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# UEFA EURO 2008™ Sustainability Report







## UEFA EURO 2008™ Sustainability Report

Issued by the two host nations,  
Austria and Switzerland, in  
cooperation with Euro 2008 SA  
along with the eight host cities:  
Basle, Berne, Geneva, Innsbruck,  
Klagenfurt, Salzburg, Vienna and  
Zurich









<b>1:0</b>	<b>Introduction</b>	<b>10</b>
1:1	From sustainability strategy to sustainability report	16
1:2	Project Organisation	18
1:3	Comparison with other large sporting events	19

<b>2:0</b>	<b>Economic dimension</b>	<b>20</b>
2:1	Business location	25
2:2	Tourism	26
2:3	Infrastructure	29
2:4	Regional and biological products / fair trade	32
2:5	Summary of economic goal achievement	33

<b>3:0</b>	<b>Environmental dimension</b>	<b>34</b>
3:1	Transport	38
3:2	Energy and climate protection	42
3:3	Resources and waste	47
3:4	Environment management	50
3:5	Summary of environmental goal achievement	53

<b>4:0</b>	<b>Social / Cultural dimension</b>	<b>54</b>
4:1	Fan coaching	57
4:2	Barrier-free / obstacle-free access	59
4:3	Youth, promotion of exercise and (football) culture	61
4:4	Prevention and youth protection	66
4:5	Summary of social / cultural goal achievement	67

<b>5:0</b>	<b>Findings and recommendations</b>	<b>68</b>
5:1	General assessment and project organisation	70
5:2	Content evaluation	72
	<b>Glossary / Abbreviations</b>	<b>75</b>
	<b>Acknowledgements</b>	<b>78</b>



## Preface

The EURO 2008, one of the best and most successful large sporting events ever, was held this year. The images transmitted around the world of the football festival, hosted in such a peaceful and athletically fair manner, also showcased the event's high level of quality for both the host nations and the organizers.

As the Minister of the Environment for Austria, I am particularly pleased that we managed to set a clear course towards environmental friendliness in the run-up to the EURO 2008. This included the introduction of the sustainability strategy elaborated with Switzerland back in June 2007. In this regard, I wish to express my gratitude to my Swiss colleagues for the excellent cooperation, as well as to the UEFA, who we were able to get on board for the implementation of some measures. This report shows which of the proposed measures were implemented and which tasks and duties remain to be targeted above and beyond these for future events.

Photo: BMLFUW



The bottom line is entirely respectable. By putting into place the Kombi-Ticket, the use of returnable cups, the use of green electricity and the involvement of people with disabilities are just a few examples

mentioned which should also set minimum standards for future events. The introduction of EMAS (Eco-Management and Audit Scheme) in all four Austrian stadia also ensured that they will also be able to be managed in an environmentally-friendly manner in the future.

Many partners were won over with the "Environment on the Ball" initiative, which contributed to the holding of a „green EURO 2008“ and which received a „Green Ball“ award in recognition of their efforts. A specially created compensation model also made it possible for the European Football Championships in Austria to become the first major sporting event to be climate neutral through the financing of Austrian climate protection projects with private sponsoring funds.

The EURO 2008 thus belongs among the ranks of sustainable events, which we began with the focus of the EU Council Presidency in 2006, and which shall hopefully be followed by many other such events, also in international football.

A handwritten signature in black ink, which appears to read 'Josef Pröll'.

Josef Pröll  
Austrian Minister of the Environment





Sports mean freedom, pleasure and health. Sports mean fresh air, interaction with nature and other people. Sports mean friendship and the bringing together of people. And sports also mean money, a great deal of money. All these facets of sports are consistent with the main features of sustainability. Sports have a social, an environmental and an economic significance. When we conduct sports as a mass event, such as a European football championship, then it must be organized in a highly professional manner. The issue of sustainability must also be professionally organized to ensure that the environment and residents do not suffer as a result.

That is why the Swiss Federal Council, together with the Austrian government, signed a sustainability charter in the preparatory phase in the run up to the EURO 2008, the first host nations of a European Football Championship to ever do so.

Photo: UVEK - Edouard Rieben



Through the charter we obligated ourselves to keep the amount of waste to a minimum and to motivate those attending the matches to use public transportation. In global terms these efforts may seem to be

a rather humble contribution to the fight against climate change and the conservation of our natural resources. However, the massive amounts of media attention garnered by the European Football Championship made it all the more important that it be held under generally sustainable conditions.

With this report we take an account of whether and how the measures recommended in the strategy were implemented and what lessons we can take from the experience gained. The most important finding in our opinion is that the considerations of sustainable design of such a large event should be included as early as the candidacy phase. Therefore, we recommend that binding guidelines be set with the application dossier in the future. This

shall help ensure that sporting events even of such large dimensions mean more than just money, but also freedom, pleasure, health and bringing people together.

Moritz Leuenberger  
Head of the Federal Department of Environment,  
Transport, Energy and Communications (UVEK)





Both host nations agreed in advance that they were not only responsible for the success of the UEFA European Football Championship in terms of organisation, but in regard to sustainability as well. As a result, the event organizer was also required to make plans in all areas in a manner that was as environmentally-friendly as possible.

Probably the most significant contribution of the „green“ football finals was the introduction of the so-called Kombi-Ticket: Match tickets and accreditations functioned at the same time as free tickets for travelling to and from matches with public transport. This contribution by the event organizer and both host countries was well invested, the numbers speak for themselves: A total of 8,000 special trains were used from Vienna to Geneva, transporting around 4.4 million additional passengers in an environmentally-friendly manner. Traffic jams were rare and overfilled parking lots were the exception.

A second primary focus was the so-called respect campaign. The term “respect” was used many times during the tournament in initiatives such as “respect your opponent”, „respect the national anthem of the opposing team” and “respect the referees”. The UEFA supported five public service projects during the European Football Championship finals with a total of EUR 2.2 million. Each of the projects was dedicated to a specific target group, including students, fans and people with disabilities.

In conclusion, I would like to thank the governments of both host nations for their intensive and exemplary cooperation. Teamwork was the most important guarantee of success, not only on the playing field, but in terms of sustainability as well.

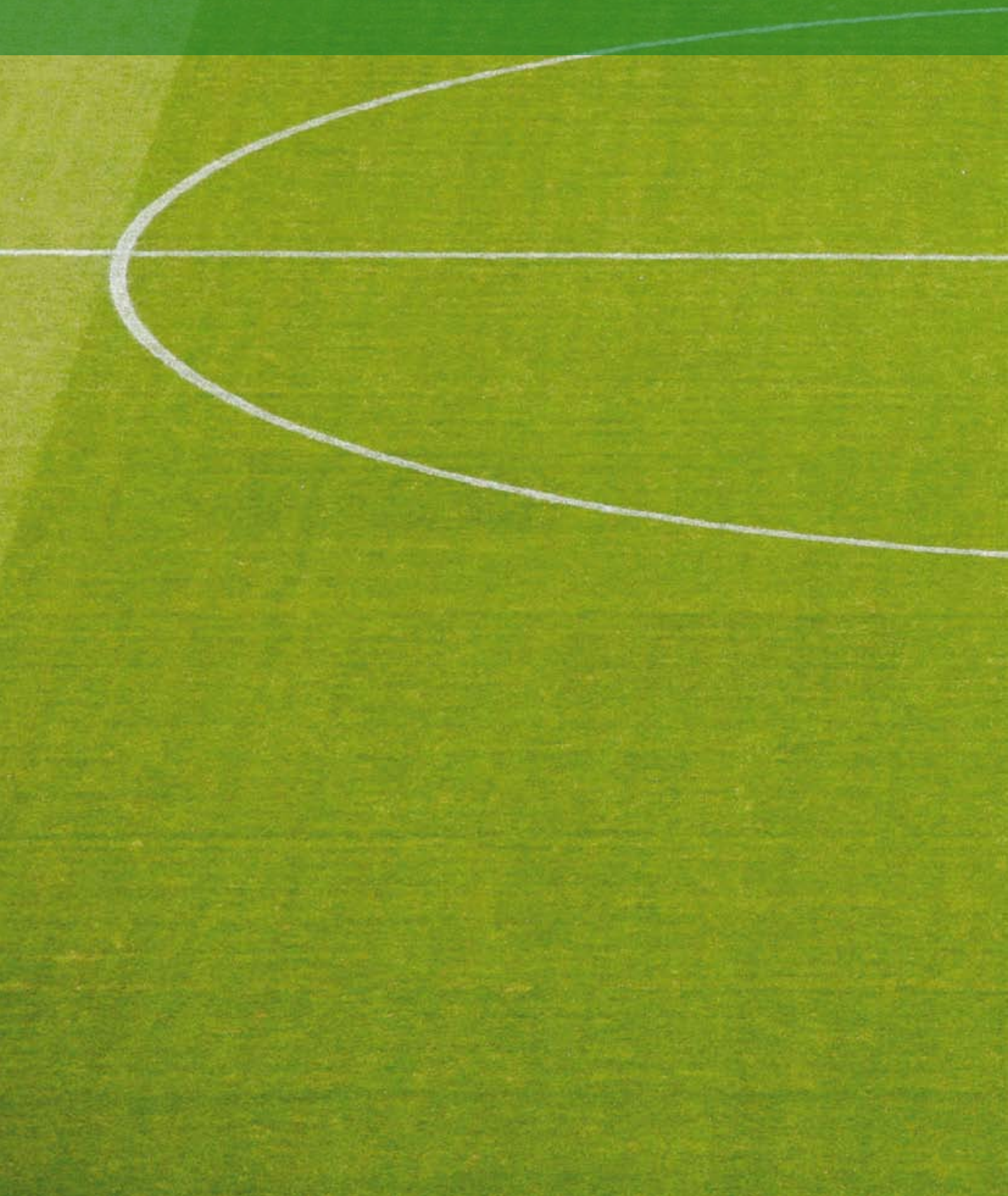
*David Taylor  
UEFA General Secretary and Member of the Euro  
2008 SA Board of Directors*







1:0





# Introduction



**In terms of its effects upon the public, the UEFA EURO 2008<sup>TM1</sup> was the largest sporting event that was ever held in either Austria or Switzerland.**

The data that has been evaluated so far in terms of numbers of visitors and the worldwide media echo underscore this in an impressive manner. Each of the 31 matches was watched by an average of at least 155 million television viewers. The final was transmitted around the world to a total of 231 countries and territories. The official tournament website at [www.euro2008.com](http://www.euro2008.com) was visited 1.3 billion times, while that of the UEFA recorded 62 million visitors. The feedback from the stadium visitors could hardly have been more positive: Nine out of ten stated that they had a positive or even very positive overall impression of the host nations.

The Austrian and Swiss governments regarded EURO 2008 as an event of national

importance and recognised the international significance of the tournament and the opportunities and potentials it offered to both host countries. It was important for both countries right from the beginning that the EURO 2008 become not just a successful tournament, but that it leave long-term positive traces that extended beyond the tournament itself.

Large events – whether in sports or in other areas – offer both opportunities and risks for both the event organizers and host nations. Such events have consequences in a wide variety of areas. That is why the impact of the European Football Championship was analysed in regard to the three dimensions of sustainable development – economy, environment and society / culture – for which goals and measures were formulated.



<sup>1</sup>In order to simplify reading, the official name of the European Football Championship finals UEFA EURO 2008<sup>TM</sup> shall be shortened to EURO 2008 in the following



# Number of visitors

(\* The number of visitors includes all those who were present in Switzerland during the 19 EURO 2008 match days, and for Austria all those who visited from June 7th - 29th.)

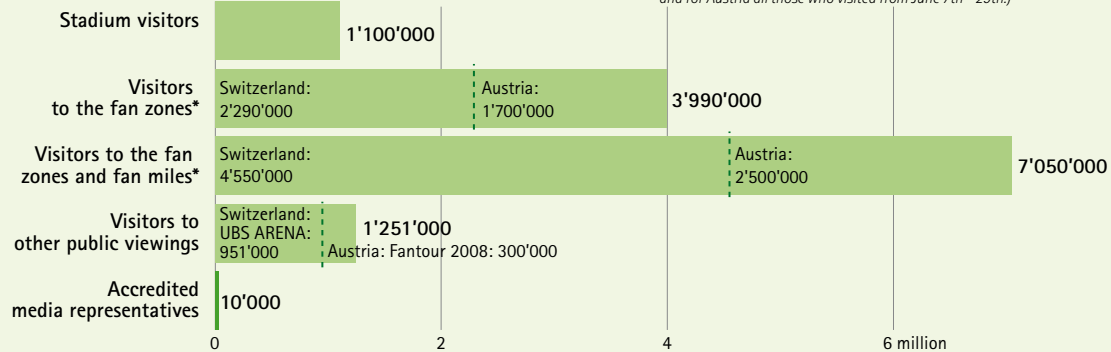


Photo: Euro 2008 SA

Opening celebration, 7 June 2008 in the St.-Jakob-Park Stadium, Basle



# 1:0

The multifaceted impacts of large events have been increasingly discussed in recent decades. Similar to international corporations, such events were increasingly the focus of critical public voices. Topics such as the avoiding of waste and the saving of resources, global warming, regional value creation and investments in infrastructure have long since become essential indicators in the assessment of such events.

