



## Social Responsibility & Sustainability

at EURO 2016 in France and EURO for EUROPE 2020

Patrick K. Gasser, Riga

10.10.2014 Fair Play





UEFA  
EURO2016  
FRANCE

# Video

## Respect Diversity “No to Racism”

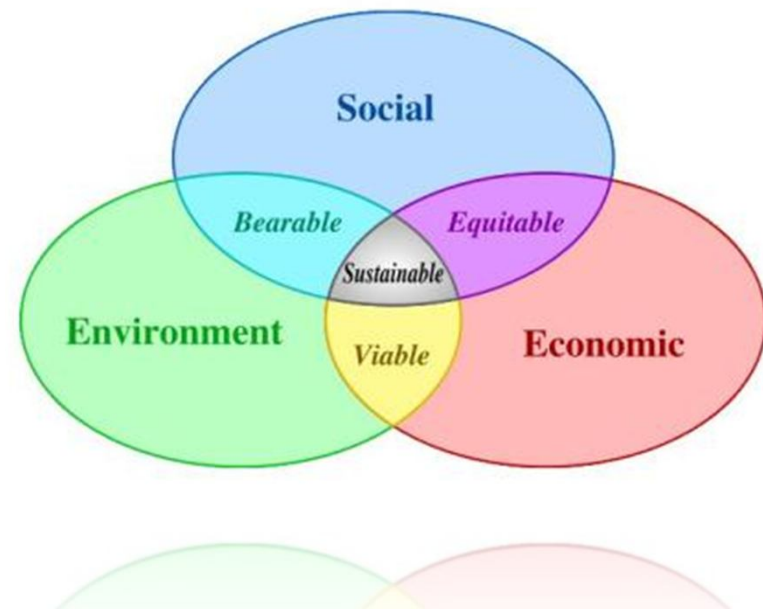
# UEFA Football and Social Responsibility Strategy 2012-17



Portfolio	Core 2012-2017 (5 years) min. contribution, per strategic theme € 200 K	Associated partners (limited 5 years ) max. contribution €150 K
<i>Strategic themes</i>	<i>Strategic core partners</i>	<i>Strategic associated partners</i>
Racism & Discrimination	Football Against Racism in Europe (FARE-network)	Homeless World Cup
Peace and Reconciliation	Cross Cultures Project Association (CCPA)	
Football for All (abilities) portfolio	IBSA, CPISAR, SOEE, EDSO, EPFA and EAFF	Centre for Access to Football in Europe (CAFE)
Health (public health issues)	World Heart Federation (WHF)	
Football First Portfolio (UEFA we care)	Miha Nesu Foundation	
Environment	Climate Friendly	WWF, for a living planet
Football for Development		International Platform on Sport and Development <a href="http://www.sportanddev.org">www.sportanddev.org</a>

### Sustainability & Social Responsibility

- = Event for all/legacy -> Society
- = Reduction of impact -> Environment
- = Public relations and media -> Risk management



# KEY DATES FOR SUSTAINABLE DEVELOPMENT



1970

1980

1990

2000

2010



1972:  
UN Conference on the  
Environment, Stockholm



1987:  
Brundtland Report



1997:  
Kyoto Protocol

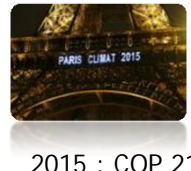


2002



RIO+20  
United Nations  
Conference on  
Sustainable  
Development

2012



2015 : COP 21  
in Paris

Scientific institutions & NGOs

Governments, nations

Companies

Consumers

SPORTS ORGANISATIONS

\*1994: IOC Charter

Protect the environment

Sustainable development

Corporate social responsibility (CSR)

Organisation social  
responsibility

International  
community

Public / corporate/  
institutional  
awareness

Evolution of  
the concept



## History of UEFA EURO Sustainability project



► Government driven, benchmark



► Other priorities, non clustered initiatives, GRI report



► Realistic and achievable

project at the heart of the operations

► Sustainability manager

► EURO for Europe 2020  
13 host cities across Europe



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EURO 2016

# PRAGMATIC STRATEGY

WE CARE ABOUT FOOTBALL

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## **Social Responsibility & Sustainability project**

