



UEFA
EURO2024
GERMANY

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Post-event assessment

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EURO 2024 ESG REPORT

INTRODUCTION

EURO 2024: MORE THAN JUST FOOTBALL

By Michele Uva, UEFA Director of Social and Environmental Sustainability

As Spain lifted the UEFA EURO 2024 trophy, they closed a tournament that went beyond incredible gameplay and memorable on-field moments. It was a celebration of football's impact on society, setting new records and sparking change that extends far beyond the pitch.

UEFA EURO 2024 wasn't just a sports event; it was a global movement. Over 2.67 million fans filled ten stadiums across Germany, while 5.4 billion viewers tuned in worldwide. Fan zones in host cities welcomed millions, creating an unmatched energy and connection with fans everywhere.

But our ambition was more than numbers. This tournament's heartbeat was its drive for sustainability, inclusion, and integrity, woven deeply into its core. Guided by three principles—ambition, action, and accountability—EURO 2024 proved how football can lead by example.

Ambition in terms of being determined to consider environmental, social and governance (ESG) aspects as a driving force and part of the tournament's DNA.

Action in terms of acknowledging that credibility on this agenda requires putting in place concrete and measurable activities.

Accountability in terms of embracing transparent, responsible and accountable practices throughout all operations, well aware of our responsibility toward the passion of billions of fans for this unique event.

These three principles pushed us to consider environmental, social, and governance values as essential.

It has been a fascinating journey in which we overcame initial obstacles and skepticism, but as time progressed, we noticed how across the planning, execution, and reporting phases, we have opened a path towards a new, modern way of shaping a sport event.

This vision became reality through targeted efforts and the dedication of the UEFA, EURO 2024 GmbH and DFB teams. Thanks to the work of 17 dedicated managers and over 500 volunteers, we embedded sustainability through 150 performance measures and a €29.6 million investment.

On the environmental front, we implemented 50 integrated actions. We reduced the tournament's carbon footprint by providing several public transport options for fans and workforce, adopting green initiatives across all 10 venues, minimising the participating teams' impact, moving away from offsetting and investing in value chain mitigation, creating a dedicated Climate Fund that supported grassroots climate projects across Germany.



On the social front, we made inclusion non-negotiable. Enhanced stadium services allowed over 10,000 disabled fans to feel the energy of live matches, and with 46 targeted actions, we protected the rights, safety, and dignity of all fans, players, and staff. Match observers and rapid response teams tackled discrimination on the ground, while our online abuse program actioned 91% of harmful posts, creating safer digital spaces.

Our governance strategy focused on transparency and accountability with 30 dedicated actions implemented. We conducted a human rights risk analysis, signed and published a human rights declaration and sustainability criteria were embedded in procurement regulations. We engaged with stakeholders across all levels, including sponsors, host cities and our workforce. This collaboration resulted in hundreds of sustainability actions across the ten host cities and 95% of the targets set pre-tournament achieved, with each city contributing to the overall impact.

EURO 2024 underwent an external verification process for sustainability performance, led by DEKRA, in which it achieved the highest possible rating across 53 ESG criteria, including carbon emissions and inclusivity metrics.

We amplified our message with communication campaigns.

The #FootbALL social campaign was showcased through a dedicated TV commercial, while the 4R principle, advocating the importance to reduce, reuse, recycle and recover, was displaced across LED boardings in stadiums, social media and online platforms, reaching an audience of billions.

The ESG Report captures our journey and lessons learned. UEFA EURO 2024 isn't the finish line; it's the beginning of a new way forward. Our commitment to ambition, action, and accountability has reshaped what's possible when football leads with purpose, inspiring a legacy that's "more than just football".

HOW TO READ THIS REPORT

This UEFA EURO 2024 Environmental, Social and Governance (ESG) Report focuses on the three key pillars:

ENVIRONMENTAL

SOCIAL

GOVERNANCE

Additionally, focus sections are included for readers interested in a deeper dive into our key actions.

For each strategy target we describe:

WHAT WE DID

ACTIONS

WHAT WE ACHIEVED

KPI's

+

FOCUS
AREAS





EURO 2024 IN NUMBERS



€29.6m
budget for sustainability



120+
sustainability actions were completed



95%
of pre-tournament targets achieved



500+
sustainability volunteers



Social



10,000
disabled fans were able to attend matches



100%
of matches assessed for human rights risks



5.4bn
people reached through the #FootbALL campaign



100%
of matches covered with audio-descriptive commentary (ADC)



124
nationalities represented by EURO 2024 volunteers



100%
of stadiums had dedicated walking routes and cycling paths

Environmental



€7m
climate fund supported 272 projects for 190 amateur clubs and 21 regional associations



81%
of match ticket holders used free local public transport



75%
reduction of PNAs flights compared with EURO 2016



4.8m
drinks served in reusable cups avoiding single-use plastic



50
carbon footprint reduction measures implemented



100%
of stadiums operated with renewable energy



36%
waste reduction compared with EURO 2016



0%
waste to landfill

Governance



17
sustainability managers in total



53
sustainability criteria audited by third party evaluation



9
sponsors engaged in tournament sustainability activities



81%
of staff and volunteers completed sustainability e-learning module



OUR AREAS OF ENVIRONMENTAL ACTION

The ambition was to deliver the UEFA European Football Championship, third largest sporting event in the world, while respecting the highest sustainability standards. Environmental aspects were therefore one of the core priorities during the organisation of the event. Acknowledging the significant footprint of hosting a global event, we made targeted investments to reduce our impact on the environment as much as possible. This chapter details our measures and results relating to climate action, sustainable infrastructure and a circular economy.