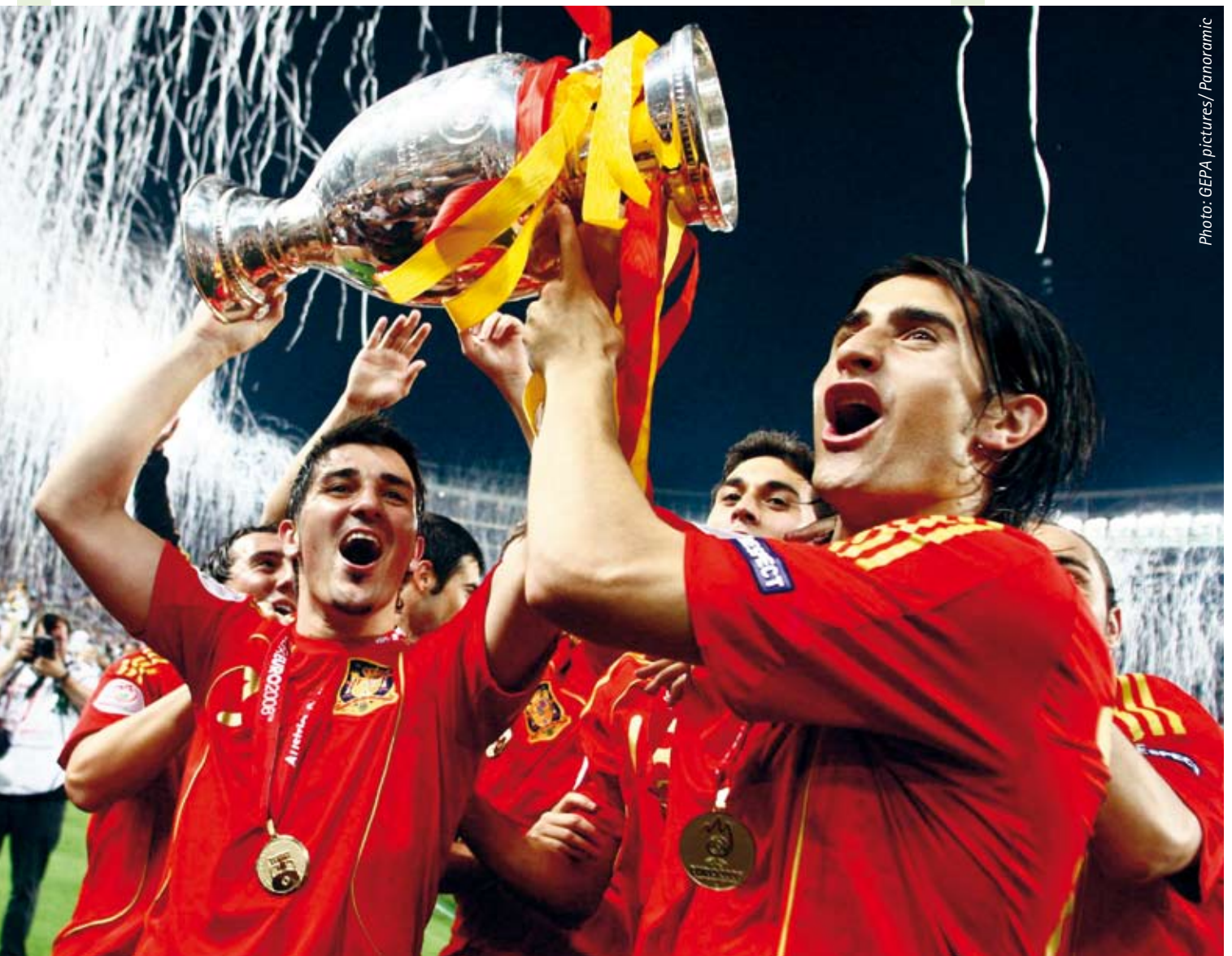


Photo: GEPA pictures/Panoramic



The EURO 2008 assumed a role model character though the great attention garnered by "King Football" around the world. Therefore it was particularly important to handle social and environmental issues responsibly. Moreover, the large media presence could be used to properly communicate solutions and projects.

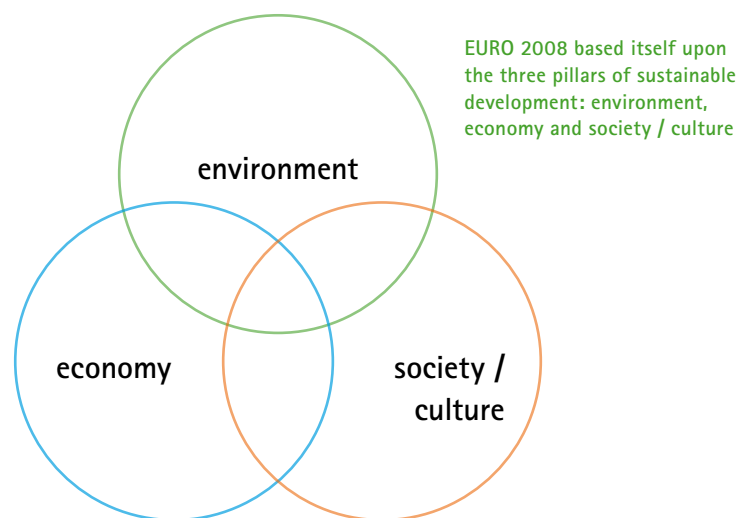
The fact that until the 13th edition of the European Football Championship there was no integrated sustainability management does not mean that these issues had been treated carelessly until this point. Particularly the UEFA has repeatedly supported social projects over the past decades and even launched corresponding programs itself.

The two host nations, Austria and Switzerland – encouraged as well by the host cities – prompted the development of a joint sustainability strategy with an eye towards setting a standard for future events. The aim of the UEFA and the two host nations was to organise the "best EURO ever" – while taking into consideration the principles of sustainable development.

This sustainability report, the first of its kind for a large football event, provides an overview of the impact and the success of the EURO 2008 in regard to the three sustainability dimensions. It thereby meets global transparency and reporting requirements and is also the first sustainability report to be issued as a joint product from two countries together with the cooperation of a sports association and eight host cities. In terms of content and topics, it essentially follows the current guidelines

for sustainability reports set by the Global Reporting Initiative (GRI) – a global network of business and industry associations, NGOs and social experts ([www.globalreporting.org](http://www.globalreporting.org)).

This report takes an account of the measures and projects that were realized within the scope of the European Football Championship and which goals from the sustainability strategy and beyond were achieved. It should serve as proof that through the EURO 2008 special emphasis was given to sustainable development. In addition to listing the successful projects and measures, this report also documents those areas in which the goals could not be, or could not entirely be reached, and where in the future there still exists a need to take action – for events in Austria and Switzerland as well as for international events.





## 1:1 From sustainability strategy to sustainability report

The initial preparations for the sustainability strategy began back in 2002:

- The message issued by the Swiss Federal Council in February 2002 stated that the EURO 2008 should be oriented towards the key factors of sustainable development (environment, economy and society). In December 2005, the parliament was presented with a further message in which these guidelines were specified and several topics were named (e.g. transport, tourism, social aspects).
- The Austrian National Assembly unanimously decided that the organization of the EURO 2008 shall be oriented towards the three dimensions of sustainable development. Through correspondence, the UEFA signalled its support to the Austrian government in these matters.
- The Federal Office of Sport (FOSPO) in Switzerland commissioned a study for the years 2005-2009. A research group overseen by the Research Institute for Leisure and Tourism at the University of Berne conducts a general assessment of the effects of the EURO 2008 on sustainable development.
- In Austria, a study was conducted between 2005 and 2006 sponsored by the government and the football



Austria's Environment Minister, Josef Pröll (centre), Swiss Federal Councillor, Moritz Leuenberger (right), and the Austrian Tournament Director, Christian Schmölzer (left) presenting the EURO 2008 sustainability strategy

association, which contained as a result recommendations for a sustainability strategy. The study was created by the consulting firm, brainbows, in cooperation with the Austrian Institute for Ecology<sup>2</sup>. This work continued the Green Events initiative, which the Austrian government launched while holding the EU Council presidium in 2006.

- The host city Basle had a vision paper for a sustainable EURO 2008 drawn up in 2005, which ultimately led to specific objectives involving the three aspects of sustainable development.

On the basis of this preliminary work, the project organizations in both countries, in cooperation with Euro 2008 SA and the

host cities created a sustainability strategy in early 2007, which was presented in June 2007 by Minister of the Environment, Josef Pröll (Austria), Federal Councillor, Moritz Leuenberger (Switzerland), and the Austrian Tournament Director, Christian Schmölzer. The following objectives were formulated in the EURO 2008 sustainability strategy:

- The EURO 2008 is required to take the three pillars, environment, economy and society / culture equally into consideration
- Environmental standards for future major sporting events shall be set and

<sup>2</sup>brainbows gmbh and the Austrian Institute for Ecology: Sustainable European Football Championship 2008 in assignment by the Austrian Football Associations, the Federal Ministry of Agriculture, Forestry, Environment and Water Management and the Federal Chancellery, Sports Division. Vienna, August 2006



modern environmental technologies shall be increasingly used.

- The EURO 2008 shall also set a social tone. It shall bring players and fans from different countries together and decisively counteract racism and xenophobia.
- EURO 2008 shall bring sport and culture closer together.
- The EURO 2008 shall prove that major sporting events can have a positive effect upon the (regional) economy, if they are well prepared.
- EURO 2008 shall offer tourism an international platform and is to sustainably position Austria and Switzerland as attractive holiday destinations.

The sustainability strategy was a recommendation and contained nearly 60 measures and goals in twelve topic areas. The two ministers also signed a sustainability charter, with which they signalled their willingness to support the implementation of the jointly formulated objectives.

The sustainability charter signed by Austria's Environment Minister, Josef Pröll, and Swiss Federal Councillor, Moritz Leuenberger







## 1:2 Project Organisation

The implementation of the sustainability concept was coordinated by the project organizations in both countries within the framework of their respective organization structures. Euro 2008 SA named a contact person for the coordination and representation of their interests. The progress of the project was tracked within the scope of the regularly held bi-national meetings and in exchange with Euro 2008 SA.

The implementation in Austria was coordinated by the consulting firm, brainbows, under the auspices of the Federal Ministry of Agriculture, Forestry, Environment and Water Management, in which a working group was also set up. The cooperation with the host cities and other involved parties took place within the framework of the federal coordination.

The implementation and communication of the environmental measures in Austria

were initiated by the Federal Ministry of Agriculture, Forestry, Environment and Water Management, which launched along with "2008 – Austria on the Ball" the initiative "Environment on the Ball" ([www.umweltamball.at](http://www.umweltamball.at)) (see Chapter 3:4 for further information).

In Switzerland, the "Sustainability Project Group" was set up as an administrative department within the Public Authorities Project Organisation (PAPO). The project group was comprised of representatives from the Federal Office for Spatial Development (ARE) and the Federal Office for the Environment (FOEN). A "Sustainability Working Party" was set up for the implementation, which was headed by the Sustainability Project Group and which included representatives from the host cities, Euro 2008 SA, the organizers of the UBS ARENA, the Public Authorities Project Organisation (PAPO), various federal

departments, the Swiss Railways (SBB), the platform Ecosport and the Research Institute for Leisure and Tourism at the University of Berne. The "Sustainability Project Group" assumed the coordination function for all three dimensions of sustainable development. Many aspects of the sustainability strategy were implemented in close cooperation with the PAPO subproject leaders and the general project coordinator. Due to the lack of an "environment" subproject, the "Sustainability Project Group" was also in charge of closely accompanying the environmental measures – except for transport.

Representatives from both countries visited the various stadia and public viewing venues during the tournaments and observed and assessed the implementation of the various measures (particularly in the areas of waste management) using checklists.





Photo: FOSPO

### 1:3 Comparison with other large sporting events

In international football, the orientation towards the comprehensive objectives of sustainable development has not so far been an integral component in the organization of championships or tournaments. Social issues, such as the combating of racism and violence were already firmly anchored. Environmental topics have only recently become an issue, such as the "Green Goal" environmental concept developed for the 2006 Football World Cup in Germany.

In comparison, sustainable development has been an important component for the Olympic Games for around ten years. Starting with the bidding for the games, the applicant city must provide detailed information about its planned measures and then report at regular intervals about the implementation, whereby the Olympic Games attach far greater importance to

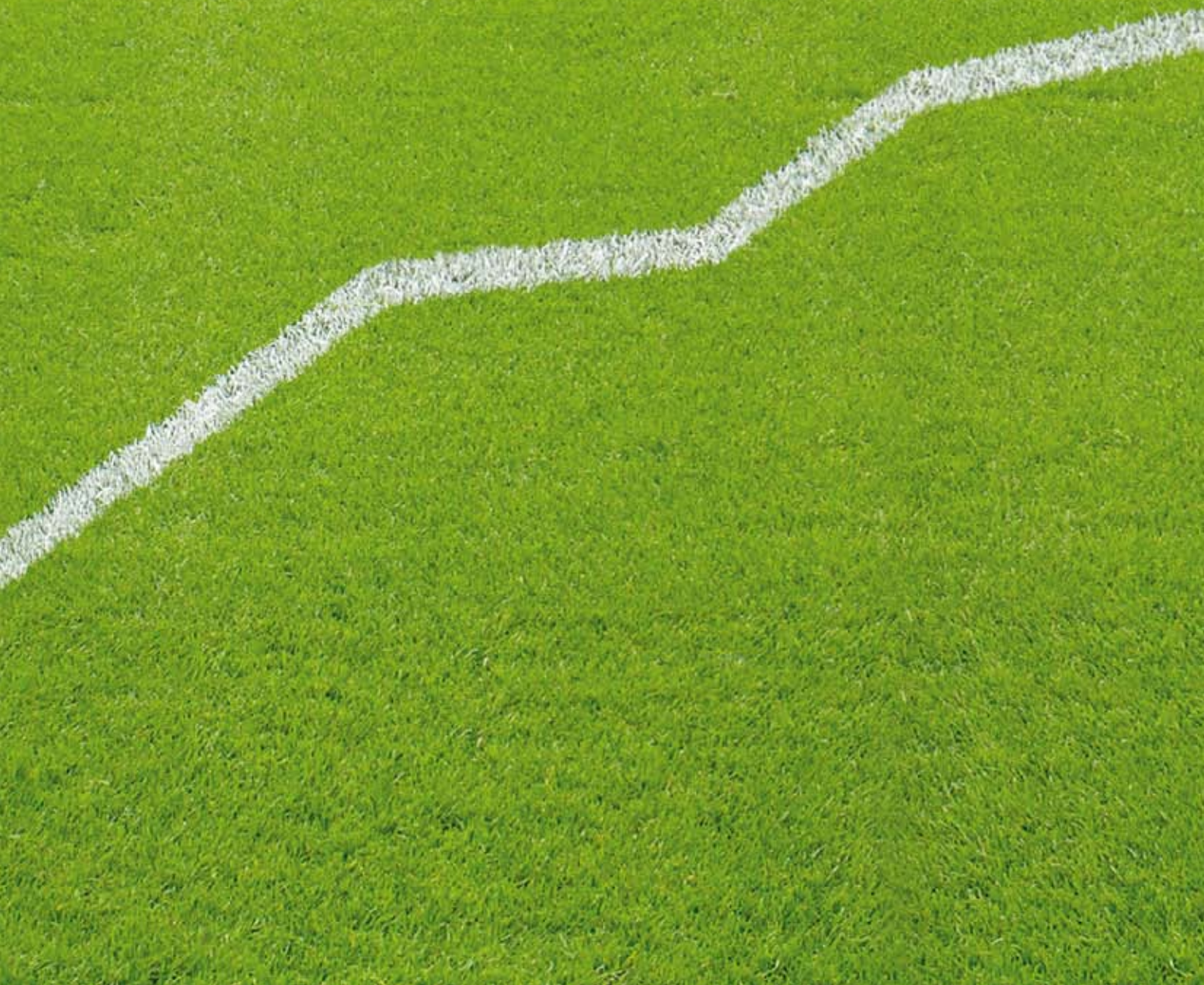
infrastructure than a football tournament does due to the many different disciplines.

A groundbreaking example was set by the candidacy for the 2012 Summer Games in London, in which a comprehensive sustainability concept was created in cooperation with international NGOs.