- ⊕ **4 SOCIAL PRIORITIES:** Access for ALL, Anti-discrimination monitoring, Fan Embassies, Tobacco Free
- ⊕ **4 ENVIRONMENTAL PRIORITIES:** Transport, Waste Management, Optimization of Energy & Water, Sourcing of Products and Services)
- ⊕ Engagement with UEFA Marketing and other divisions
- ⊕ Empowerment

➤ **Pragmatic strategy:** target specific measures, implement them excellently and promote smartly

- ⊕ Setting objectives for projects, then reporting
- ⊕ Training
- ⊕ Compiling existing measures and putting recommendations into practice



## SOCIAL RESPONSIBILITY



### **RESPECT ACCESS FOR ALL:** Total football, total access!



With the Centre for Access to Football in Europe (CAFE), UEFA aims to make the EURO 2016 stadiums fully accessible and therefore inclusive.

### **RESPECT DIVERSITY:** Anti-discrimination match monitoring



With the FARE network, UEFA aims to implement a zero tolerance policy against all forms of racism and discrimination.

### **RESPECT FAN CULTURE:** Fan Embassies



With Football Supporters Europe (FSE), UEFA aims to welcome, advice and support football fans to EURO 2016 in the best possible way.

### **RESPECT YOUR HEALTH:** Tobacco Free



With the World Heart Federation and Healthy Stadia, UEFA aims to create a smoke-free environment for all ticket holders, staff and suppliers at all UEFA EURO 2016 stadiums past the turnstile

### **PUBLIC TRANSPORT & MOBILITY**

High level of mobility for spectators, visitors and residents during the UEFA Euro 2016.  
Development of new technologies, trends and offsetting schemes.



### **WASTE MANAGEMENT**

Following the 3R Strategy, waste management services provided at the different venues.



### **ENERGY & WATER OPTIMISATION**

Promote renewable and green energy, water harvesting, foster optimisation.



### **SOURCING OF PRODUCTS AND SERVICES:**

Based upon the United Nations Global Compact – universal principles in the areas of human rights, labor, the environment and the fight against corruption





LINK  
to and from TICKETING

LINK  
to and from UEFA.org

LINK  
Social Media (+ Mascot)

## Social Responsibility & Sustainability

### Social Projects

Access for All

Anti-Racism &  
Discrimination

Fan Embassies

Tobacco Free

### Charity Project

«La Grande Cause»

### Environmental Projects

Strategy & Reporting  
(GRI/ Carbon)

Transport

Waste Management

Energy

Sourcing of Products &  
Services

Economic Impact Study

Host Cities & Stadia

Host Cities & Stadia



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EURO FOR EUROPE 2020

# Social Responsibility and Sustainability

WE CARE ABOUT FOOTBALL

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## Sector 03 – Social Responsibility and Sustainability

### General Aspects

TOPIC	OBJECTIVE	BENCHMARK
MANAGEMENT	<b>Sustainable performance event organization</b>	Sustainable event management system
REPORTING	Accountability for sustainable event management	Report according to GRI guidelines - Event Organizers Sector Supplement GRI EOSS

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## Sector 03 – Social Responsibility and Sustainability

### Sustainability performance

TOPIC	OBJECTIVE	BENCHMARK
INFRASTRUCTURE	- Stadium	<b>Played in existing infrastructure</b> If new / refurbished infrastructure then sustainability aspects to be considered (site selection, construction)
TRANSPORT	- Environmental friendly transport, - Host city combi-tickets	80% of fans use public transport or walk/ bike to and from the game
ACCESSIBILITY	- Accessible transport and infrastructure for disabled fans	UEFA-CAFE guidelines ref sector 07 stadium accessible facilities (signage, ticketing, support*)