Environmental investment
€27,676,370

CLIMATE ACTION



Smart mobility



Carbon management



Advocacy

SUSTAINABLE INFRASTRUCTURE



Energy



Water

CIRCULAR ECONOMY



4R principle



Waste management



SMART MOBILITY



Reduce spectators' carbon impact

WHAT WE DID

Every fan received a public transport pass included with their match ticket, allowing travel to and from the game and around the city at no extra costs. Discounted train tickets to travel between venues were also available. In addition, fans travelling to Germany by train from other countries could get a discounted InterRail passes for round-trips from 32 European nations.

ACTIONS



Free public transport for 36 hours for ticket holders



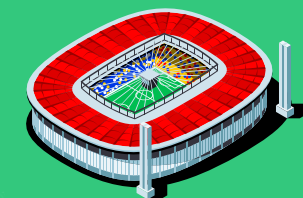
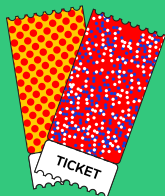
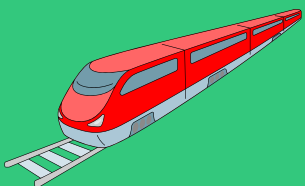
Discounted train passes to travel between venues



Discounted international InterRail passes



Reduced stadium parking



WHAT WE ACHIEVED

81%

of match ticket holders used free local public transport

275k

ticket holders purchased train tickets to travel between venues

7,600

ticket holders purchased EURO 2024 InterRail tickets

Fewer than 5% of spectators travelled to EURO 2024 venues in their own car

150,000

fewer parking spaces were available compared to domestic matches



SMART
MOBILITY

Reduce organisers' carbon impact

WHAT WE DID

A EURO 2024 staff travel policy was created to encourage the workforce to use of smart mobility solutions. Within Germany, the policy included free public transport within the host city and promoted travel by train or in electric vehicles rather than by plane. The impact of flights was also reduced thanks to the use of sustainable aviation fuel (SAF).

ACTIONS



Smart travel policy promoted

Use of sustainable aviation fuel for flights



Reduce teams' carbon impact

WHAT WE DID

UEFA created regional clusters for the group stage match schedule to reduce the PNAs' travel footprint. At the same time, we fostered a collaborative, action-oriented approach, asking PNAs to travel by train or coach within Germany instead of flying. Low-emission fleets of cars, buses and vans were all made available.

ACTIONS



Adapted match schedules

PNAs required to travel by coach, train or flights using SAF

Low-emission fleets

Emission reduction plan officially communicated to all PNAs

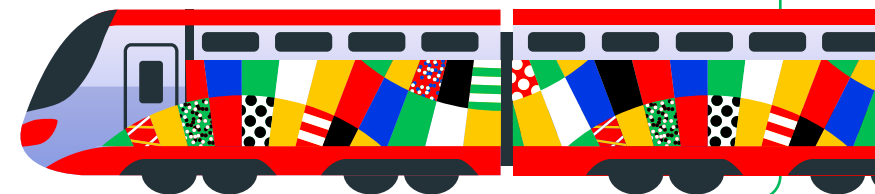


WHAT WE ACHIEVED

90%
of EURO 2024 staff
travelled by public
transport within
Germany

1,062
tCO2e reduction
thanks to sustainable
aviation fuel

100%
of accredited people
had free public transport
in host city



WHAT WE ACHIEVED

75%
reduction in the
number of flights
compared to
EURO 2016

53%
of PNAs travelled
by bus

10%
of PNAs travelled
by train



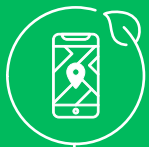
SMART
MOBILITY

Reduce guests' carbon impact

WHAT WE DID

Through our transport provision for guests, we showed that comfort and sustainability are not mutually exclusive. We provided a low-emissions event fleet, venue-to-venue transportation by train and group transportation.

ACTIONS

Low-emissions
transportVenue-to-venue
group transportationShared
transport service
in host citiesTrigger good practices
in host cities

WHAT WE DID

We worked closely with our host cities to implement smart mobility initiatives, encouraging the use of public transport to visit fan zones. The host cities also introduced more sustainable travel options for travel to the venues, such as free bike rentals and expanded bicycle parking facilities.

ACTIONS

Smart
mobility
activitiesPublic
transport
promotionExpanded
bicycle
parking

WHAT WE ACHIEVED

100%

of guests were
informed about
shared transport
opportunities

95%

of guests shared
their transport

58%

of guests used the
low-emissions fleet

WHAT WE ACHIEVED

100%

of host cities undertook
smart mobility activities,
including expanding the
public transport network,
creating new cycle paths,
promoting footpaths
and making more bicycle
parking facilities available



A SMART MOVE

Making smart mobility accessible

Travel posed a significant carbon footprint risk for the tournament, so we offered sustainable options to ticket holders, staff, PNAs and guests. To encourage public and active transport, we made sure these choices were accessible, safe, cost effective and enjoyable.