With the sustainability strategy for the EURO 2008 in Austria and Switzerland, the topic of sustainability in terms of an integrated management approach was established in football for the first time. These steps show that sustainable development is growing in importance not just among the population and in business, but also increasingly in sports associations.



2:0





An aerial photograph of a lush green soccer field. White lines mark the boundaries and center of the field. A semi-transparent green rectangular box is overlaid on the upper portion of the image, containing the title text.

# Economic dimension



# 2:0

Economic success is the basis for a successful large event. European Football Championships have developed in recent years into global media events and their budgets have multiplied accordingly. Despite all the massive growth and additional sources of revenue, the challenge lies in setting a reasonable limit for the commercialization of the event.

The two host nations, Switzerland and Austria, were challenged to also make the EURO 2008 an economic success and to create additional jobs in the process. At the same time, they had to keep the investment by the public authorities for the tournament within a reasonable relation to the anticipated value creation effects. Particularly in the area of tourism advertising and national marketing, both countries made efforts to boost both the familiarity and the attractiveness of Austria and Switzerland through the European Football Championship.

One of the big advantages of hosting the football festival by Switzerland and Austria was that in terms of tourism and transport infrastructure, the essential requirements were already in place. The infrastructure was upgraded in the stadia, which meant an improvement for both countries that shall last for years to come. One essential challenge was that the stadia had to be dimensioned so that they also could be properly utilized once the tournament was over.

The regional economy also had to be able to profit from the European Football Championship. Towards this end, the goal was formulated in the sustainability strategy to use as many regional products and companies as possible within the scope of the EURO 2008 and to offer a platform for biological products and goods from fair trade.



Photo: Euro 2008 SA

Over the course of the EURO 2008, around 8,000 volunteers performed services in the stadia and host cities. The volunteers' range of activities included providing support for fans and carpool support.





Photo: Johannes Berger, „Matterhorn“,  
CC-Lizenz (BY 2.0) [www.piqs.de](http://www.piqs.de)



Photo: Euro 2008 SA



# 2:0



## Euro 2008 SA

Euro 2008 SA, a 100 percent subsidiary of the UEFA with headquarters in Nyon and tournament offices in Vienna and Berne, was in charge of the overall organization of the finals of the European Football Championship. The total costs involved in the tournament amounted to EUR 600 million<sup>3</sup>. This also contained the payouts to the participating teams (EUR 184 million), the support of non-profit projects (EUR 2.2 million) and the operative budget for Euro 2008 SA,

amounting to EUR 234 million. This also included EUR 18 million for the eight host cities and EUR 5 million for their participation in the financing of the Kombi-Ticket.

Revenues taken in during the European Football Championship – amounting to EUR 1.3 billion – were used to cover the aforementioned tournament costs and the remaining amount (EUR 700 million), will be devoted to the development of European Football over the next four years. This includes EUR 450 million that shall be distributed to the 53 UEFA member associations within the framework of the hat-trick program. The payments shall be used as follows:

- 1) (Co-)financing of infrastructure projects, such as stadia, training and education facilities and artificial turf projects, etc.
- 2) Annual fixed sums (the amounts vary according to the participation of

<sup>3</sup> To simplify reading, only the standard European currency euro is used in the text. The conversion rate between Swiss francs (CHF) and euro (EUR) was set at 1.60: 1 EUR = 1.60 CHF



Stadium construction in the host city Klagenfurt



Photo: Host City Innsbruck-Tirol



Photo: brainbows

the corresponding association in junior and women's football competitions, the implementation of the UEFA club licensing procedure, etc.)

- 3) Education and training of employees of the member associations in technical and administrative areas.

The remaining EUR 250 million shall be used to finance all UEFA junior and women's football competitions through 2012, including the entire referee and trainer program as well as administrative expenses.

## 2:1 Business location

In the run-up to the EURO 2008, positive value creation effects and short-term increases in employment figures in the tourism, construction and retail sectors were forecast in Austria and Switzerland. The following section lists the expenses of the public authorities; the final figures

regarding the value creation of the European Football Championship in both host nations will be available in 2009.

### Austria

The total costs for the federal government amounted to around EUR 133 million (excluding security costs). This figure includes the construction of long-term stadium infrastructure, transportation and the Kombi-Ticket concept, tourism advertising, coordination of the implementation of the sustainability strategy, peripheral programmes, including cultural and art projects and preparations for the event within Austria.

Costs for the federal government for construction in the stadiums amounted to approx. EUR 74 million. For the dismantling of the stadiums after the EURO 2008, the federal government could incur around EUR 30 million in additional costs in 2009.

By assignment from the federal government, the host cities, tourism organizations and UEFA, a study was conducted on the economic impact and visitor satisfaction in regard to the EURO 2008. Initial results show that a primary impulse of EUR 287 million was generated for all of Austria alone by the visitors to the EURO 2008 from May-July 2008. Therefore, it can be assumed that the investments made by the public authorities were worth it.

### Switzerland

The economic effects of the EURO 2008 in Switzerland were calculated by a working group consisting of Rütter + Partner, the Institute for Tourism at the Lucerne University of Applied Sciences and Arts, and the Research Institute for Leisure and Tourism at the University of Berne.

The public authorities (federal government, cantons and host cities) budgeted around



# 2:0

EUR 113.8 million for the organization and holding of the EURO 2008, of which EUR 40.4 million was planned for security, EUR 28.6 million for infrastructure and transport, EUR 15.4 million for national promotion, EUR 10.6 million for projects and measures in Switzerland, EUR 11 million for reserves and EUR 7.6 million for project management and around EUR 0.2 million to support sustainability.

## 2:2 Tourism

The images that were transmitted around the world from Austria and Switzerland convey the hospitality and attractiveness of the two countries. This was the primary objective of the activities of the Austrian National Tourist Office (Österreich Werbung) and of „Switzerland Tourism“ programmes, which was entirely achieved. Many local promotions supplemented the activities at the national level.

The roadshows were the highlights of both the „Austrian National Tourist Office“ and the „Switzerland. Discover the Plus“ campaigns, during their joint appearances throughout European cities and trade fairs  
*Photos: Österreich Werbung / Switzerland Tourism*



The "Austrian National Tourist Office" began working in 2004 to pave the way for tourism during the EURO 2008. The highlights included a road show that travelled to nine European capitals, multinational press junkets, an offensive in which foreign travel agency heavyweights were brought to Austria, print and online campaigns, and more. The main goal was to present Austria through the European Football Championship and to place the country in the minds of people throughout the world as a tourism destination. Moreover, new layers of guests were to be reached who would connect an emotional experience of Austria with a later family holiday. Contacting media representatives who visited Austria before and during the tournament and the preparation of services were the most important aspects of the work in this phase. These effects should be felt for years to come.

"Switzerland. Discover the plus" was Switzerland's slogan for the EURO 2008. This





plus stands for more experience, added value and also more football excitement. The areas of business, innovation and knowledge, tourism and Switzerland as a place to live with its four cultures, should all experience long-term benefits from the EURO 2008. With projects such as the ICON Road Show, the training of hosts, the welcome campaign in various languages all presented both familiar and surprising sides of Switzerland outside the country and to visitors.

The broad-based hospitality and service offensive also involved the main participants in the service-provision chain. This involved training employees, including airport staff, customs agents, waiters and waitresses, train conductors, police officers and army servicemen, fan supporters and many more – who during the EURO 2008 would come into contact with guests, to prepare them for their important role as hosts. Topics included specialized skills, friendliness and appearance.

The „we are hosts“ philosophy was actively and successfully combined in the “national host team”. A total of 160 trainers were trained according to the “train the trainer” model in Switzerland. These trainers in turn trained more than 75,000 hosts within the framework of their organizations. In Austria, a service manual was created for companies and their employees under the motto “hospitality ambassador” from the Austrian Federal Economic Chamber and “2008 – Austria on the ball”.

According to the statistics, overnight stays in the month of June 2008 decreased slightly in both countries in comparison to the previous year. There are various possible causes for this, such as the shifting of numerous conferences to May and July, the poor weather or the lack of classic June holidays.

While in Austria arrivals and overnight stays decreased slightly in June 2008, the pre-summer season of May-June resulted

in a total increase in overnight stays of over 4% to a record value of nearly 5 million. It is worth noting that overnight stays increased among Russians (340%) and Poles (100%), who usually tend to be winter guests, but who have discovered Austria as a summer destination as a result of the EURO 2008. The host cities of Vienna, Klagenfurt, Salzburg and Innsbruck recorded entirely positive balances in June.



Photo: Hans Ringhofer



# 2:0



Photo: wildbild



Photo: ZS

The figures for overnight stays for guests from tournament countries increased significantly in Switzerland as well. In comparison to the previous year, the number of overnight stays by guests from Turkey rose by over 220% and even 290% by guests from Romania.

According to a survey conducted by UEFA, the average length of stays by guests in Austria was 3.6 nights and 3.4 nights in Switzerland. 90% of guests had a "positive" or "very positive" overall impression

of Austria, while 84% of guests in Switzerland expressed the same. The bottom line is that the EURO 2008 had positive effects on the tourism balance in both host nations. The high presence of international television stations and media representatives, the global media reporting about the EURO 2008 and the perfect running of the tournament presented both host nations as not only beautiful, but also safe countries.



## 2:3 Infrastructure

The new and upgraded stadia in Austria withstood their first great international practical tests and – regardless of any potential dismantling – will also represent a powerful improvement for sports infrastructure in Austria. To meet the requirements of UEFA, the Ernst-Happel Stadium in Vienna, with a 50,000 seating capacity, was comprehensively modernized, the Salzburg Stadium in Wals-Siezenheim and the Tivoli Stadium in Innsbruck were each upgraded to 30,000 seats and a new arena for 30,000 spectators with the Wörthersee Stadium was erected in Klagenfurt. Work has already begun to return the Tivoli Stadium in Innsbruck back to its original capacity of 17,000 seats with the dismantling of the temporary upgraded elements after the EURO 2008. It is anticipated that the Wörthersee Stadium in Klagenfurt will have 22,000 seats in the future. The Salzburg stadium in Wals-Siezenheim will retain its existing seating capacity.

The stadium infrastructure in Switzerland was already very well established before the European Football Championship was awarded, therefore in addition to the new construction of the Letzigrund Stadium in Zurich, which was pushed forward by two years, only minor upgrades were made. The stadium in Basle was upgraded with 10,000 additional seats for the tournament. The long-term usage concept ensures that the stadium will also be further used after the tournament – both for sports and cultural events.



St.-Jakob-Park, Basle  
Photo: Euro 2008 SA

Letzigrund Stadium, Zurich  
Photo: Euro 2008 SA



### The ecological stadium Letzigrund in the host city Zurich

The Letzigrund stadium, in which the EURO 2008 Zurich matches were played, is not just an architectural highlight: For the construction and operation of the stadium, which was newly opened in 2007, sustainability was an integral component of the strategic planning right from the beginning. The most noticeable aspect is the green roof of the Letzigrund Stadium with its 2,500 m<sup>2</sup> photovoltaic system, which can supply enough electricity for around 80 households, and 90m<sup>2</sup> solar collectors for the heating of warm water. The CO<sub>2</sub>-neutral power for the stadium operation is supplied by two wood pellet burning systems in the basement of the stadium. The type of transport used by visitors is an important factor in the overall ecological balance of a stadium operation. At the Letzigrund Stadium public transport has been consistently planned into all events to be held there. A stadium entrance is situated directly across from the tram stop. There are no parking facilities provided for those attending events at the Letzigrund Stadium or around it and a traffic control system decreases the impact upon local residents. A waste concept with a returnable cup system, a multifunctional use and lighting that meets the sophisticated „Minergie“ standard, round off this showcase project. The City of Zurich, as the owner and operator of the stadium, will also ensure sustainability after the EURO 2008.



# 2:0



Photo: BMLFUW

On the occasion of EURO 2008, the U2 underground railway in Vienna was extended as far as the Ernst-Happel Stadium





Stade de Suisse, Berne  
Photo: Euro 2008 SA



Wörthersee Stadium, Klagenfurt  
Photo: Stadtpresse Klagenfurt, Horst



Stade de Genève, Geneva  
Photo: Euro 2008 SA



Wals-Siezenheim Stadium, Salzburg  
Photo: Euro 2008 SA



Tivoli Stadium, Innsbruck  
Photo: Euro 2008 SA

Altogether, only minor additional funds were invested in both countries for the transport infrastructure. Some infrastructure projects were pushed forward in consideration of the European Football Championship – such as the extension of the U2 subway line in Vienna to reach the Ernst-Happel Stadium. This is an example of the catalytic effect of the EURO 2008.

The public transport capacities were greatly increased during the EURO 2008 so that the objectives in the area of transport could be successfully implemented (see chapter 3:1 Transport).



# 2:0

Photo: FOSPO



## 2:4 Regional and biological products / fair trade

The objectives formulated in the sustainability strategy for biological, regional and fairly traded products for catering and refreshments were successfully reached in several subareas. Local suppliers were overwhelmingly used for stadium catering through the assuming of existing contracts. In the hospitality sector, a large majority of local products from both host countries were used. The caterers in the stadia and in the hospitality sector were however not obliged to use regional, biological and fair trade products. Some host cities recommended that their caterers offer regional and biological and fair trade products, yet most of them did not set any binding guidelines, which is why only few biological and fair trade products were offered. In the host city of Berne, the contracts with caterers did require them to use biological products.

It bears mentioning that there was a wide variety of food available, including a selection of vegetarian dishes that were offered in the fan zones and the fan miles.

There was no requirement to consider products from fair trade among the official merchandising products. On the other hand, the licensees were contractually obliged by the UEFA to meet the standards of the International Labour Organization ILO, as well as the code of behaviour of the "World Federation of the Sporting Goods Industry". This excluded the possibility that the official merchandising projects could have been produced using child labour. For future events, it must be reviewed in advance how products from fair trade can be used in cooperation with sponsors and licensees.

## Binding guidelines for biological projects of the host city of Berne



Photo: Peter Gerber

The host city of Berne contractually obliged caterers in the fan zones to offer products with the "Bio Bud". The "Bio Bud" stands for the overall operational biological production as well as for the natural diversity on farms and particularly the human raising and feeding of farm animals. No gene technology, chemically synthesized sprays, artificial fertilizer or flavouring and food colouring were allowed. In terms of the use of the biological products in the host city of Berne, exceptions were only permitted if the costs for biological products in comparison to customary products exceeded 30% or if the products were not obtainable in biological quality. No exceptions were permitted for the origins of the products: All products used had to originate from the region.