\* Dedicated volunteers and stewards to assist disabled fans

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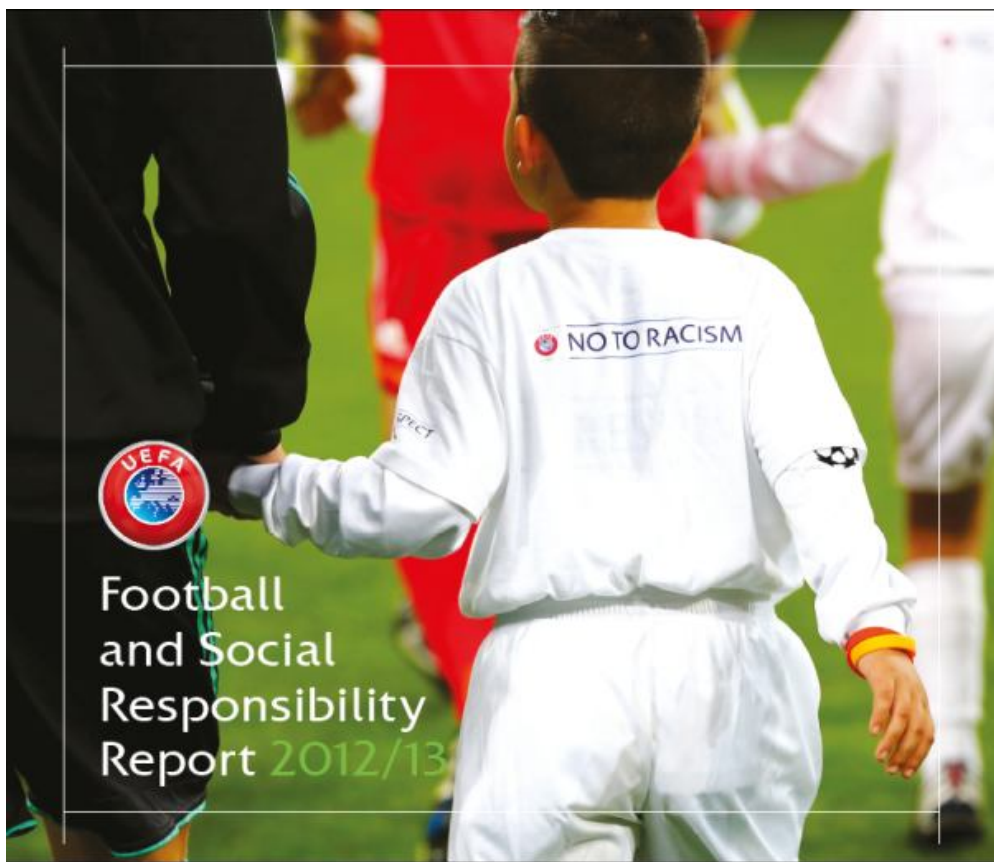
## Social Responsibility and Sustainability criteria UEFA EURO 2020

TOPIC	OBJECTIVE	INDICATOR / BENCHMARK
ENERGY	<ul style="list-style-type: none"><li>- Renewable energy use</li></ul>	50% of energy use from renewable sources
WASTE & WATER MANAGEMENT	<ul style="list-style-type: none"><li>- Reduce, reuse, recycle, recover</li></ul>	70% of waste is reused or recycled
SOURCING	<ul style="list-style-type: none"><li>- Local sourcing</li><li>- fair trade / eco-labels</li></ul>	50% of food is locally sourced
HEALTH	<ul style="list-style-type: none"><li>- Healthy food options</li><li>- Tobacco-free event monitored with dedicated volunteers</li></ul>	Access to healthy food options and beverages No smoking* on stadia perimeter incl. hospitality / sky boxes / VIP etc.

\* Monitored with dedicated volunteers and stewards

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## Stratégie en matière de football et de responsabilité sociale de l'UEFA pour la période 2012-2017





UEFA  
**EURO2016**  
FRANCE

**MERCI**