Each EURO 2024 match ticket included a 36-hour local public transport pass for free city travel. We also promoted train travel by offering fans discounted Deutsche Bahn fares for trains within Germany (€29.90 for second class and €39.90 for first class) and 25% off InterRail passes for travel from 32 European nations.

We discouraged the use of cars by advising fans that carpooling would reduce congestion and save them money and by highlighting that parking would be limited and had to be booked in advance. Fans were encouraged to walk, cycle or use public transport instead.

We supported smart mobility with low-emission event fleets and venue-to-venue train transportation, demonstrating that comfort and sustainability can coexist.

For team travel, UEFA advised PNAs to choose sustainable modes of transport. When flying was necessary, maximising plane occupancy and using SAF were recommended to reduce carbon emissions by up to 80%.

Within Germany, PNAs were encouraged to use trains or buses instead of flying. UEFA's partnership with Deutsche Bahn included administrative and financial support, including help with booking and prices for private train wagons. For guests, VIPs and commercial partners, optimising vehicle occupancy and using e-mobility solutions were encouraged.

Regional group stage cuts travel for teams

After the draw, UEFA, the German Football Association (DFB) and DFB-Reisebüro GmbH provided national PNAs with a facilities catalogue to ensure the proximity of hotels, training sites and venues, thereby minimising travel.

Sustainability was a new criterion of the group stage match schedule, leading to the creation of three venue clusters:

- North-east (Berlin, Hamburg, Leipzig)
- West-central (Dortmund, Düsseldorf, Frankfurt, Gelsenkirchen, Cologne)
- South-central (Frankfurt, Munich, Stuttgart)

Matches were scheduled across two clusters per group to reduce travel.



• Discounted national rail tickets

• Discounted InterRail passes



Expanded bicycle parking



Low emissions event fleets



Guests sharing their transport



36-hour local public transport pass with match ticket

As a result of these measures, group stage air travel was reduced by 75% compared to EURO 2016

CARBON MANAGEMENT



Measure event's carbon footprint

WHAT WE DID

We calculated the tournament's carbon emissions, focusing on football-material areas such as mobility, purchased goods and services, facilities and logistics. The assessment was carried out using the UEFA Carbon Footprint Calculator, based on the GHG protocol. The assessment is being independently verified to ensure its accuracy and completeness.

ACTIONS



- Measurement of the tournament's carbon footprint
- Product carbon footprint of EURO 2024 mascot Albärt calculated by Alicloud
- Verification of carbon impact by a third party



Reduce event's carbon footprint

WHAT WE DID

Before the tournament, we developed a carbon footprint reduction plan, with a strong emphasis on travel as it had been identified as a key area. The smart mobility activities outlined above were central to this reduction plan. The fact that no new stadiums were built for the tournament helped to drastically reduce the footprint compared to previous tournaments.

ACTIONS



- Travel-focused reduction plan
- Reduction measures focused on renewable energy
- Reduction through use of Biochar and SAF

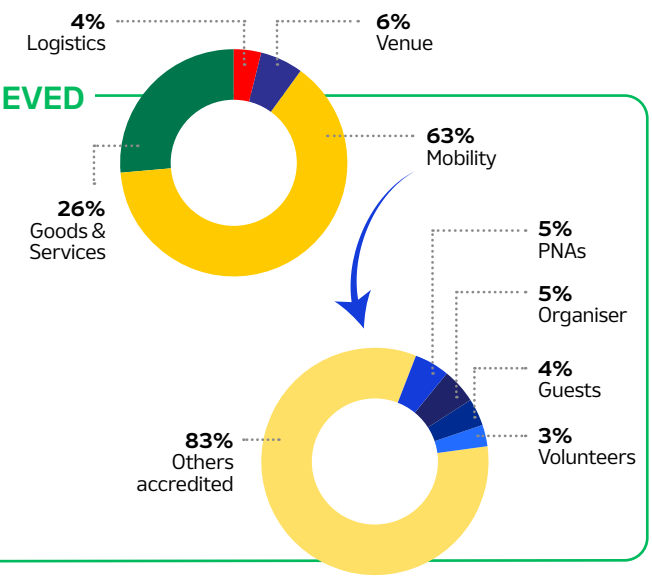
WHAT WE ACHIEVED

EURO 2024 operations carbon footprint :

70,000
tonnes of CO2e(*)
(* assurance process ongoing)

Carbon footprint of ticket holder travel :

250,000
tonnes of CO2e(*)
(* assurance process ongoing)

