

Joint understanding of a sustainable UEFA EURO 2024™ tournament

Environment and climate
Good Governance
Community
Movement and health



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Introduction

In the summer of 2024, Germany will host the men's European Football Championship, UEFA EURO 2024™. Organising and hosting this high-profile tournament offers an opportunity to set new standards in sustainability, to strengthen social cohesion and to communicate a generally positive image to the rest of the world of the tournament and of Germany as the host country.

We – the German Football Association (DFB), UEFA, EURO 2024 GmbH, the host cities, the German government and the federal states – have been working towards sustainability in various areas for a long time and have each come to the conclusion that, in organising and implementing UEFA EURO 2024™, we will commit ourselves to the UN Guiding Principles on Business and Human Rights, the targets for sustainable development and international climate targets, and we will take into account the environmental, economic and social aspects of sustainability.

We agree, however, that we can only achieve these goals together and have therefore come to the following joint understanding of a sustainable UEFA EURO 2024™ tournament.

Environment and climate

With UEFA EURO 2024™, we would like to set new standards for making major sporting events sustainable, showing how the impacts on the environment, resources and climate can be minimised and, if necessary, counterbalanced.

- We intend to incorporate measures for mitigating climate change into the organisation and implementation of the tournament in an effective and consistent manner; all emissions are to be recorded in a carbon footprint assessment. Priority will be given to measures to prevent or reduce greenhouse gases in the relevant action areas. Particular focus will be placed on climate-friendly mobility, as a large portion of the total expected emissions will come from traffic. We strive to find environmentally responsible solutions to compensate for unavoidable emissions resulting from UEFA EURO 2024™.
- With football fans coming from all over Europe, we want to work together to provide sustainable mobility that is efficient and environmentally and climate friendly. All guests and fans should be able to make use of good services. The rail service will be the main means of transport between the host cities and for people travelling from nearby European countries. We wish to make public transport attractive and reinforce active mobility so that guests and fans can walk or cycle (also with rental bicycles) to the stadiums and fan zones easily and safely. The infrastructure is to be made reliable and effective.
- UEFA EURO 2024™ will take place in summer, and very high temperatures are a possibility. We plan to assess whether the number of drinking fountains providing free water can be increased in the host cities in order to prevent fans and guests from experiencing health problems. We want to save water by reducing water consumption in sanitary facilities. We would like to assess whether grey water can be used.

- We aim to reduce the consumption of resources and the amount of waste. To achieve this, we intend to train staff in advance to help them better judge whether a procurement is necessary or whether a digital solution can be used instead. We want to make sure that unavoidable acquisitions are sustainable, that subsequent use is accounted for, and we aim to cautiously forecast consumption and give precedence to rental and reusable products. Any waste is to be separated so that it can be recycled. We will inform fans and guests accordingly. All UEFA EURO 2024™ matches will be held in existing stadiums where matches already take place on a regular basis, meaning no new stadiums will need to be built.
- Being able to enjoy good food and drinks will make UEFA EURO 2024™ a successful event for all those involved. We intend to provide training on environmentally friendly and sustainable catering and to inform fans and guests about sustainable nutrition. At the event, we wish to include sustainable meals, thus increasing the amount of plant-based, regional, seasonal, organic and fair-trade foods on offer. We aim to reduce food waste as much as possible.
- Our goal is to use 100% renewable energy resources in all ten stadiums. We also aim for a high percentage in the fan zones. Energy is to be supplied via grid electricity where possible. For emergency power supply, we want to consider more climate-friendly alternatives to diesel generators.

Good Governance

We would like to use UEFA EURO 2024™ to make compliance and good governance an integral part of the organisation and implementation of major sporting events.