Photo: brainbows



Photo: Euro 2008 SA



Photo: Euro 2008 SA



## 2:5 Summary of economic goal achievement

### Sustainability strategy goal

### Goal achievement

#### Business location

The EURO 2008 should provide the greatest possible benefits for Austria and Switzerland as a business location



The final assessment of the benefits for business within the host nations is not yet available. The value creation studies conducted before the tournament assume a short-term boosting of the gross national product and long-term positive effects in the tourism sector.

Employment and training opportunities should be created as a result of the EURO 2008.



Temporary jobs were created among the institutions involved in the organization of the EURO 2008 as well as in the hotel, restaurant and tourism operations as well as in construction. A total of 8,000 volunteers were also active during the football tournament.

#### Tourism

To strengthen the positive image of both Austria and Switzerland as tourist countries



Both host nations used the EURO 2008 as an opportunity to present themselves as first-class tourism destinations. The well organized tournament enabled them to positively boost their image.

Visitors should be encouraged to stay longer in the host nations.



The statistics for overnight stays in June 2008 were slightly lower in comparison to the previous year; however the overnight stay figures from guests from the tournament nations increased. Those visiting the stadia stayed for an average of 3.6 nights in Austria, 3.4 nights in Switzerland.

#### Infrastructure

The newly created infrastructure should be further used after the EURO 2008.



Only very little additional infrastructure was built for the EURO 2008. Several projects were moved forward, such as the U2 subway line in Vienna leading to the stadium, which provided a long-term improvement in the public transport infrastructure.

Stadia are to be adequately resized after the EURO 2008 or comprehensively used.



All the stadia will also be regularly used after the EURO 2008 for sports and culture events. The stadia in Basle, Berne, Geneva, Salzburg, Vienna and Zurich shall retain their current sizes, while Innsbruck and Klagenfurt will be resized.

#### Regional and biological products/fair trade

Biological and regional foods shall be used in catering.



A major portion of the food offered originated from regional production, some of which was biological. Most host cities added corresponding recommendations when issuing tenders for the caterers; but generally no binding guidelines were added.

The regional value creation chain shall be boosted.



Regional commerce profited from the EURO 2008. Particularly local providers were involved in the catering.

Fair trade products shall be used in certain product categories.



For the licensing of merchandising products it was not stipulated that the products were to come from fair trade sources. On the other hand, the manufacturers and licensees were required to adhere to the ILO and other standards, which is why the use of products created with child labour could be ruled out.

 Goal entirely met    Goal partially met    Goal not met    Unclear whether goal was met because not all data is available



3:0





A photograph of a rolling green hill under a clear sky. The hill is covered in lush green grass. Faint white lines are visible on the slope, indicating a soccer field. In the background, there are some trees and a fence line. The overall scene is peaceful and natural.

# Environmental dimension



# 3:0



Photovoltaic facility on the roof  
of Stade de Suisse, Berne

With the "Green Goal" initiative, an environmental concept with quantitative objectives was implemented at a large football event for the first time at the 2006 Football World Cup in Germany. The experience gathered with "Green Goal" flowed into the planning for the EURO 2008 and was further developed. Among the objectives for the EURO 2008 was that the event be held in as environmentally friendly manner as possible.

The project organizations in both countries began with transport planning early on

and set themselves the ambitious goal of achieving a public transport share of 60% for long distance travel and 80% in local traffic. The large share of public transport enabled the greenhouse gases caused by the EURO 2008 to be kept to a minimum. Through the use of ecological electricity the additional power required was covered in as an environmentally friendly manner as possible.

The conserving of resources is also an important issue in the area of waste. That is why the partners involved in the EURO 2008 were required to create a detailed





waste management concept that prioritized the avoidance and reduction of waste.

Environmental management plays an important role in such a large sporting event. Particularly when it came to the environment, it became clear that not all the partners involved were equal to the challenge. Environmental checklists were prepared by both host countries to the operators of public viewings.

The results of the implementation of these checklists varied. The high standards of the stadia in Austria and Switzerland – water-saving fixtures, photovoltaic systems, etc. – set an important benchmark for future football events as well as in general for the construction and operation of new stadiums.







# 3-0

## 3:1 Transport

The most ambitious environmental goals were set in the area of transport. The measurement bar was set very high with a share of public transport of 60% for long distance travel and 80% for local travel on match days. A variety of measures were taken to achieve these goals.



Photo: ÖBB

The most important measure was the Kombi-Ticket: With the Kombi-Ticket, a unique offer was created by the two federal governments and Euro 2008 SA. Those

holding match tickets had at the same time a general fare subscription ticket that was good for a total of 36 hours for the entire public transport network in Switzerland and the Austrian Federal Railways (ÖBB) and the host cities in Austria. At the same time, all accredited media representatives and functionaries were entitled to use public transport free of charge throughout the tournament. The additional availability of parking spaces during the EURO 2008 was limited. At most locations in Switzerland, decentralized parking spaces, subject to charge, were offered in combination with a shuttle service to the inner city and to the stadia (Park + Ride). Particularly in Austria, the parking spaces planned for the fans showed that the capacities offered went largely unused. The public transport networks in both host nations are very well established. The frequencies both in

local and long distance transport were massively expanded during the EURO 2008 through the commitment of the host cities as well as the Swiss Railways (SBB) and the Austrian Federal Railways (ÖBB), so that all guests managed to arrive at their destinations on time and were able to return to their homes or overnight accommodations after the matches or events. In the Swiss and some Austrian host cities an ongoing night-time network was set up for regional transport.

To facilitate pedestrian and bicycle transport, specially marked bike paths, additional bicycle parking places and pedestrian boulevards were set up in the fan zones and stadia. To ensure that the guests could find their way to the stadia and fan zones smoothly, a uniform signage system was used.



All these measures contributed to seeing that a high proportion of visitors travelled using public transport, bicycles or afoot.



Photo: BMLFUW



Photo: FOSPO

Modal split for Switzerland

Long-distance transport

Train and city public means of transport	65 %
Pedestrians and bicycles	2 %
Private vehicles	14 %
Bus	11 %
Airplane	8 %

Local transport

Train and city public means of transport	60 %
Pedestrians and bicycles	20 %
Private vehicles	8 %
Bus	12 %

Source: UEFA EURO 2008 Public Authorities Project Organisation (PAPO): Final Report of the Subproject Infrastructure and Transport (TP 02), Berne, 2008

Switzerland

The modal split, or the composition of transport, showed that in long-distance travel the share of public transport was 65%, which was even slightly above the very high goals that were set. The share of private vehicles was 14%, while buses transported 11% of stadium visitors on

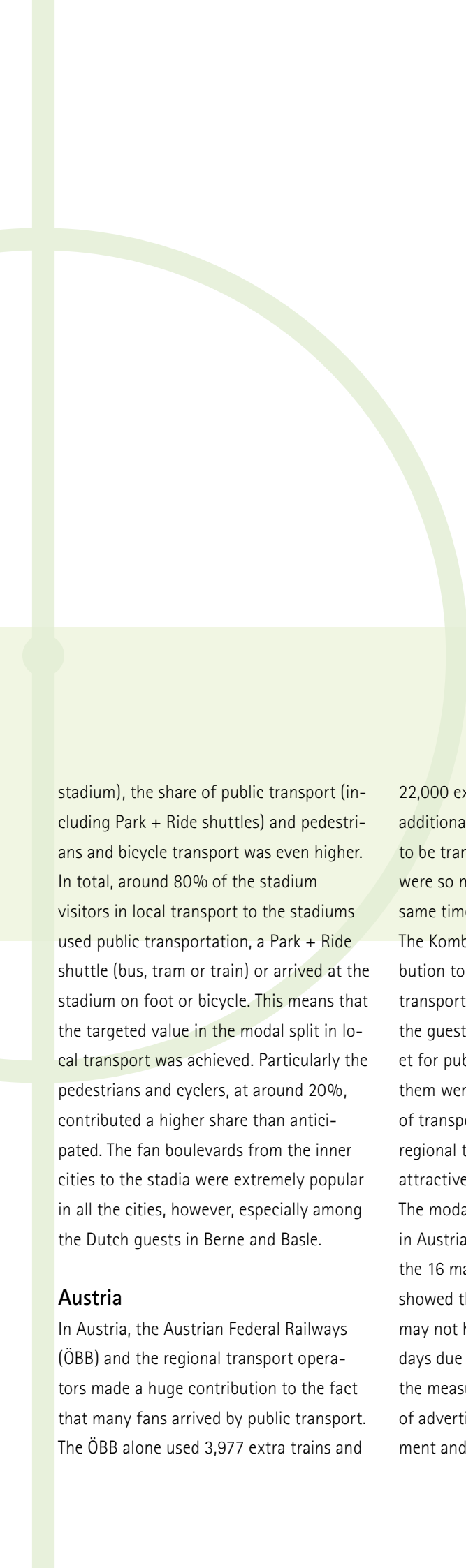
the match days. The share of air transport amounted to 8%. For approximately 2% of those travelling to the stadia, the bicycle or their own feet were the most important means of transport. The proportion of pedestrians, however, was significantly higher along the final stage to the stadia. For local transport (immediate travel to the



3:0







stadium), the share of public transport (including Park + Ride shuttles) and pedestrians and bicycle transport was even higher. In total, around 80% of the stadium visitors in local transport to the stadiums used public transportation, a Park + Ride shuttle (bus, tram or train) or arrived at the stadium on foot or bicycle. This means that the targeted value in the modal split in local transport was achieved. Particularly the pedestrians and cyclists, at around 20%, contributed a higher share than anticipated. The fan boulevards from the inner cities to the stadia were extremely popular in all the cities, however, especially among the Dutch guests in Berne and Basle.

## **Austria**

In Austria, the Austrian Federal Railways (ÖBB) and the regional transport operators made a huge contribution to the fact that many fans arrived by public transport. The ÖBB alone used 3,977 extra trains and

22,000 extra bus trips, through which an additional 2.4 million travellers were able to be transported by train. Never before were so many people underway at the same time in Austria on public transport. The Kombi-Ticket made an essential contribution to the high level of usage of public transport. A survey showed that 86% of the guests purposely used the Kombi-Ticket for public transport and nearly 60% of them were influenced by it in their choice of transport. The ÖBB, the host cities and regional transport operators also provided attractive offers for fans without tickets. The modal split calculation was compiled in Austria by means of surveys at 12 of the 16 matches held in Austria. The results showed that while the modal split goals may not have been achieved on all match days due to the guest structure, however the measures taken and the massive level of advertising led to a significant improvement and raising of awareness. All the

match days considered, it was calculated that for long-distance travel to the match locations approximately 50% of visitors chose to use environmentally-friendly, public transport. This figure increased to 70% when it came to local travel to the stadia and up to approx. 80% in Vienna (including pedestrians and cyclists). For regular football matches (Austrian Football League, national matches) in Austria, the share of environmentally-friendly means of transport has generally been far below 50%.





Photo: rainbows

# 3:0

## Carpooling and petrol-saving training

During the European Football Championships, the EURO 2008 sponsor Hyundai /Kia placed a total of 530 vehicles at the disposal of UEFA, which included around 40% passenger cars and 30% each of SUVs and small buses / vans. A third of the vehicles were operated with petrol, the rest with diesel fuel. The majority of the diesel fuel vehicles were equipped with particle filters.

A total of around 900 drivers were used, among which two-thirds were volunteers. To train the volunteers, in cooperation with Hyundai/Kia and the „klima:aktiv“ climate protection initiative of the Federal Ministry of Agriculture, Forestry, Environment and Water Management in Austria and the Touring Club of Switzerland, combined driving safety and petrol-saving training courses were held in all eight host cities. In addition, the drivers of the team buses also received petrol-saving training.



Photo: FOSPO

The bus operator that was in charge of the team buses and transport throughout the EURO 2008 in Austria converted its entire fleet to biodiesel in the run-up to the EURO 2008. Shuttle buses operated with natural gas were used in the host city of Salzburg.

## 3:2 Energy and climate protection

The transport sector had the greatest influence upon the emission of greenhouse gases, which is why the greatest efforts were made to ensure that the share of public transport used was as high as possible (see Chapter 3:1 Transport).

The use of diesel generators in the stadia and fan zones was kept to a minimum to provide the additional electricity needed for a major event. Around 187,700 litres of fuel were used by the diesel generators used by Euro 2008 SA. The generators primarily ensured television transmissions and operations in the hospitality sector: An average of 30% of the electricity for



the stadium surroundings was provided by diesel generators on match days, and around 10% on the day preceding a match. The entire electricity requirement was covered by the electrical grid on all other non-match days. In several host cities (e.g. Zurich, Vienna and Innsbruck) no diesel generators at all were used in the fan zone, since the power supply was fully covered by existing or newly-built electrical facilities. In several cases, additional power lines were installed especially for the EURO 2008, which can also be used for future events. Generators were planned in most public viewing only for emergency reserves in case of power outages.

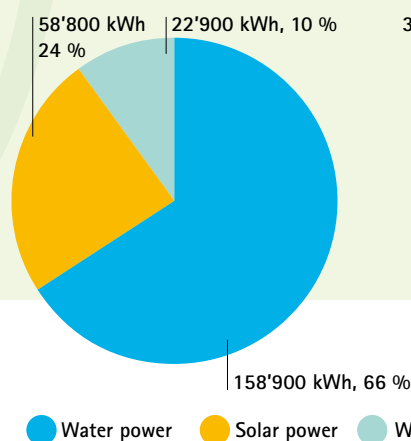
Euro 2008 SA set aside EUR 3,125 per match for the purchase of green electricity. Among the total 240,600 KW-h of green electricity purchase for the stadia in Switzerland, 66% originated from water-generated electricity, 24% from solar power and around 10% from wind power generators. The host cities in Switzerland also used

electricity from renewable sources in their fan zones and fan miles. All the electricity from renewable sources in Switzerland met the standard of the demanding "naturemade star" green electricity label ([www.naturemade.ch](http://www.naturemade.ch)).

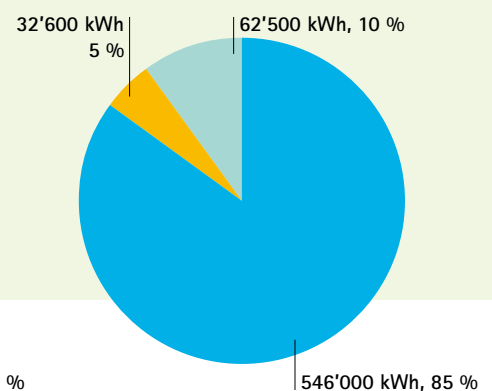
Green electricity that is distinguished with the Austrian Eco-label ([www.umweltzeichen.at](http://www.umweltzeichen.at)) was purchased for the power supply in the stadia. The power requirements for the matches in Austria were fully covered by the amounts purchased. Euro 2008 SA signed independent contracts with „naturkraft“ (for Vienna) and „oekostrom ag“ (for Klagenfurt, Salzburg and Innsbruck). In Vienna, the amount provided by Euro 2008 SA

#### Green electricity sources (naturemade star) in Switzerland

Used in the stadiums



Used in the fan zones\*



● Water power ● Solar power ● Wind power

Source: naturemade, 2008. \* Figures partially based on estimates.





