverages. 	<ul style="list-style-type: none"> Federal government (A)/Confederation (CH), federal states (A), /cantons (CH) Stadium operators and caterers Host cities

2.2.9 Interim report on the implementation of the sustainability strategy in Switzerland for UEFA EURO 2008™ (20.11.2007)

For the regular national meetings between Austria and Switzerland, the sustainability core group will provide interim reports (Federal Office for Spatial Development et al., 2007) on the implementation of the sustainability strategy.

Project organisation:

A working party (WP) on sustainability was established to implement the sustainability strategy. It is headed by the Federal Office for Spatial Development (FOSD) and the Federal Coordination Unit for the Policy of Sustainable Development in close cooperation with the Federal Office of the Environment (FOE) and the UEFA EURO 2008™ Public Authorities Project Organisation (PAPO). The other partners in the sustainability working group are the Host Cities, Euro 2008 SA, Perron8 (organiser of the UBS Arenas), the Swiss Federal Railways (SBB), the Federal Office of Energy (SFOE) and the Bern University Research Institute for Leisure and Tourism. The implementation of the sustainability strategy is coordinated within the framework of the working group.

State of play of implementation:

The working party on sustainability met on 19 September 2007 for an initial exchange of information on the implementation of the sustainability concept. Moreover measures from the sustainability strategies were outlined and indicators for measuring the achievement of the goals were established and coordinated with Austria.

The project management contacted the Host Cities, Euro 2008 SA, Perron8 and the sub-project head of PAPO to request more detailed information about the individual measures.

On the whole, the implementation of the 59 measures in the sustainability concept is going well. About half of the measures have already been implemented or their implementation is guaranteed, e.g the "combi-ticket" (i.e. match ticket combined with a ticket for all public transport valid for 36 hours). Further measures are still being clarified by the partners responsible and for the most part the chances of their implementation look good.

Implementation of individual measures:

The interim report provides information about major environmental measures that are not covered by the other sub-projects of the Public Authorities Project Organisation.

1. Returnable cups:

The results of a study mandated by the Swiss, Austrian and German departments of the environment and by several towns has shown that returnable cup systems are environmentally clearly superior to single-use solutions. The results of the study were presented to the Euro 2008 SA on 8 November 2007. (Pladerer et al., 2007 and Pladerer et al., 2008)

2. CO2 balance:

A provisional calculation of CO2 emissions was presented in June 2007. At the match between Switzerland and Austria of mid-October 2007 it was agreed that on the basis of the outline information available after the Final Draw the calculation would be updated and agreed with Austria.

3. Eco electricity:

The 'naturemade' association, together with Swisspower is working out offers for certified eco electricity for EURO 2008 SA, the Host Cities and Perron8.

3 Overall conclusion

The Austrian government will look to promote environmental issues at UEFA EURO 2008™ through the 'Environment on the Ball' programme:

While football will be the main focus, sustainability targets will be pursued - ensuring that visitors to Austria and Switzerland and locals will also remember the responsible management of natural resources. In addition, UEFA EURO 2008™ should be a cultural festival uniting people from different nations.

The objective is to set environmental standards for future large-scale events, with a particular focus on the application of modern environmental technologies.

UEFA EURO 2008™ is to set a clear social focus. The tournament will bring together players and supporters from different nations - and continue a long-standing campaign by taking an

unequivocal stance against racism and xenophobia. The aim of UEFA EURO 2008™ is to bring sport and culture closer together.

The tournament should demonstrate that well-prepared major sporting events can have a positive impact on the regional economy. Jobs are to be secured by targeted investment in infrastructural measures. UEFA EURO 2008™ also provides an ideal platform for the tourist industry - and is a wonderful opportunity to promote and position Austria and Switzerland as attractive holiday destinations.

This section of the UEFA EURO 2008™ website covers the sustainable development strategy implemented for the event.

3.1 Evaluation strategy/reporting

The host countries will conduct an overall evaluation and draw up a sustainability report on the implementation of the present sustainability strategy. Uniform indicators have accordingly been set in the four core areas to facilitate assessment and evaluation of the outcomes at both the local and the transnational level in the aftermath of EURO 2008. The verifiable effects of the event in Switzerland and Austria are to be documented in order to calculate its environmental impacts. This evaluation and reporting process is to provide the basis for the implementation of future large-scale sporting events in both countries on the basis of the principle of sustainability. Moreover, the report will enable UEFA to integrate sustainability aspects into future large-scale football events (UEFA EURO 2012, UEFA Champions League, and UEFA Cup).

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