- We share the goal of coming together as a strong society to organise a strong tournament that will have an impact far beyond 2024 and will set standards in the field of good governance for major sporting events in the future.
- The tournament will be run based on the UN Guiding Principles on Business and Human Rights and on national and international conventions, guidelines and standards and will give them more weight.
- We would like to ensure that we act transparently, reliably and responsibly in all areas during and after the tournament, that we identify risks at an early stage and avoid them as much as possible, that we communicate openly and, in the case of misconduct, that we respond and remedy the problem immediately.
- By creating a UEFA EURO 2024™ Human Rights Policy, we intend to take a clear stance on adhering to internationally recognised human rights when it comes to organising and hosting the tournament, thus making a joint commitment for future major sporting events.
- We want to assume responsibility for the environment, society and human rights, especially when it comes to the tournament's value and supply chains, and we intend to work with contractors, licensees and sponsors to achieve this.
- We plan to run conferences, workshops, training courses and information campaigns to raise even more awareness for compliance and good governance and thus also for how each and every one of us can contribute.

Community

We would like to use UEFA EURO 2024™ and the unifying power of sport to strengthen social cohesion in Germany and Europe during and after the tournament, because football brings together people who would not normally meet.

- Diversity is proven to make a team stronger. We will be working with sport clubs to promote diversity by offering sport activities for the duration of the tournament.
- Greater cohesion can only be achieved through dialogue that also transcends borders. We will make this dialogue possible for fans and guests. For children and young people in particular, we will create new prospects through forums for discussion and dialogue.
- By offering an attractive programme for volunteers, we want to motivate many people to get involved in volunteering on a long-term basis and we want to train them to take on other voluntary work, especially in the field of sport. We want to ensure that the tools used for this purpose can also be used for major sporting events in the future.
- We will make UEFA EURO 2024™ an inclusive tournament. Actively involving people with disabilities as volunteers, among other things, means we will achieve better inclusion even once the tournament is over. It should be made as easy as possible for people with disabilities to reach and leave the tournament via public transport and to spend time in the stadiums and fan zones.
- For children and young people, we will develop age-appropriate and participatory educational programmes based on the tournament which will also address issues that are relevant to society as a whole, with the aim of highlighting the spirit of fair play found in sport and applying it to everyday life.

- We will create an extensive cultural programme during the tournament to ensure broad participation from society.
- We will incorporate Germany's unique fan culture and, together with the fans from other European countries, will promote a positive fan culture in urban communities beyond the ten host cities of UEFA EURO 2024™.
- We will present Germany as a diverse and tolerant country. To achieve this, we will involve as many communities in the tournament as possible. In this way, alongside campaigns and participatory projects, we will use football as a unifying element to combat racism and discrimination both in sport and in other areas of life.
- We will use the strong visibility of this sporting event to raise even more awareness of sustainability among the general public. We will carry out a scientific evaluation of the tournament's impact and take the results into consideration for future major sporting events.

Movement and health

As a high-profile sporting event, we wish to use UEFA EURO 2024™ to raise awareness of active and healthy lifestyles and to create diverse public spaces for people to come together. With this measure and others, we are taking a holistic approach to promote health long after the tournament has come to an end.

- By offering a wide range of activities to get involved and get moving prior to the tournament, we hope to draw greater attention to Germany's unique sport clubs and their importance for society. This will help us to strengthen both our sport clubs and activities offered outside of organised sport.
- We intend to offer various activities during the tournament to help people find pleasure in movement, to draw attention to existing opportunities to regularly exercise and take part in sporting activities and thus to motivate citizens to lead active lifestyles in the long run.
- The slogan "A tournament for everyone" is to be reflected in these activities, taking into account the individual needs of different groups of the population and different ages as well as the needs of people with disabilities.
- We intend to provide attractive and varied catering in order to help people develop a sustainable attitude towards food and encourage healthy eating both inside and outside the stadium.
- Along with physical health, we also wish to focus on mental health by offering educational and counselling services for the duration of the tournament.
- Through engaging measures and services, we want to use sport as a means to promote early prevention of addiction, especially in children and young people. We are raising awareness for issues such as drugs and doping, thus educating people about health and highlighting the importance of values in sport.

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