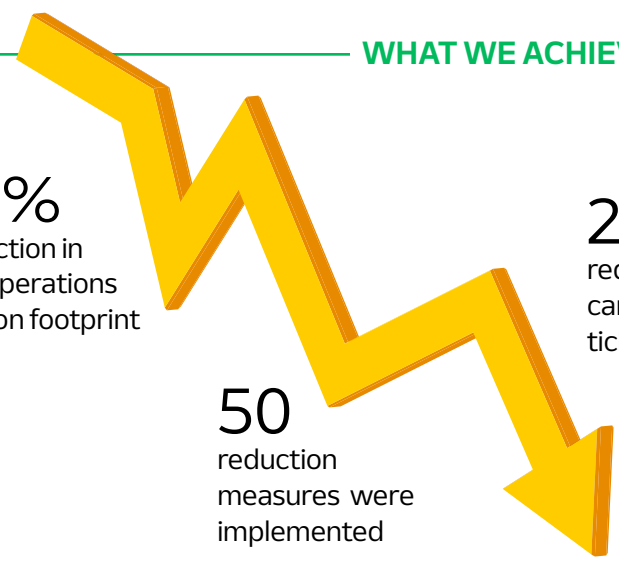


WHAT WE ACHIEVED

10%
reduction in the operations carbon footprint

24%
reduction in the carbon footprint of ticket holder travel

50
reduction measures were implemented



IN FOCUS

ACHIEVING REDUCTION

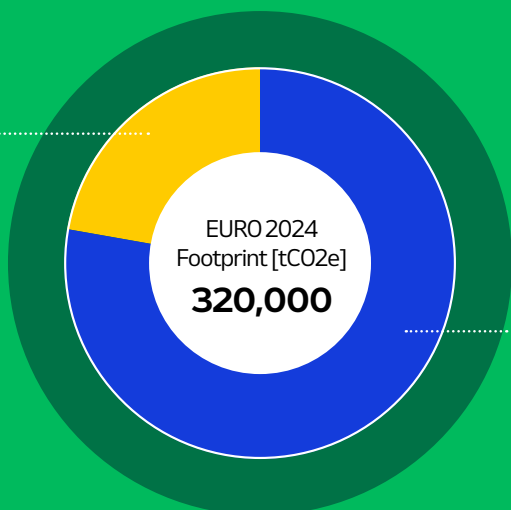
To effectively measure and reduce carbon emissions, the German government commissioned the Öko-Institut, a leading independent sustainability research organisation, to conduct a feasibility study and forecast the tournament's carbon footprint.

In 2022, UEFA updated this assessment to include more accurate data and a broader scope, including logistics. The assessment identified four areas of impact: mobility (travel and accommodation), venue (energy, water and waste), goods and services, and logistics. It covered both direct and indirect emissions within the organisers' control and influence.

Travel and transport were originally projected to account for around 80% of UEFA EURO 2024's emissions. Based on the refined forecast, 50 initiatives were implemented, leading to a reduction in the tournament's carbon footprint of 10% and in the carbon footprint of ticket holder travel compared with the initial forecast. Notably, the purchase of SAF was among the most impactful reduction measures.

Finally, the fact that only existing infrastructure was used and leveraged – avoiding new constructions – allowed to drastically limit the tournament carbon footprint compared to previous tournaments.

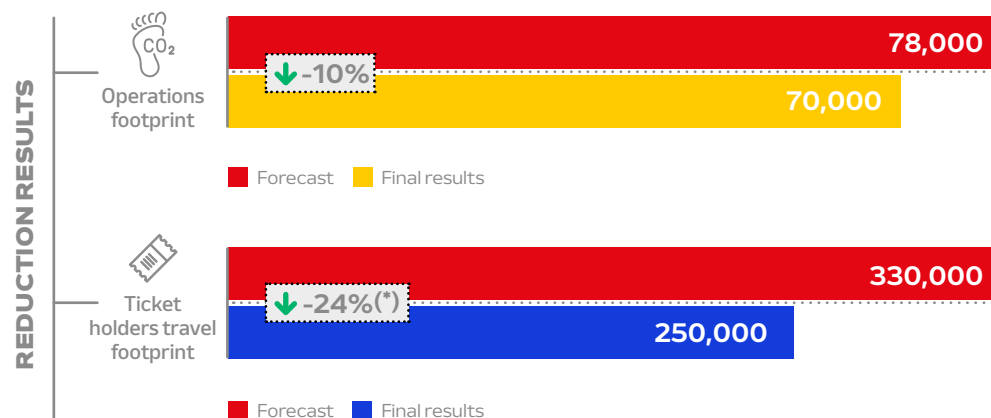
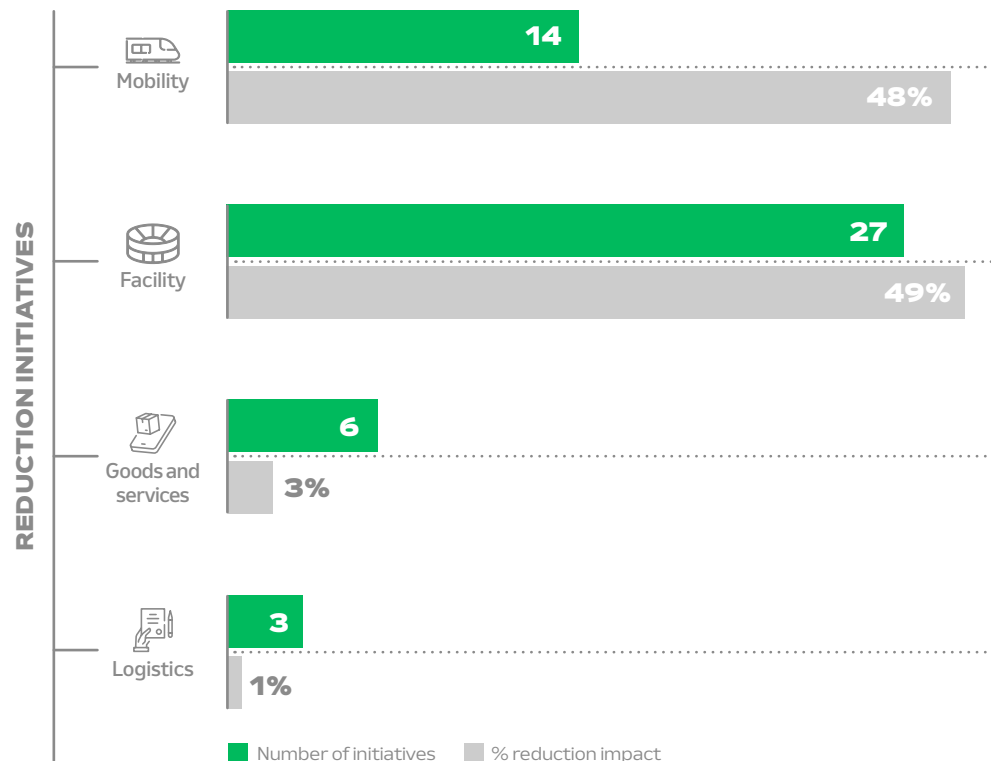
70,000 (*)
EURO 2024
operations footprint