Photo: BKW FMB Energie AG

ensured an advance supply of a total of 1.4 GW-h (more than the amount actually used in the stadium). For the match locations in Klagenfurt and Salzburg, green electricity source certificates were credited to Euro 2008 SA for the electricity used.

The green electricity used in Austria was comprised as follows: 75% water power (small water power plants), 16% wind power, 7% electricity from biomass/biogas and 2% solar power.

To reduce the use of consumption of electricity, special energy-efficient coolers ("eKOfreshment") provided by beverage supplier Coca-Cola were used in the stadia, fan zones and public viewings. Using a use-controlled energy management system, these consumed around 35% less electricity than customary coolers and are operated with an especially environmentally-friendly cooling agent that does not contain fluorocarbons. A total of 2,682 coolers were used by Coca-Cola during

the EURO 2008, among which were 1,311 "eKOfreshments" (= 49%). All the coolers will remain in use in Austria and Switzerland after the EURO 2008 and replace older equipment.



Photo: brainbows

## CO<sub>2</sub> balance sheet / compensation

Despite all the efforts to avoid and reduce the consumption of energy and the emission of greenhouse gases, significant amounts of energy are consumed and greenhouse gases emitted at a large sporting event. The host nations had greenhouse gas balance sheets drawn up by

two external research institutes, whereby the methodology and system boundaries were matched between the two as far as possible.

The results of the greenhouse gas balance sheet for the EURO 2008, in comparison to other large events – such as the 2006 Football World Cup in Germany – provided some interesting results. Within the scope of the „Green Goal“ a volume of around 100,000 tons of CO<sub>2</sub> equivalents was calculated to be generated as a result of travel to and from the stadia, energy consumption as a result of the construction and operation of the stadia and overnight stays by those visiting the stadia in Germany. Applying this method to the EURO 2008 results in 11,600 tons of CO<sub>2</sub> equivalents for Switzerland and Austria.

When making a comparison it must be considered that narrower system limits were used to create the balance sheet in Germany, however, and that a Football



World Cup involves far more matches and guests than a European Football Championship. Moreover, there is a major difference in the travel distances involved due to the size of the countries. The question of additionality must also be asked in regard to all issues of emissions: Were the emissions solely caused by the EURO 2008 or would they have been generated anyway?

Particularly in the transport sector it must be assumed that a certain share of the guests would have also travelled to another activity instead of attending the EURO 2008. On the other hand, all activities that were directly related to the tournament (transport logistics, stadium operation) can be viewed as entirely additional.

### Sub-balance sheet for Austria and compensation of greenhouse gases

An initial estimate was made in 2007 in Austria by the Austrian Federal Environment Agency (Umweltbundesamt) concerning the anticipated greenhouse

#### Greenhouse gas balance sheet for Austria

##### 1. Greenhouse gas emissions within Austria

###### Domestic mobility

Stadium visitors	4'400
Fan mile visitors	10'500
Other (logistics transport, etc.)	700

<b>Total domestic mobility</b>	<b>15'600</b>
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###### Operation

Stadiums	400
Fan miles	100

###### Overnight stays

Stadium visitors	1'100
Fan mile visitors	800

<b>Total domestic greenhouse gas emissions for Austria in tons (= basis for compensation)</b>	<b>18'000</b>
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##### 2. Greenhouse gas emissions outside Austria (arrival of visitors)

###### Mobility outside Austria

Stadium visitors	58'500
Fan mile visitors	80'500

<b>Total travel to national border</b>	<b>139'000</b>
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<b>Total greenhouse gas emission in tons</b>	<b>157'000</b>
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Source: Austrian Federal Environment Agency (Umweltbundesamt), 2008

gas emissions (in CO<sub>2</sub>-equivalents). This assumption included 40,000 tons of CO<sub>2</sub> emissions that would be caused additionally within Austria as a result of the EURO 2008 (worst case scenario). The balance sheet created after the tournament shows that the actual emissions created fell far short of the estimate. The final balance sheet now indicates a total of 18,000 tons of CO<sub>2</sub>. This significant reduction can be primarily explained by the greater use of public transport, a higher occupancy level in private vehicles, a lower number of diesel generators used, a generally lower use of energy and the use of green electricity in the stadia.

The Austrian Minister of the Environment defined the goal of balancing the EURO 2008 to the greatest possible degree in order to make it climate neutral. Towards this end, a new type of compensation model entitled „Climate Austria“ was created specially for the EURO 2008 by „Kommunalkredit Public Consulting“ supported by „Climate Partners“. This enabled private sponsors to compensate the greenhouse gases to be emitted through the financing of additional climate protection projects in Austria. A total of EUR 124,000 was paid in to this fund. This helped finance biomass facilities, solar plants, heat pump and motor conversions that otherwise could not



## Greenhouse gas balance sheet for Switzerland

## Emissions in tons of CO<sub>2</sub>-equivalents

### Balance sheet A

Domestic transport to the stadia	3'100
Tournament preparations by event hosts and organizers	1'900
Stadia, operation	600

<b>Total</b>	<b>5'600</b>
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### Balance sheet B: A plus stadium construction and overnight stays by stadium guest (similar to the Green Goal method)

Domestic transport to the stadia	3'100
Tournament preparations by event hosts and organizers	1'900
Stadia, construction and operation	1'100
Overnight stays by stadium visitors	1'500

<b>Total</b>	<b>7'600</b>
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### Balance sheet C: B plus transport to stadiums from outside Switzerland

Transport to the stadia (domestic and from abroad)	41'000
Tournament preparations by event hosts and organizers	1'900
Stadia, construction and operation	1'100
Overnight stays by stadium visitors	1'500

<b>Total</b>	<b>45'500</b>
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### Balance sheet D: C plus public viewings

Transport to the stadia (domestic and from abroad)	41'000
Tournament preparations by event hosts and organizers	1'900
Stadia, construction and operation	1'100
Overnight stays by stadium visitors	1'500
Public viewings: Transport, operation and overnight stays (host cities and UBS ARENA)	89'900

<b>Total</b>	<b>135'400</b>
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Source: INFRAS: Greenhouse Gas Balance Sheet for the EURO 2008 Final Report. Zurich, 2008

have been realized. Approximately 8,500 tons of CO<sub>2</sub> equivalents were saved as a result.

Through the environmental and climate protection projects launched within the scope of the „Environment on the Ball“ promotion in sports associations, tourism operations and communities (solar plants, biomass facilities, etc.) a further 10,000 tons in CO<sub>2</sub> savings were achieved. These aspects resulted in a total compensation of 18,500 tons to be applied for the EURO 2008. This means that the domestically caused emissions of 18,000 tons were balanced out and the goal of climate neutrality was achieved.

## Sub-balance for Switzerland

Switzerland had an estimate for the greenhouse gases to be caused by the EURO

2008 drawn up for the first time in June 2007. The calculations were updated in April 2008. Since the arrival of visitors bore the greatest influence upon the CO<sub>2</sub> emissions, the calculations were primarily based on the transport volume structure created in the run-up to the EURO 2008. The review of the transport volumes showed the forecasts largely corresponded to reality. Therefore, the greenhouse gas balance sheet of April 2008 is still applicable as a guideline. Only in the area of transport for public viewing were the actual greenhouse gas emissions considerably lower in comparison to those listed in the balance sheet, since as a whole, more guests arrived from within the country than from outside Switzerland.

The balance sheet adapted to the "Green Goal" method resulted in greenhouse gas

emissions of around 7,600 tons of CO<sub>2</sub> equivalents. If the transport routes of the stadium visitors from outside the country are calculated in, then the balance increases to approx. 45,500 tons of CO<sub>2</sub> equivalents. Adding in the public viewings within the host cities as well as the UBS ARENA results in a total of 135,400 tons of CO<sub>2</sub> equivalents.



Waste was avoided and littering reduced through the use of returnable cups

Photo: ZS communication + art

### 3:3 Resources and waste

Great emphasis was placed upon the avoidance of waste during the EURO 2008. Towards this end, customized waste concepts were created by the host cities, Euro 2008 SA as well as by the organizers of the public viewings (UBS ARENA and Fantour 2008). The federal authorities also supported the involved partners wherever they could.

While the various levels of implementation came with the disadvantage that a uniform appearance was only limitedly recognizable (see the "Make your goal" section), on the other hand, the needs and the infrastructure of the various event locations could be better taken into account. The measures taken to avoid waste during the EURO 2008 functioned well in the stadia and fan zones.

#### Waste reduction in the host city of Basle



Photo: FOSPO

For the 3.2km long, publicly accessible fan boulevard, the inner city and the official fan zone, the host city of Basle created a groundbreaking waste concept and incorporated it within a city ordinance:

The sale of glass bottles for the consumption of beverages on public property was forbidden. Distributors and shops along the boulevard accordingly removed glass bottles for beer and alcopop from their shelves. As a result, there was no glass problem with disposable bottles or glass splinters on the streets and sidewalks. All beverages were sold in returnable cups or PET bottles with a EUR 1.25 deposit (in Swiss francs). The host city also purchased its own pool of 500,000 returnable cups that can be reused again after the EURO 2008 for city festivals and other events. The logistics for the cups, deposit stickers and deposit return locations were provided by the city. The volumes of waste as a result of these efforts were comparatively low even on extraordinarily strongly frequented days. In addition, 240 waste containers were also set up and waste removal was conducted daily.

#### Returnable cups

As the most important measure for the reduction of waste, the sustainability strategy recommended the use of returnable cups or of ecologically comparable beverage containers. The ecological superiority of returnable cups over disposable cups – even under the specific conditions of the EURO 2008 – was clearly proven by the tri-national ecological balance created in assignment by the environmental ministries of Austria, Germany and Switzerland, as well as various states, cantons and cities<sup>4</sup>. The use of returnable cups also essentially reduced the littering problem – for the incentive to return cups was made more attractive through the offer of a deposit.

Returnable cups were used during the EURO 2008 in the stadia at Innsbruck, Klagenfurt, Salzburg, Vienna and Zurich. Disposable cups with a deposit were used in the Basle stadium. In the remaining stadia, Euro 2008 SA opted for the use of non-refundable, disposable cups, because

<sup>4</sup>Austrian Institute for Ecology, Carbotech AG and Öko-Institut e.V. Deutschland: Comparable ecological balance of various cup systems for beverage dispensing at events based on the EURO 2008, Vienna, Basle, Darmstadt 2008





Photo: Rébus

problems were anticipated with a returnable system, due to local circumstances. The lack of space and logistics and security-related issues were also raised against a returnable system, as well as the lack of relevant experience with returnable cups in these stadia and the fact that a realistic test run under "EURO 2008 conditions" was no longer possible. In the fan zones and partly also in the fan miles in Zurich, Basle, Berne, Innsbruck, Salzburg, Vienna and Klagenfurt, returnable cups were used for the sale of beer – and sometimes also non-alcoholic drinks. The refund for returnable cups ranged from EUR 1 to EUR 1.25. Mineral water and soft drinks were frequently not sold over the counter in cups, but delivered in open PET bottles (cap-off principle) – in other words, cups were completely redundant, avoiding additional packaging. In the fan zones of the host city Basle, PET bottles were also subject to a refund through the use of a refund chip. If any food was not distrib-

uted under the "wrap-in" system, paper plates were also refundable. The system of returns was generally well-received by the fans. In certain fan zones and fan miles, initially there were too few returns points. However, this was quickly rectified after discussion with those responsible. Despite the heavy volume of fans, the returns system worked smoothly and sufficient cups were available.

In Austria, a total of 1.4 million cups were made available for use in the stadia, official fan zones and additional public viewings during the EURO 2008 by the Viennese returnable cup company "Cup Concept". The cup-washing facilities handled some 5 million cups during the EURO 2008 in Austria.

### Everything returnable in the host city of Vienna

In the fan zones of the host city of Vienna, great emphasis was placed on avoiding waste through the effective use of returnable cups. All drinks – non-alcoholic drinks and beer – were offered in the refillable containers. In the Vienna fan zones alone, 380,000 cups were used – with a further 45,000 cups, which the City of Vienna made available to Viennese caterers under sponsorship arrangements. The PET bottles used in over-the-counter sales were systematically collected. Thanks to the waste avoidance measures undertaken, it was possible to save 25 tons of garbage. The free drinking fountains developed especially for the EURO 2008 were particularly well-received in the city area. They will remain in place after the European Football Championships.



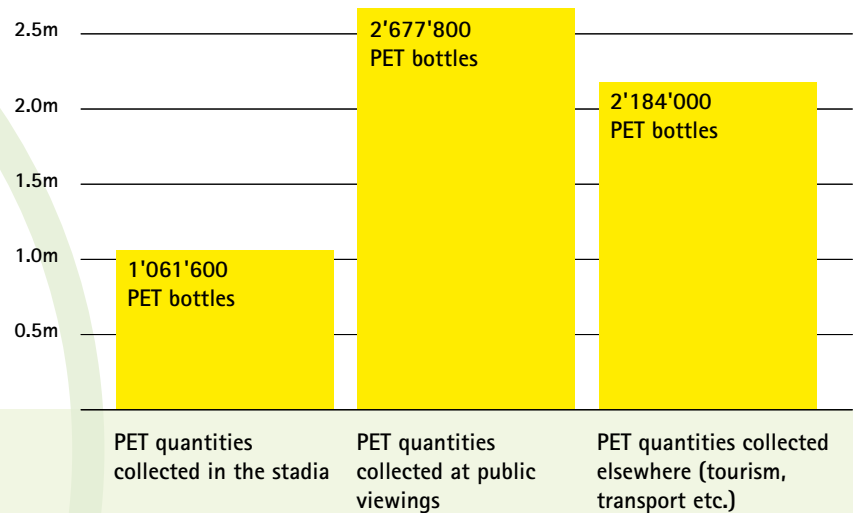
Photo: brainbows



Photo: ZS

Depending on the host city, between 10% and 30% of cups were taken home by the guests as souvenirs or for private use. In the stadia, around 630,000 cups were used, of which about 171,000 were taken away by the fans, so that the recircula-

PET bottles collected in Austria and Switzerland



Source: ARA System, PRS PET Recycling Switzerland and IGORA Association for Aluminium Recycling: EURO 2008: Sustainable collection of beverage packaging. Vienna, Zurich, 2008

tion level was around 73%. Thanks to the refund, cups that were lying around or discarded were collected and handed back, so the returnable cups played an important role in the cleanliness of the host venues.

