



Green Event Management

Austro-Swiss sustainability strategy for the European Football Championship UEFA EURO 2008™

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The Start of Green Events:

- Summer Olympics in Sydney 2000: First green steps
- FIFA Football World Championship in Germany 2006: Green Goal Concept
- Football Europe Championships 2008 in Austria and Switzerland: Sustainability Strategy

AIE startet with

- Salzburg 2010 Sustainability Concept for the Winter Olympics
- Schladming 2006 Worldcup Final Mountainbike
- EU Presidency 2006 of Austria (Conference; Meeting)
- Initiatives for green local and regional events

Is the Joint Actions on Climate Change in AALBORG Conference a Green Event?



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KOORDINATION
BUNDESREGIERUNG



PROJEKTORGANISATION
ÖFFENTLICHE HAND

Charter for Sustainability 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 sustainability
strategy –
three main areas of
focus**





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For the Implementation of the different projects focused to 12 themes:

The content of the “sustainability concept” includes the six action fields ✨

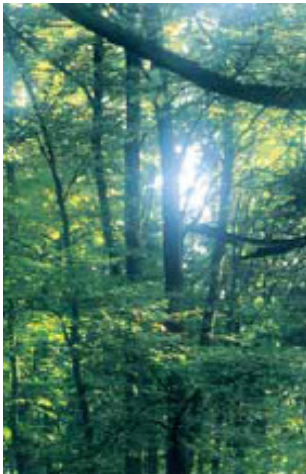


1. Environmental management ✨
2. Energy and climate protection ✨
3. Transport ✨
4. Resources, water and waste ✨ ✨
5. Promoting the economy
6. Tourism
7. Infrastructures
8. Regional and organic products/fair trade ✨
9. Fan projects
10. No barriers or obstacles
11. Youth and (football) culture
12. Prevention and youth protection



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Environmental management, Energy and climate protection



- environmentally friendly stadia
- environmental management of the fan zones
 - certification according to defined standards
 - check list/guidelines for the organization of the fan zones and PV areas



- supply with energy from renewable resources (stadia, PV)
- maximal energy efficiency
- reduction of CO₂ emissions
 - state-of-the-art cooling and heating systems
 - avoid diesel aggregates wherever possible



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Transport



- reduction of traffic-related environmental load
- public transport utilization 60% (long-distance) and 80% (local traffic), pedestrians and cyclists > 5%
- combined EURO 2008™ tickets
- defensive car parking facilities
- petrol saving training for drivers
- particle filters for diesel vehicles
- encourage foreign visitors to use rail and bus





Resources and waste



- strategies for resource management, waste prevention and volume reduction for every city and every stadium
 - reusable beverage cups
 - “wrap in” / “packs ins brot”
 - waste separation and collection systems (PET, paper)
 - limitation of advertising materials
 - information campaign on waste prevention
 - installations to reduce water consumption
 - rain water management in the stadia





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Promoting the economy, Tourism



- maximum benefit in the field of environmental engineering
- to create employment as a spin-off of EURO 2008™
 - site marketing strategy
 - environmental support to industry
- to strengthen the positive image of Austria and Switzerland as tourist countries
 - targeted holiday packages
 - promotion of tourist operators with eco-labels