250,000 (*)

Ticket holders
travel footprint

(*) Assurance process
ongoing





ADVOCACY



Establish Climate fund

WHAT WE DID

Instead of investing money in traditional schemes to offset the tournament's unavoidable emissions, we established a climate fund of €7m to help grassroots clubs across Germany develop climate action projects in the areas of smart mobility, energy, water and waste management.

ACTIONS



Investment in grassroots football infrastructure to mitigate emissions



Raise awareness and advocate for action

WHAT WE DID

We promoted all our climate action initiatives to key stakeholders of the tournament through media activities such as press conferences, briefings and articles. We spread the word about the importance of preventing waste and maximising product life cycles with the 4R (reduce, reuse, recycle, recover) campaign.

ACTIONS



Promotion and media activities

4R campaign raising awareness about natural resources usage

Displays on LED screens



WHAT WE ACHIEVED

60,000

tonnes of carbon emissions were avoided through Climate fund projects

190

amateur clubs benefited

154

in energy, 18 in water, 9 in smart mobility, 9 in waste management

272

climate mitigation projects were financed

21

regional associations benefited from the fund

5,586

German amateur clubs applied for funding

WHAT WE ACHIEVED

5.4bn

people reached through our LED board campaign

All stakeholders were affected positively



INVESTING IN CLIMATE RESILIENCE

Moving away from offsetting the tournament’s unavoidable emissions through traditional carbon credits, we took responsibility by investing in our sport and the host nation via the UEFA climate fund.

UEFA distributed **€4.9m** to **190** sustainable infrastructure projects over three waves of investment and an additional **€100,000** to each of Germany’s **21** regional associations, totalling just over **€7m**.

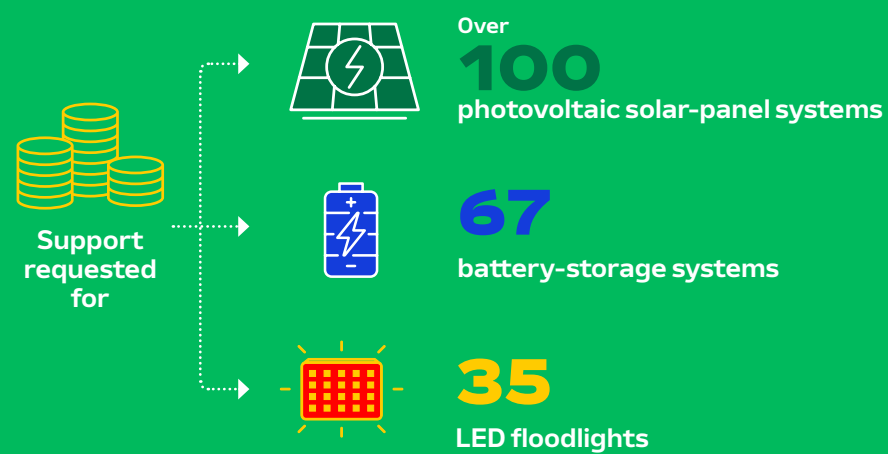
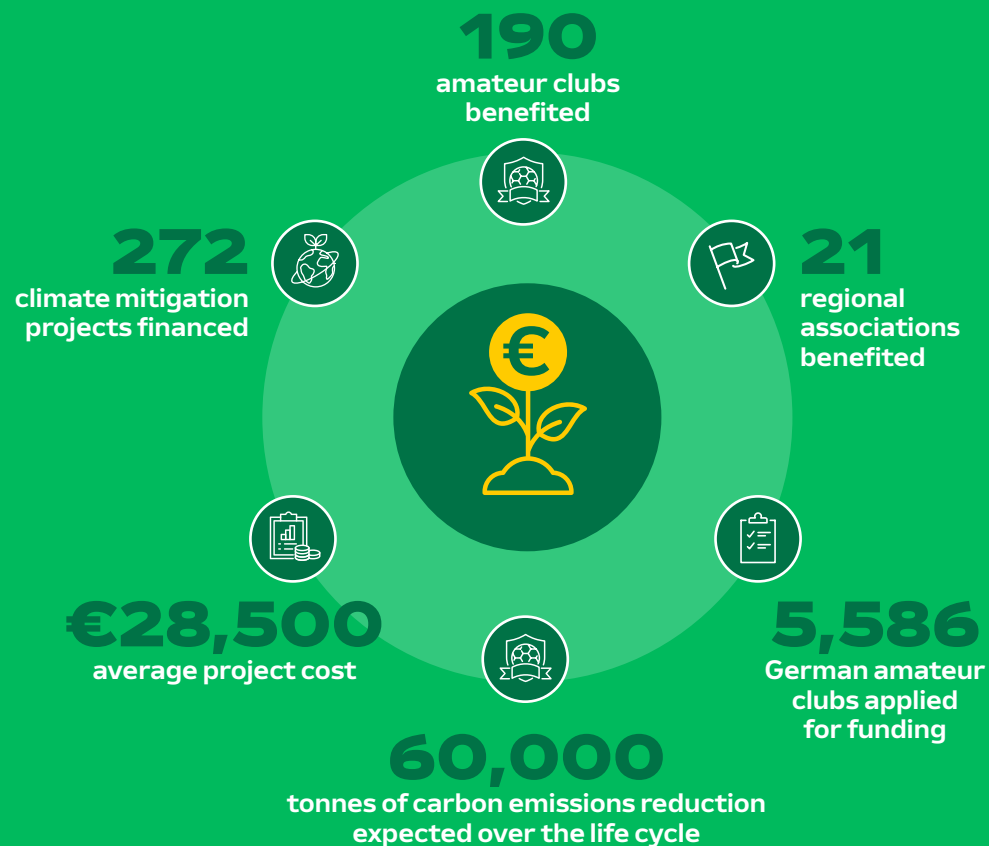
Since early 2024, grassroots clubs in Germany have been able to request financial support for climate protection projects. **5,586** amateur clubs applied for funding in the three waves.