### "Wrap-in"

A further encouragement to avoid refuse was the use of "wrap-in", the distribution of food items in the least amount of packaging. This measure was implemented to varying degrees. In the host city of Berne, the caterers were obliged under contract not to use any packaging materials. Also in other fan zones the system functioned well, whereas in the stadia, not all food was sold under the "wrap-in" concept.

### Dispensing with advertising material

Further to an agreement between UEFA and the official sponsors, it was arranged that there should not be a mass distribution of advertising materials around the

stadia. Distribution of advertising materials by the sponsors in these areas was kept to a limited basis and controlled by UEFA.

Also at public viewings in the UBS ARENA and at Fantour 2008, advertising materials and free newspapers were given out in only a few cases.

A complete embargo on the handing out of advertising materials during the EURO 2008 could not be achieved, because the organizers of the public viewings depended on financial deals with the participating companies and these insisted on the distribution of their advertising materials. All along the fan miles in some host cities no advertising materials at all were handed out, but this also resulted in reduced revenues.

### Recycling / waste sorting

To ensure the material cycle, caterers collected and sorted PET bottles in their backstage areas, and partly also aluminium cans, and took them for recycling. In most of the host city fan zones and fan miles waste was collected and sorted. Individual host cities (e.g. Basle) decided not to sort waste in public areas, because according to their previous experience, reusability was questionable due to miss-sorting and contamination. Instead, drinking cups were made refundable and then collected and sorted by type in the backstage areas.

At the beginning, too few PET bottle collection bins were provided outside the entrances to the stadia and public viewings. As the taking of beverages into the





secured area was prohibited, the number of collection bins at the entrances to stadia and fan zones were increased in some places. Altogether 3.8 million PET bottles were collected from public viewings, fan zones and stadia and taken for recycling. Through PET bottle recycling and the corresponding reduction in new PET bottle production, the overall adverse effect on the environment was reduced by around 50% compared to the disposal of the PET bottles in the garbage. In Austria and Switzerland, the collected PET bottles were reprocessed into new bottles. In addition, nearly 1 million aluminium cans were collected. As a comparison: to produce one set of aluminium football goalposts, around 5,000 aluminium cans would be needed. So all the cans collected during the EURO 2008, would be able to produce some 200 sets of football goalposts.

The collection of recyclable material was conducted in both countries by the responsible collection companies – Altstoff

Recycling Austria AG ARA in Austria and PRS PET-Recycling Switzerland and IGORA Association for aluminium recycling Switzerland. The three organizations worked closely together and produced a common recycling concept.



### Make your goal – bring it back

To help avoid littering, the waste information campaign "Make your goal – bring it back" was introduced. The key element of the campaign was an advertising spot,

which showed in an amusing way that waste and drink containers do not belong on the ground, but in the rubbish or collection bins. The spot came about thanks to the collaboration between eight partners from Austria and Switzerland and was shown in all host city stadia and fan zones

and public viewings in the UBS ARENA and at Fantour 2008. In addition, in the stadia and in the host city Zurich, all rubbish and collection bins and returnable cup points were decorated with the "Make your goal – bring it back" logo. In the remaining Swiss host cities and public viewings and in Austria, all EURO 2008 collection bins carried the logo.

## 3:4 Environment management

The four Austrian stadia in Innsbruck, Klagenfurt, Salzburg and Vienna were certified according to the EU environment management system EMAS in the run-up to the EURO 2008. This management system is based on a comprehensive, business-orientated, environment protection approach and is controlled by external specialists. Certification makes no claims about actual standards, but ensures a progressive improvement in environment standards. During the EMAS process, a photovoltaic facility was installed at the



Altogether 3.8m PET bottles and 1m aluminium cans were collected and recycled during EURO 2008

Photo: Roger Keller

Ernst-Happel Stadium in Vienna and the provision of heat converted from gas to district heating. The Wörthersee Stadium in Klagenfurt received an additional solar heating facility, in the Innsbruck Tivoli Stadium an energy link was created with the surrounding sports installations and a returnable cup system introduced. In Salzburg a traffic concept was developed that considerably improved the accessibility by public transport.

The four stadia in Switzerland did not seek to have their environment management systems certified, as their structural and commercial standard was already of a high level in international comparison: the Basle, Bern and Zurich stadia are equipped with photovoltaic installations, and as in Geneva, equipped with water-saving fixtures. With the rebuilding of the Zurich stadium – the newest of the eight sports stadia – all the dismantled materials from the old stadium were reused, and the stadium complies in the lighting area, for

example, with the very strict "Minergie" standard (refer also to the "Eco Letzigrund Stadium" box in chapter 2:3 Infrastructure).

In Switzerland and Austria, recommendations were compiled by the project organisations for all public viewings, which included measures for environmental protection ("environment check lists").

In Switzerland these recommendations were developed in collaboration with Ecosport ([www.ecosport.ch](http://www.ecosport.ch)) and IG Saubere Veranstaltung ([www.saubere-veranstaltung.ch](http://www.saubere-veranstaltung.ch)). The host cities did not really prepare specific environment check lists for the EURO 2008, but based themselves on the current guidelines and legal authority for the organisation of large events. The host city of Basle's approach was to create an eco planning inventory. The private organizers of the public viewing areas, e.g. the UBS ARENA, were less environmentally-orientated and primarily concentrated on waste disposal.

Altogether, it can be confirmed that the environment standard in the EURO 2008 host countries already stood at a very high level, thanks to the related legislation and the education of their populations.

### Sustainability strategy in the host city of Innsbruck-Tirol

The host city of Innsbruck-Tirol incorporated provisions for sustainability matters early on in its organisation programme. For this purpose, a work group was set up under the organisation committee, to look after the implementation of the objectives of the sustainability strategy at the host city level. The environmental check list developed by the Federal Ministry of Agriculture, Forestry, Environment and Water Management served as the basis for the organisation of all events during the EURO 2008. The implementation of the sustainability strategy included the following areas:

- Environmental certification of the Tivoli Stadium according to EMAS
- Offer of a EURO 2008 ticket for all fans for use on public transport
- Avoidance of waste through the use of returnable cups in all event areas
- Sustainability audit of all host city suppliers
- Image and tourism campaign to strengthen the location of the Tirol
- Development of a Volunteer community – knowledge transfer for future events





# 3-0

## Environment on the Ball

In Austria, on the occasion of the European Football Championships the "Environment on the Ball" ([www.umweltamball.at](http://www.umweltamball.at)) promotion was initiated by the Federal Ministry of Agriculture, Forestry, Environment and Water Management in cooperation with "2008 – Austria on the ball". "Environment on the Ball" served as the communications platform to provide wide coverage to the environment projects realised in the context of the EURO 2008, giving priority to two activity areas:

- **Green Ball – Partners of Environment on the Ball:**

The "Green Ball" was awarded by the Minister of the Environment for extraordinary performance in connection with the implementation of the sustainability strategy during the EURO 2008. The operators of the four Austrian sports stadia received this,

for example, for the introduction of the EMAS environment management system. As "Environment on the Ball" partners, those who were able to support the initiative in their field of activity included Coca-Cola, AVE (Fantour 2008 waste disposal operator), BP Austria AG, the ARA-System and the Austrian Railways.

in the run up to the EURO 2008 to organize environmental projects in their fields, which were co-financed by the federal environment promotion budget. These ranged from solar installations for sporting associations to environmental emblems for tourism businesses.



Photo: Robert Strasser

- **Promotion campaign "Environment on the Ball":**

Tourism companies, communities and sports associations were encouraged



## 3:5 Summary of environmental goal achievement

### Sustainability strategy goal

### Goal achievement

#### Transport

Reduction of transport-induced environmental load



The proportion of individual motorised transport was held to a low level through a strongly developed public transport offer, together with an attractive ticket offer, such as the Kombi-Ticket.

Public transport utilisation ratio above 60% in long-distance traffic, and 80% in local traffic



In Switzerland, the goal was achieved and even surpassed: In long-distance traffic, 65% of fans arrived by public transport, and with local transport around 80% (incl. pedestrians and cyclists).

In Austria, the goals were not quite achieved, with 50% (long-distance) and 70% (local), but were still a huge improvement on the usual levels for Austrian sports attendance.

Ratio of pedestrians and cyclists higher than 5%



In Switzerland the objective was surpassed: Around 20% of fans travelled locally on foot or by bicycle.

The objective was also achieved in Austria.

#### Energy and climate protection

Provision of the stadia, fan zones, fan miles and public viewing areas with energy from renewable resources



A large part of the power consumption came from renewable sources, and a further part from "Eco-power".

Highest possible energy efficiency



The objective was achieved in part. Half of the refrigerators used by Coca-Cola were especially energy-efficient (35% lower consumption than customary refrigerators).

Maximum reduction of CO<sub>2</sub>-emissions on the basis of a coordinated balance



The highest possible reduction in CO<sub>2</sub>-emissions was clearly achieved through the high portion of public transport and measures in the area of energy. Both countries set up a greenhouse gas balance sheet. In Austria, the EURO 2008 was conducted in a climate-neutral manner.

#### Resources and waste

Each stadium has its concept for protecting resources and for avoiding and reducing waste generation



In five out of eight stadia returnable cups were used. Waste concepts were in place throughout.

Each city had its concept for protecting resources and for avoiding and reducing waste generation



All host cities had their waste concepts, but their implementation varied. The introduction of returnable cups and the cap-off system, and the foregoing of distributing advertising and packaging materials contributed to the avoidance of waste.

#### Environmental management

"Environment friendly stadia" (implementation of the environmental management system)



The contents of the objective were achieved. The stadia in Austria were all EMAS-certified. The Swiss stadia were equipped to a high standard with significant construction features (e.g. water-saving fittings, photovoltaic installations).

Environmental (management) concept for fan zones, fan miles and public viewings



In the host city fan zones and fan miles the objective was achieved. With the public viewings, the focus was mostly on the area of waste, rather than a comprehensive environment concept.

Goal entirely met   Goal partially met   Goal not met   Unclear whether goal was met because not all data is available



An aerial photograph of a soccer field. The field is green with white lines marking the center circle, center spot, and half-way line. Several players are visible on the field, wearing red and yellow jerseys. The image is partially obscured by a dark green horizontal band across the middle, which contains the text '4:0' in white.

4:0





# Social / Cultural dimension





The EURO 2008 sought to emphasize social aspects by bringing together players and fans from different countries and clearly countering racism and animosity towards foreigners.

The harmonious mutual tolerance of the many fans is the central ingredient for a festival that unites people. This was supported by a number of measures: Male and female fan guides with language skills relating to the various teams and fan embassies in each host city provided the starting point for fans with questions and problems, with the motto "By fans for fans". Fan support has a direct relationship with security, because uncertainty and a lack of information about a situation can encourage unprepared fans to side with trouble-seeking groups.

The combating of racism was given high priority during the championship. Football

is the world's most popular sport and is not spared from discriminatory situations among fans, players, association delegates or officials. The campaign "Unite against racism" was supported by the UEFA and both host countries and communicated to the fans by means of an advertising spot and appeals by the team captains before each match.

Thanks to the combined commitment on the part of the UEFA, Euro 2008 SA, the host countries, the host cities and the public viewing area operators to look after the fans and guard against racism, and to the widely supported security concept, the EURO 2008 was able to take place as a peaceful festival. The pleasure of football was the central point, and there were hardly any violent outbreaks. In Switzerland, the incidence of burglaries fell by up to 20% in comparison with the preceding month; the number of emergency calls re-

ceived by the crisis centres fell by between two and five percent, and in some cantons domestic violence fell by two-thirds. Petty criminal acts related to the event, especially pocket-picking, remained within expected proportions, as did the incidence of alcohol-related violence, which for the most part entailed brawling.

### A peaceful festival in the host city of Klagenfurt

As the smallest of the eight host cities and due to the tension-charged team-draw, Klagenfurt faced a particular challenge concerning security and crowd volumes. On the basis of the match-pairing between Germany, Poland and Croatia it was feared there would be many pre-match confrontations. These fears were unfounded: right from the first match day (Germany – Croatia), the 3D philosophy (Dialogue, De-escalation, Drastic measures) paid off handsomely – throughout the EURO 2008 Klagenfurt was never more secure. As a consequence, a peaceful party mood developed in Klagenfurt and throughout Kärnten with good-humoured fans from Croatia, Poland and Germany. Altogether, around half a million fans visited the Klagenfurt-Kärnten region.



Even if football was clearly the centre of attention in June 2008, a great all-round cultural programme succeeded in appealing to a wide public in both host countries. The programme ranged from concerts through art exhibitions to fashion shows on a football theme. Various programmes encouraging exercise led not only to an increased level of sporting activity among people, but also to new meetings and exchanges between different country regions and population groups.

Not only did inhabitants and visitors come closer together thanks to the football championships, but so did the various institutions – public services, private event operators, sports organisations and associations – work together hand in hand during the big event. This collaboration created new contacts and a better understanding for the needs of the individual institutions – also on a cross-border level.

#### 4:1 Fan coaching

The fan coaching measures were a success. They made an important contribution to the peaceful atmosphere and so to the prevention of violence. During the championships, the fans' peaceful and friendly celebrations contributed greatly to the secure and unifying football festival. The mixing of the fans regardless of origin, age, or gender also helped to prevent violence. However, the high quality of service offered through fan coaching was nevertheless extremely valuable.

Over recent years, fan coaching has become an important element at large sport-

ing events. The EURO 2008 based itself on the 2004 European Football Championships in Portugal and the 2006 Football World Cup in Germany, which operated according to the principle of "fans helping fans".

Many fans travel to a tournament without a ticket, simply to be part of the atmosphere. They come into the country partly unprepared and look for help locally. This they find at the fan embassies and from the fan coaches.

A total of eight fan embassies in the host cities of both host countries served the fans as central reference points for information in their own language. The fan embassies were located in central spots and were open throughout the championships. The main job of the fan embassies was to provide services and information about the availability of tickets, about the public viewing areas, about locally applicable regulations, stadium regulations and events



taking place on the match days. Good links between fan coaching and other projects concerned with anti-racism and prevention were important. The recognisability of the fan coaching facilities could have been further improved by a uniform appearance of the fan embassies and fan coaches.

In support of the fixed embassies, mobile, international fan embassies helped fans coming in from abroad. The mobile embassies followed their fans from one town to another. The international fan embassy teams, organised and supported by the "Football Supporters International (FSI)" network, were comprised of football fans and had the benefit of long experience gathered from earlier international events. In addition to this, all necessary information was available to fans over a central Web platform. Printed fan guides provided further information about the facilities offered by the towns and their surrounding

areas. The fan guides contained details of the stadium, public transport, things worth seeing and accommodation as well as an overview map. They were available in a total of eleven languages and proved to be a helpful tool for local orientation. The success of the fan coaching during the EURO 2008 will have a positive effect in the host countries even beyond the championships. In the aftermath of the European Football Championships, football clubs are increasing their fan coaching activities, designed to take care of fans' requirements and thereby making an important contribution towards security, amongst other things.