Clubs could request up to **€250,000** per project, contributing **10%** of the total costs, capped at **€5,000**.

These infrastructure projects are expected to reduce carbon emissions by roughly **60,000** tonnes over the life cycle, equivalent to the electricity use of over **11,000** homes for one year or emissions from over **14,000** gasoline-powered vehicles.

Most projects focused on carbon reduction through energy efficiency or renewable energy use. Over **100** projects requested support for the installation of photovoltaic panels, **67** for battery storage systems and **35** for LED floodlights.

The fund’s supervisory committee was composed of Martin Kallen (chief executive of UEFA Events SA), Juliane Seifert (state secretary of the German Ministry of the Interior and Community), Heike Ullrich (DFB general secretary), Michele Uva (UEFA social and environmental sustainability director) and Lindita Xhaferi-Salih (business engagement lead, UN Climate Change – UNFCCC). A technical committee also evaluated the applications from a technical perspective.





ENERGY



Reduce venues' electricity consumption

WHAT WE DID

We reviewed power usage and implemented an optimisation plan. We minimised the use of state-of-the-art generators, while using gas-to-liquid (GTL) fuel and eradicating generator usage in the international broadcasting centre (IBC).



ACTIONS

Floodlight installation

Power optimisation

State-of-the-art generators

Broadcast electricity derived from grid only



Switch to renewable energy

WHAT WE DID

We planned to run every single match on 100% renewable energy throughout all ten stadiums.



ACTIONS

Renewable energy in stadiums

Renewable energy in the EURO 2024 Frankfurt headquarters

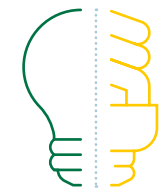


WHAT WE ACHIEVED

100%
of venues installed LED floodlights

673
tCO2e were saved thanks to generators powered by GTL fuel

100%
of power used in the IBC came from the grid



WHAT WE ACHIEVED

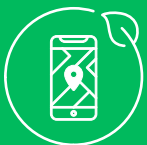
All **10**
stadiums powered by renewable electricity

100%
renewable electricity was used at EURO 2024 headquarters





ENERGY



Trigger good practices in host cities

WHAT WE DID

Getting host cities on board was crucial, and we asked them to promote the use of renewable energy. All 18 fan zones used certified green electricity that was generated from renewable sources, thereby minimising CO2 emissions and contributing to climate protection.

ACTIONS



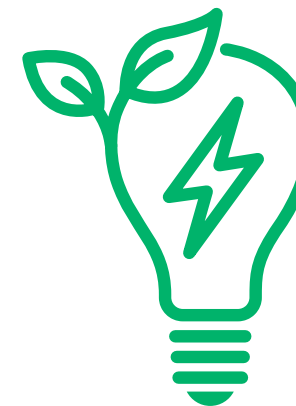
Promotion of renewable energy

Minimal use of generators



WHAT WE ACHIEVED

100% renewable energy powered all 18 fan zones



WATER



Reduce venues' water consumption

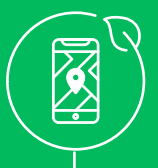
WHAT WE DID

We used grey water (waste water generated during operations) when possible for irrigation and flushing toilets, thereby saving fresh water. We also optimised the use of water in stadiums and our headquarters.



Optimisation of water consumption

Use of grey water



Trigger good practices in host cities

WHAT WE DID

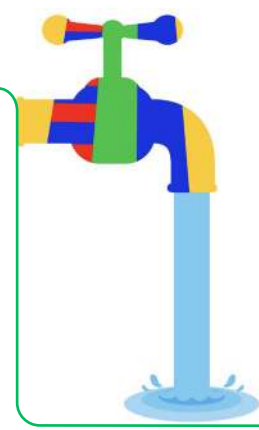
We encouraged the optimisation of water use in fan zones, sharing best practices such as the provision of free drinking water and water-saving toilets.



Optimisation of water use in fan zones



WHAT WE ACHIEVED



50%
success in implementation

Grey water was used during tournament operations



WHAT WE ACHIEVED

100%
of fan zones provided visitors with free water fountains





4R PRINCIPLE



Produce less waste (reduce)

WHAT WE DID

We prioritised packaging-free or limited-packaging products and provided reusable cups to reduce the amount of single-use plastic waste. We implemented a digital ticketing system and digital payment methods and required PNAs to apply circular economy principles at their base camps. Furthermore, we made every effort to order the right quantities of all event materials.

ACTIONS



Reduced packaging

Reusable cups

Circular economy at team base camps

Digital ticketing system



Maximise product life cycles (reuse)

WHAT WE DID

We implemented a second-life plan for goods, uniforms and materials that were surplus to requirements. We also established a food donation programme across all venues for the entire duration of the tournament, not just matchdays.

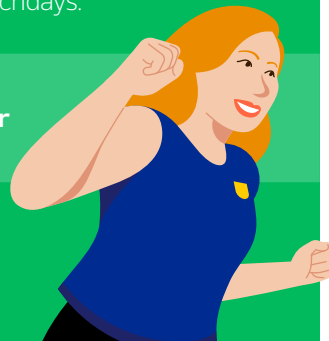
ACTIONS



Right quantities ordered

Second life plans

Donation of leftover food



WHAT WE ACHIEVED

All 10 stadiums offered reusable cups

All 10 stadiums offered vegetarian and vegan food options

2.7 million digital tickets were issued

All 10 stadiums offered digital payment methods

4,789,425 drinks served in reusable cups

WHAT WE ACHIEVED



36% less waste reduction than EURO 2016

40 tonnes of food donated

56% of dressing material upcycled





WASTE MANAGEMENT



Optimise waste (recycle)

WHAT WE DID

We introduced a comprehensive waste reduction plan, set up recycling stations at all venues and switched to digital business cards. Additionally, volunteers helped educate fans on proper waste disposal practices within the stadium.

ACTIONS



- Waste reduction plans
- Recycling points at venues enabling different waste streams to be handled separately
- Green volunteers in all venues



Waste to energy (recover)

WHAT WE DID

We worked to avoid any waste going to landfill and, at the same time, limit as much as possible the amount of material sent for energy recovery by upcycling and recycling branded items like uniforms and gadgets, as well as signage and materials from ceremonies and hospitality tents, such as carpets.

ACTIONS



- Recovery of waste



WHAT WE ACHIEVED

28% of dressing material reused

100% of benches equipped with recycle bins

100+ 'green volunteers' were appointed

9 separate waste streams were managed in dedicated recycling points for each venue



WHAT WE ACHIEVED

0 waste was sent to landfill

47% of waste material amount purchased was recovered



APPLICATION OF THE 4R PRINCIPLES

Cutting waste thanks to reusable cups

Building on the success of reusable cup programmes at recent UEFA events like the 2021 UEFA Champions League final, the focus at EURO 2024 was on minimising waste and extending product lifespans. We collaborated with concessions and stadiums to implement reusable cups across all venues, ensuring that they were reused for each game. As a result, **100%** of cold drinks were served in reusable cups, while hot drinks were served in paper cups.



1,434,052 soft drinks
(including water)

3,293,793 beers
(including shandy and non-alcoholic beer)

61,580 other alcoholic drinks
(wines, spirits, etc.)

11,525 hot drinks
(served in paper cups)

40 tonnes of food saved

We focused on minimising food waste by closely monitoring daily staff bistro attendance, which revealed that about **40,000** meals were not required. For VIP hospitality, we adjusted food quantities based on the PNAs involved in the match and the time of day, which resulted in **40** fewer tonnes of food being ordered.

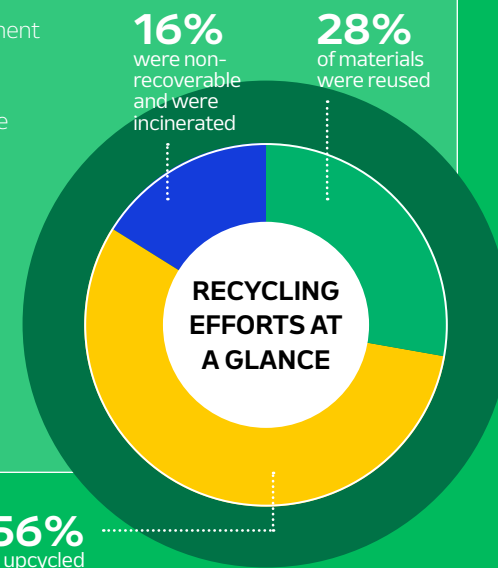
We also introduced a food donation plan in cooperation with Foodsharing, a German NGO dedicated to reducing food waste. This plan was implemented at most of the **51** matches and for all staff catering. Foodsharing volunteers collected surplus food and distributed it to various entities in the host cities. As a result, **35** tonnes of food were donated instead of going to waste during the tournament.