### **Unite against racism**

In all EURO 2008 host city stadia and fan zones including the UBS ARENA, there was a united anti-racism campaign under the banner "Unite Against Racism". This campaign was supported by UEFA and both of the host countries. The campaign was implemented by the "Football Against Racism in Europe (FARE)" organisation, which built upon its experience at the 2004 European Championships in Portugal and the 2006 World Football Championships in Germany. In Austria, anti-racism activities were coordinated through the EUROSCHOOLS project and the fan coaching activities of Fairplay – vide (FARE coordination office). In Switzerland, PAPO together with FARE and local organisations and foundations created a coordination platform for the implementation of the projects. The messages against racism and discrimination and calling for greater respect were conveyed in various ways: a spot entitled

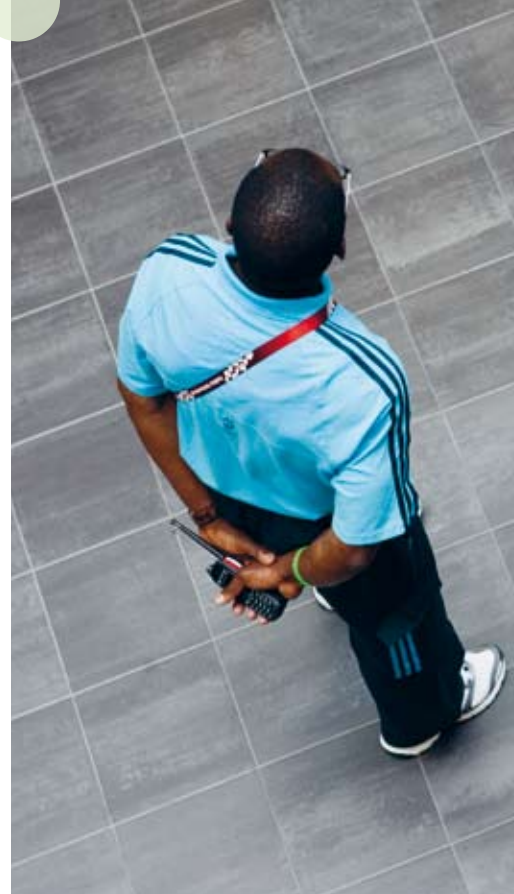




Photo: Euro 2008 SA

„Different Languages – One Goal: No To Racism" was shown in all stadia and fan zones during matches. Before each game, the team captains made a short appeal supporting the fight against racism, and the message "No to Racism" was featured on the stadia streamers at every match and on every ticket. The high points of the campaign were the semi-finals in Vienna and Basle. Before the starting whistle, the four team captains read statements against racism, which were broadcast in a worldwide television link-up. As a result of the EURO 2008, several anti-racism organisations are going to be merged into a single network, in order to become FARE partners in future as well and to provide racism within Swiss football with a professionally organised response.

#### 4:2 Barrier-free / obstacle-free access



Photo: Euro 2008 SA

All EURO 2008 events placed great emphasis on being barrier-free and obstacle-free. All stadia in Switzerland and Austria had barrier-free and obstacle-free access with a separate, well-signposted entrance and corresponding toilet facilities. Euro 2008 SA allocated a total of 4,144 wheelchair places throughout the championships. Tickets were sold via the official tournament website and the national umbrella organisation for the disabled.

Obstacle-free access was also ensured in the official fan zones of the eight host cities, although due to their position or surfaces, not all fan zones were easily accessible for wheelchairs. Barrier-free and obstacle-free access were given great emphasis in the additional public viewing area events, such as Fantour 2008 in Austria and the UBS ARENA in Switzerland.

#### Audio commentaries for the blind and partially-sighted

Blind and partially-sighted people were able to enjoy the EURO 2008 matches live in the stadia. This was made possible by a special machine that Euro 2008 SA made available. It developed and financed the entire project, in which two commentators experienced in this field took turns to commentate the whole match.

For each match, ten places were allocated for the blind and partially-sighted, making a total of 160 tickets in Austria and 150 tickets in Switzerland with the same









Photo: Euro 2008 SA

Blind and partially-sighted people could experience the EURO 2008 matches, thanks to a live audio commentary in the stadium

number of free tickets again for their companions. This facility was fully sold out. Tickets were sold in April 2008 in Austria over the "football 4 all" platform and in Switzerland via the Swiss Central Association for the Blind. In Austria, the audio commentary system for the blind and partially-sighted is now also going to be used during Austrian national team matches.

#### 4:3 Youth, promotion of exercise and (football) culture

The promotion of exercise and the enjoyment of sport was an important objective linked to the EURO 2008. Insufficient exercise and excessive armchair viewing are taking their toll on the health of the nation and especially children, as well as an unbalanced diet and psychic and social stress. With various projects and programmes, exercise for children and for the wider population was promoted.

#### EUROSCHOOLS 2008

International understanding, tolerance and fair play were at the heart of the official school project EUROSCHOOLS 2008. 94 schools in Austria, 106 schools in Switzerland, one school in Liechtenstein and four schools each from Bosnia-Herzegovina and Alsace prepared themselves for the great event. The more than 10,000 children involved represented the 53 UEFA countries, and handled various aspects of the inter-cultural dialogue and subjects such as anti-racism in sport, prevention of violence and fairness.

#### "Streetkick" tournament in the host city of Geneva

During the EURO 2008, the centrally located Place du Rhône in Geneva turned into an exercise zone for football fans, youngsters and migrants: The "Streetkick" tournament was organised in parallel with the "real" tournament, with the objective of reducing xenophobic tensions through playing sport together. At the heart of the "Streetkick" tournament was the fight against discrimination, anti-racism activities and the strengthening of solidarity within the community. During a tournament there were never more than three players on a side (four with very young participants), and the ball had to stay below head height.

The "Streetkick" tournament was accompanied by an exhibition, which documented the fight against racism. In this way, anti-racism was not the only topic to be generally featured, but attention was also drawn to other forms of discrimination in football, such as homophobia.



Photo: Peter Gerber



The Magglingen sports day on 23 May 2008 was the culmination of the exercise and sport promotion programme of the Federal Office of Sport (FOSPO)

Photo: FOSPO



The schools competed for the European Masters title under their "national team" banners, in mixed teams, on a small pitch, without referees, scoring points for fairness. The winner was a school from Salzburg, and the Fair Play victory went to Kerzers in Switzerland.



Photo: Euro 2008 SA

### **schule.bewegt**

"Schools on the move", the programme launched by the Swiss Federal Office of Sport (FOSPO), in the context of the 2005 International Year of Sport and Sports Education, concentrated on the lack of exercise and its consequences in everyday school life. "Schools on the move" seeks to

motivate classes and schools of all types and levels throughout Switzerland to do at least 20 minutes of daily exercise and to incorporate exercise in their daily lives. The module "Fussball+" was developed for the EURO 2008. Altogether, 1,124 classes took part in the "Fussball+" programme, which will also continue beyond the EURO 2008.

### **Y+S 5-10-year-olds**

In the context of Youth and Sport in Switzerland, the EURO 2008 was used as an occasion to encourage also 5 to 10-year-olds to take advantage of a children-orientated, diverse and comprehensive sports promotion programme. From 2007, 274 courses were conducted, for which around 300 teachers were trained.

### **Magglingen Sports Day**

The Magglingen Sports Day on 23 May 2008 was the culmination for the FOSPO exercise and sports promotion programme and was a gift to every school class that exercised throughout the school year

in addition to the mandatory sports education. All available places were fully reserved: 20 classes took part from both the "schools on the move" and "Y+S 5-10" programmes, amounting to over 700 school children.

### **schweiz.bewegt – fit für die Euro**

The FOSPO sports promotion programme "switzerland on the move – fit for the Euro" was aimed at the population at large. Swiss communities were invited to challenge another community to a sporting dual. The necessary event infrastructure (course kit) and know-how were made available to the communities free of charge. During the Swiss Sports Week from 3 - 11 May 2008, around 330,000 Swiss from 191 communities exercised on the course. "schweiz.bewegt" will take advantage of the momentum gained in 2008 and is inviting towns and communities, to compete with each other again in 2009.



## KICK KULTUR

In the 2007/2008 school year, Austria's schools for 10 to 14-year-olds psyched themselves up for culture projects related to the European Football Championships. These centred on certain aspects of the sport of football, such as fair play, team spirit, mutual respect (as well as for the performance of others), "Learning to win or lose" and "football unites" (people from different cultures). Altogether, 132 long and short-term projects enabled participating children to familiarise themselves with the inherent values and social implications of football culture in the run-up to the European Football Championships. All of the 122 KICK KULTUR debates throughout Austria were fully booked, and some 350 school children took part in the postcard competition.

## KICK & SUN and SCHOOL KICK & SUN



Photo: Österreich am Ball

For a period of eleven weeks the „KICK & SUN – the football tour of health resorts“ went on tour across Austria with an information programme about the EURO 2008 enjoyed huge popularity. The free-of-charge football tournaments for girls and boys were conducted on small grass pitches in the health resorts. A total of 344 teams (213 children's and 131 adults' teams) took part in the 26 resorts throughout Austria. As part of the tournament, table-football tables, goal-shooting walls, relaxation zones and slalom courses helped to provide an exciting leisure experience. Altogether, some 10,000 people in

Austrian health resorts enjoyed this mix of sport, information and entertainment. In addition, various regional and local projects on the subject of youth, sport and football took place in connection with the EURO 2008. Their objective was always to encourage children to exercise more and in so doing come to terms with other aspects such as racism.





DIE FUSSBALLAUSSTELLUNG

From 4 April to 6 July 2008 the interactive exhibition „herz:rasen“, presented at the Vienna Künstlerhaus, provided a space for quivering, sweating and celebrating

## Culture projects

Both host countries presented themselves to a huge public as countries with great cultural diversity. This involved a broad offer of theatre, concerts and exhibitions for those not interested in football, which in Austria came under the umbrella of the “2008 – Austria on the Ball” programme. In the host city fan zones in Austria and Switzerland open-air concerts, performances, literature events and more were put on daily with free access, offering excellent opportunities for contacts and exchanges within the cultural context. An outline of a selection of the projects follows. Many more projects were also staged in the host cities and other places in both host countries.

„11 Meter Mode“ was one of the bilateral projects, which Presence Switzerland implemented jointly with the Swiss Ambassador in Austria and Austrian partners in the run-up to EURO 2008. Eleven



Photo: Presence Switzerland

Austrian fashion designers were selected by a professional jury, to exhibit their new designs and models created with a special football flavour, at the Blickfang Fashion Fair in Zurich. In the other direction, eleven fashion labels travelled from Switzerland to the Fashion Palace in Vienna, to represent the Swiss fashion scene in Austria.

At „Eleven Minutes“ four short films were shown from Austria and Switzerland on the topic of football. The 44-minute films from each country were supplemented by a one-minute trailer – resulting in two halves or 2 x 45-minute football short

In May 2006, New York artist Spencer Tunick staged one of his world-renowned body installations in Vienna's Ernst-Happel Stadium. The unique art object was assembled with around 1,800 participants from 31 countries



films. The films were shown in the host cities within the context of the EURO 2008.

The popular Herrman Strandbar in Vienna was turned into the **Swiss Beach** from 1 May to 29 June 2008. Over 100,000 Austrians and international visitors in Vienna used the opportunity to experience Switzerland in its cultural and culinary diversity. In May, an entire week-end culture programme was on the agenda with musical highlights from the host cities of Basle, Berne, Geneva and Zurich.

From 4 April to 6 July 2008, an interactive exhibition entitled „herz:rasen“ provided a space for quivering, sweating and





Photo: Spencer Tunick

celebrating. In a space of approximately 2,000 m<sup>2</sup>, the exhibition, in cooperation with the Vienna Technical Museum, and visited by around 25,000 visitors presented the "Football Phenomenon" – with a focus on European football.

The virtual Museum **www.1924.ch** recalled the triumph of the Swiss national football team at the 1924 Olympic Games and invited the public to recount their memories about football and the related circumstances on the Internet. In addition to the activities listed here, the eight host cities offered additional wide-ranging programmes, which were enthusiastically received.

### Culture and power of the local scene in the host city of Salzburg

Within the context of the cultural programme, Salzburg concentrated completely on the local scene. Eighteen local bands were invited to appear on the large stage in the fan zone. The "Europe lives in Salzburg" project focused on dialogue and tolerance, with foreigners living in Salzburg giving visitors greater insight into their country of origin through music, dancing and theatre.

The "Big Papa" art installation, a 50-metre high water fountain from the river Salzach, provided pleasure and refreshment. It was in operation every match day and in the evenings, cascading over a fairytale water-light-music show.



Photo: Wildbild





Photo: GEPA pictures/Reinhard Mueller

## 4:4 Prevention and youth protection

The public sale of alcoholic drinks was forbidden in the stadia, according to the UEFA security guidelines – with the exception of the hospitality area. In all host cities and public viewing areas in Austria and Switzerland a non-alcoholic drink was cheaper than the cheapest alcoholic drink.

In Switzerland, PAPO in collaboration with the national working group, Alcohol Prevention EURO 2008, developed a model for alcohol prevention. According to this model, low-risk alcohol consumption at public viewing areas should be ensured with adapted measures. In Austria, the Ministry of Health developed recommendations on the prevention of alcohol. The objectives of the alcohol prevention at the EURO 2008 were the systematic implementation of the youth protection regulations (beer and wine from 16 years-of-age, spirits from 18 years-of-age) and the reduction of the excessive consumption of alcohol, in order to prevent incidents of violence, accidents and damage to property. To achieve these objectives, in Switzerland a uniform regulation on the sale of alcohol was reached,

sales personnel trained, information material distributed to organizers and a supplier code of conduct supporting the prevention measures agreed.

During the EURO 2008, visitors were greeted with signboards and announcements not to smoke. There was, however, no formal ban on smoking, as under the open-air conditions of the stadia and public viewing areas no stronger non-smoker protection measures were found necessary.

## Women-trafficking and forced prostitution

In Switzerland, the "EURO 2008 against prostitution" campaign was conducted. The objective of the campaign was to inform a broad public on the question of the trafficking of women and forced prostitution. The campaign began on 8 March 2008 with street activities in the Swiss host cities and with a petition for improved victim and female witness protection and for more rights for victims proposed to the public. In Austria, the subject of women-trafficking and forced prostitution was handled within the security concept. As already with the 2006 World Football

Championships in Germany, the EURO 2008 saw no increase in people-trafficking in connection with prostitution.

Photo: Host City Innsbruck-Tirol



Photo: FOSPO



## 4:5 Summary of social / cultural goal achievement

### Sustainability strategy goal

### Goal achievement

#### Fan coaching

The EURO 2008 is to provide clear signs of international understanding and against all forms of racism

EURO 2008 was a peaceful festival, the "Unite Against Racism" and EUROSCHOOLS 2008 campaigns and numerous other activities in the host cities contributed to international understanding.

Establish a pool of qualified fan coaches

Through the establishment of fan embassies, many fan coaches were trained.

Build up professional fan projects for the post -EURO 2008 period

The EURO 2008 was the starting point for many projects in football clubs of both host countries. Fan coaching became increasingly important.

#### No barriers or obstacles

Make all EURO 2008 events accessible for people with disabilities, with no barriers or obstacles

Access to all events was barrier-free. Sufficient wheelchair seats and seats for partially-sighted people were reserved.

Allocate 2 seats for disabled persons per 1000 stadium spectators and 1000 fan zone spectators

Disabled places were allocated in all stadia and fan zones. All tickets for these were sold out.

#### Youth, promotion of exercise and (football) culture

Implement youth and school projects in the run-up to EURO 2008

The EUROSCHOOLS project was conducted on a cross-border basis. In addition, many school projects took place in both countries.

Promote football and physical exercise among youth

A high point of the exercise project for school children was the Magglingen sports day in May 2008, at which Austrian school classes participated alongside Swiss.

Promote integration and international understanding through football projects

As well as the enjoyment of football, all projects placed great emphasis on international understanding and the integration of the migrant population.

#### Prevention and youth protection

Communicate alcohol and nicotine prevention in connection with the EURO 2008

In both countries, alcohol prevention measures were carried out, and employees of catering companies were trained accordingly. A campaign against the consumption of tobacco was not instituted.

No sale of alcoholic beverages or low- alcohol beverages on sale

In the stadia, only alcohol-free beer was sold alongside soft drinks and mineral water, and at all other locations at least one non-alcoholic drink was cheaper than alcoholic beverages.

Preventive measures against women-trafficking and forced prostitution

The subject of women trafficking and forced prostitution was featured in both host countries, and in Switzerland supported by a corresponding campaign. In Austria it was handled in the context of the security concept

Goal entirely met    Goal partially met    Goal not met    Unclear whether goal was met because not all data is available



A close-up, high-angle shot of a green lawn. The grass is a vibrant green with some lighter patches, suggesting a well-maintained field. In the bottom left corner, the text "5:0" is overlaid in a large, white, sans-serif font.

5:0



# Findings and recommendations



The execution of a large-scale sporting event such as the EURO 2008 represents a magnificent occasion for the host countries. The addressees of these findings and recommendations are on the one hand the candidates and organizers of large events (national associations, public bodies), and on the other, the operators (sports and events organisations).

On the basis of the work put into this sustainability report, Austria and Switzerland are working on a joint project proposal for criteria and for the establishment of sustainability strategies and reports for "mega-events". The objective of this activity is to start a process within the context of the worldwide impacting "Global Reporting Initiative (GRI)", which will develop universally-applicable guidelines by the year 2010.

## 5:1 General assessment and project organisation

### Nature of the sustainability strategy

#### Findings:

- With the sustainability strategy and the sustainability report as presented, the topic of sustainable development was featured prominently for the first time in connection with a major football event and integrated into its organisation.
- The requirement, to equally consider the three pillars of environment, economy and society / culture fitted well as the management approach for the project's organisation, to master the risks accompanying such an event and to make the most of the opportunities. In addition, the organizers' concept served as the guiding principle with the implementation of the individual measures. A logical fusion between the previously planned activities and the additional topic fields was able to be negotiated.



Photo: Host City Innsbruck-Tirol

- The EURO 2008 sustainability strategy was not of a mandatory nature. However, due to the strong insistence of both host countries and the involvement of Euro 2008 SA, the host cities and other partners and sponsors, it was possible to implement exemplary measures in many areas.

#### Recommendations:

- For future events, establish sustainability strategies already as part of candidacy files and lay down obligatory measures in all areas.
- Ensure the commitment of those responsible at an early stage.
- Make recommendations to the partners involved about additional voluntary measures.

### Time planning

#### Findings:

- Numerous partners and all levels of the public services were involved in the EURO 2008. Therefore, the planning of the EURO 2008 started early both with the host countries and with UEFA. The subject of "sustainability" was



discussed at an early stage in the host countries, and the first outlines of a sustainability strategy were produced. However, the common sustainability strategy was presented only one year before the EURO 2008. Due to the already fairly advanced planning – especially of budgets and organisational structures – it proved impossible to implement all measures to their full extent, which could have been possible, if the subject had been included at the beginning of the project.

- Data collection for evaluation and the production of a sustainability report requires a great deal of time. The early confirmation of participating partners in a joint evaluation taking the form of a sustainability report has been sensible, although many data and in-depth studies are not available until months after the event. To foster communication, it is desirable to complete the report quickly, because if there is too much of a delay, interest on the part of the public services dwindles and the people involved are no longer available.

#### *Recommendations:*

- Development of a sustainability strategy as early as possible.
  - Establish requirements for the candidacy file (requirements for associations).
  - Establish basic conditions in the host countries (obligatory strategy with measures covering the scope of the objectives for sustainable development).
- Integration of sustainability timetables and objectives in tenders and contracts.
- Early establishment of an evaluation strategy, enabling the rapid production of the report at the end of the event.

### **Integration in the organisation / budget**

#### *Findings:*

- The EURO 2008 sustainability strategy was developed in both host countries through centralised management. The host cities and Euro 2008 SA collaborated on its development and declared themselves in favour of a sustainability strategy. Through the widely supported

development and recognition for a sustainability strategy and among both the public services (host countries and cities) and the championships organizers (sports federations), it was ensured that all those involved worked towards the same goals.

- Both host countries, Austria and Switzerland, resolved the integration of the sustainability strategy in different ways. However, both countries succeeded in generating a close connection with the country's project organisations. Once the sustainability strategy became available, Euro 2008 SA, the host cities and other organizers of the public viewing areas studied its proposed objectives and measures and integrated them into their organisation procedures.
- The development and implementation of a sustainability strategy and individual measures intended for the whole event, (e.g. a waste campaign) requires its own budget. Only in this way can these matters be effectively addressed.



#### *Recommendations:*

- Give high priority to the sustainability strategy in all participating organisations and ensure support from the highest level: Sustainability is a key matter.
- Get those responsible for sustainability involved from the outset at the project management level and define responsibilities clearly.
- Provide budget and human resources.
- Nominate and give mandates to the competent contact persons among the participating partners in good time.

## 5:2 Content evaluation

### Economy

#### *Findings:*

- The EURO 2008 organizers tried hard to involve regional businesses: Host city caterers were almost exclusively local, and offered mostly products from the region.
- Overnight accommodation numbers during EURO 2008 in comparison with those for the previous year for each host city varied according to type of accommodation (hotel, holiday home, camping, etc.). The longer-term effects on both tourist destinations, Austria and Switzerland, are not yet available. Surveys in neighbouring countries found that the image of the host countries has improved thanks to the EURO 2008 in individual aspects and settled at a generally high level.
- In the area of the infrastructure, there was investment for the EURO 2008 especially in structural modifications to the championship stadia. All

stadia will continue to be used after the EURO 2008 for football, sport and cultural events. The eight championship stadia adopted an environment management system and their building standards are at a high level.

- In the transport area, only small adjustments were found to be necessary. Thanks to the EURO 2008 however, several building projects were pushed forward, as for example the extension of the U2 underground line in Vienna.

#### *Recommendations:*

- As a rule, the main costs of a major event stem from the building of infrastructure. This primarily involves the building of sports facilities. In addition, there are also investments in the development of the transport and tourism infrastructures. It should therefore be ensured that major events can, as far as possible, develop existing infrastructures and/or that the buildings can be appropriately used and occupied after the championships.
- With the organisation of major sports events, the attention of a worldwide public should be used to look after image aspects and emphasize new features.

### Environment

#### *Findings:*

- The greatest environmental impact of a large event is in the transport area. For this reason, the host countries set themselves ambitious targets for the involvement of public transport. These were achieved thanks to an exception-

ally well developed network and the cooperation of the transport operators and the Kombi-Ticket. In this field, EURO 2008 has set a new standard in transport planning for large events.

- Climate protection was of the utmost importance in the area of energy. As an example, a large part of the power consumption was supplied by renewable sources of a high ecological standard (green electricity). It was possible, at least in Austria, to offset the greenhouse gas emissions, which resulted despite all the efforts to reduce them. In view of the global discussion about climate change, it will be essential for future events to offset resulting emissions completely.
- The saving of resources stood uppermost in the area of waste management: Priority was given to avoiding waste through the use of returnable cups, the application of the "wrap in" campaign and the foregoing of the distribution of advertising materials. In order to guarantee the recycling of materials, PET bottles and aluminium cans were sorted and recycled. The EURO 2008 collection and return quotas were good, and both the returnable cups and waste separation concepts were well accepted and implemented by the visitors.
- Project organisations in both host countries developed checklists with concrete environment measures, which were provided to public viewing area operators. The checklists proved to be useful, as they ensured that no important subject was overlooked.



#### *Recommendations:*

- Today it is imperative that major events minimise their environmental impact as far as possible. It is all the more important that the appropriate measures are established and implemented from the outset. For example, the Kombi-Ticket proved to be a very effective way of promoting public transport.
- There were many examples of measures in all areas, and therefore it is recommended that future event organizers build on current experience, especially in respect of the EURO 2008 sustainability strategy and the 2006 World Football Championships "Green Goal" concept and further develop their measures. In particular, key topics such as energy and climate should be focused upon even more strongly with future events.

#### **Society / Culture**

##### *Findings:*

- The EURO 2008 was a peaceful festival, to which numerous measures made their contribution: Fan coaching was just as important a priority as the struggle against discrimination. As well as trained fan coaches, visitors were informed with the aid of the websites especially set up for the EURO 2008 and printed fan guide brochures containing local information.
- Various projects centred on and worked against racism. Apart from a few small exceptions, there were no confrontations between rival fan groups – this was also thanks to the good collaboration between security forces.
- Due to a large team of military, police and private security forces, rapid intervention was possible in case of

need. Alcohol prevention – no alcohol in the stadia / non-alcoholic beverages cheaper than beer – also contributed to the EURO 2008 being altogether a very peaceful and happy event.

- Although football remained clearly the main attraction, the many cultural activities enhanced the football match broadcasts, including concerts, theatre, exhibitions, fashion shows, short films and much more.
- The exercise promotion programmes were considered collectively to be highly successful: Thanks to the EURO 2008, children and teenagers particularly became more involved in sport.
- The EURO 2008 would not have been possible without the support and enthusiasm of the public.



*Recommendations:*

- In order for the public and visitors to feel good and enthusiastic, there must be prevention and security measures that complement each other. The proven combination of varied and precautionary measures, as well as the differentiated security strategy of the EURO 2008, are to be recommended for future major events.
- Through exercise-promoting projects and cultural events, wide swaths of the population get involved, providing opportunities for bonding. In general, football plays an important role in the integration of people from different countries. This potential is worth exploiting in many ways in the future.

5:0

# Glossary / Abbreviations



## ARE

Federal Office for Spatial Development  
(Switzerland)  
[www.are.admin.ch](http://www.are.admin.ch)

## Austrian Federal Railways (ÖBB)

Austrian national railway company  
[www.oebb.at](http://www.oebb.at)

## BMLFUW

Federal Ministry of Agriculture, Forestry  
and Water Management (Austria)  
[www.lebensministerium.at](http://www.lebensministerium.at)

## Ecosport

Environment platform of the umbrella  
organisation of the Swiss sport federations  
(Swissolympic)  
[www.ecosport.ch](http://www.ecosport.ch)

## EMAS

Eco-Management and Audit Scheme. Com-  
bined system of environment management  
and environment auditing for organisa-  
tions and installations  
[ec.europa.eu/environment/emas/](http://ec.europa.eu/environment/emas/)

## Euro 2008 SA

A one hundred percent affiliate of UEFA.  
Was responsible for the overall organisa-  
tion of the 2008 European Championships  
final rounds in Austria and Switzerland

## Fantour 2008

A form of public viewing organised by  
Coca-Cola and Kronen Newspaper in col-  
laboration with "2008 – Austria on the  
Ball", with six mobile event trucks and  
events in all provinces

## FARE

Football Against Racism in Europe. FARE  
is a network of organisations from several  
European countries, devoting itself to the  
fight against racism and xenophobia in  
football  
[www.farenet.org](http://www.farenet.org)

## FIFA

Fédération Internationale de Football  
Association. World football association  
with headquarters in Zurich (Switzerland).  
Organizer of the World Football Champion-  
ships  
[www.fifa.com](http://www.fifa.com)

## FOEN

Federal Office for the Environment  
(Switzerland)  
[www.environment-switzerland.ch](http://www.environment-switzerland.ch)

## FOSPO

Federal Office of Sport (Switzerland)  
[www.baspo.admin.ch](http://www.baspo.admin.ch)



**FSI**

Football Supporters International.  
International football fans association  
[www.footballsupporters.info](http://www.footballsupporters.info)

**GRI**

Global Reporting Initiative. International network of business and industry associations, NGOs and scientists. GRI develops standards for sustainability reporting  
[www.globalreporting.org](http://www.globalreporting.org)

**Host City**

During the EURO 2008, the following were the so-called host cities: Basel, Berne, Geneva, Innsbruck, Klagenfurt, Salzburg, Vienna and Zurich

**Minergie**

Minergie is the most important energy standard in Switzerland for low energy housing  
[www.minergie.ch](http://www.minergie.ch)

**NGO**

Non-Governmental Organization, for example Amnesty International, Greenpeace, etc.

**PAP0**

Public Authorities Project Organization  
UEFA EURO 2008 coordinated the collaboration during the preparation and implementation phases of the participating parties from the federal and cantonal governments and host cities in Switzerland

**Public viewing**

A large screen in a public area, on which the European Championship football matches were projected

**SBB**

Swiss National Railways  
[www.sbb.ch](http://www.sbb.ch)

**UBS ARENA**

16 public viewing locations situated throughout Switzerland

**UEFA**

Union of European Football Associations, umbrella association of European football associations with headquarters in Nyon (Switzerland). Organizer of the European Football Championships  
[www.uefa.com](http://www.uefa.com)

**UEFA EURO 2008™**

Final rounds of the UEFA European Football Championships, held in June 2008 in Austria and Switzerland. To simplify reading, the term EURO 2008 is used throughout this sustainability report





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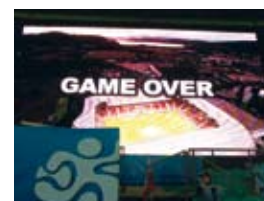


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