Turning dressing material into training equipment and kits

UEFA partnered with the Lidl Foundation to implement an upcycling initiative. This project, which targeted the collection of polypropylene, PVC and polyester signage materials from all venues, began during the dismantling phase.

PNAs facilitated the sorting and collection of these materials into pallets. The goal was to create sustainable training kits from the EURO 2024 dressing materials. Cones and discs were produced from recycled polypropylene, backpacks from PVC, and jerseys from polyester. These kits and equipment were donated to amateur clubs in Germany.



Zero waste to landfill

In line with UEFA's commitment to send zero waste to landfill, EURO 2024 adhered to strict waste management protocols. All venue waste was sorted at local facilities and recyclable material was diverted to the appropriate streams. **100%** of non-recoverable waste was incinerated.





OUR AREAS OF SOCIAL ACTION

UEFA EURO 2024 celebrated people and a shared passion, bringing together individuals of all ages, backgrounds, nationalities and abilities. Our goal was to prevent and fight all forms of discrimination and ensure that the rights of all were protected. The tournament also celebrated diversity and inclusion through its brand identity, promoted health and well-being through football activities across all age groups and fostered solidarity within German and European society by strengthening ties with grassroots football.


 Social investment
€1,055,000

RIGHTS PROTECTION



Anti-discrimination



Children and youth



Reporting and remedy mechanisms

DIVERSITY AND INCLUSION



Accessibility



Workforce equality



Advocacy

HEALTH AND WELL-BEING



Non-smoking policy



Healthy food and beverage



Promotion of exercise

SOLIDARITY



Grassroots sports and society



Charity and philanthropy



ANTI-DISCRIMINATION



Prevent and address discrimination in stadiums

WHAT WE DID

We deployed match observers at all matches and applied a three-step procedure to address discriminatory incidents. A grievance mechanism enabled confidential or anonymous reporting in multiple languages. A rapid response system, accessible using a QR code, offered immediate assistance to spectators and safe spaces were available. More than ten volunteers at each venue focused on human rights initiatives.



- Anti-discrimination match observer scheme
- Three-step procedure
- Rapid response mechanism
- Grievance mechanism
- Safe space available
- Human rights volunteers in all venues



WHAT WE ACHIEVED

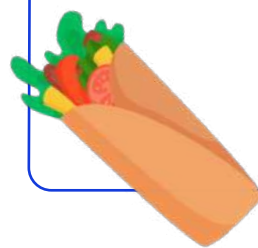
100%
of matches were assessed for risk, and match observers attended all high risk matches

All **89**
referees were retrained in the three-step procedure against discrimination

All **10**
stadiums offered all-gender toilets

100+
human rights volunteers worked at the tournament

All **10**
stadiums offered culturally diverse food options



214
interactions with the rapid response team and safe spaces were used **56** times throughout the tournament

44
potentially discriminatory cases were identified of which **19** were confirmed, resulting in **19** sanctions being applied



ANTI-DISCRIMINATION



Monitor, report and remedy cases of online abuse

WHAT WE DID

UEFA developed an online abuse programme to monitor, report and address cases of online abuse during all UEFA finals and tournaments. In collaboration with META, X and TikTok, the programme attempted to raise awareness, monitored social media accounts and initiated remedial action.

ACTIONS



Online abuse system in place

Coverage of more languages for monitoring



Raise awareness and advocate for action

WHAT WE DID

The tournament served as an ideal platform to highlight the harm of discrimination and promote inclusivity through the #FootbALL campaign, which was promoted to fans watching at home through a 30-second television advertisement. LED boards and announcements on the big screens spread the message of unity inside the stadiums. We also hosted disabled football matches in fan zones.

ACTIONS



#FootbALL campaign

'Football for all Abilities' showcase matches



WHAT WE ACHIEVED

696
individual social media accounts were monitored

25
languages extended in the monitoring

93%
of comments fell into the general hate category of abuse

666
abusive posts were reported and **91%*** actions rate

20
cases were referred to the authorities



(* posts were actioned by the platform, meaning that platforms either removed or restricted the visibility

WHAT WE ACHIEVED

100m
people on average per match day reached by the **#FootbALL** campaign

2,000+
disabled people watched football matches in fan zones





CHILDREN AND YOUTH AND REPORTING AND REMEDY MECHANISM



Implement child and youth protection policy

WHAT WE DID

In line with UEFA's broader child safeguarding policy, the tournament implemented a dedicated child and youth protection policy. Dedicated safeguarding officers conducted risk assessments and were responsible for reporting and escalating any cases of abuse.

ACTIONS



Child and youth protection policy

Human rights volunteers contributing to child safeguarding

Reporting and escalation process



Reporting and remedy mechanisms

WHAT WE DID

UEFA established an accessible and independent grievance reporting mechanism open to everyone. Reports could be filed confidentially using a secure online form in any of the participating PNAs' languages. In addition, the rapid response mechanism available at all venues offered immediate assistance to spectators who felt harassed, discriminated against, threatened or unsafe.

ACTIONS



Grievance mechanisms

Rapid response mechanism

Points of contact



20+
human rights volunteers focusing on child safeguarding

All **10**
venues with child and youth protection policy implemented

100%
of venues put in place a reporting and escalation process

WHAT WE ACHIEVED

WHAT WE ACHIEVED



270
spectators received assistance on-site

All **10**
venues had points of contact for rights violations designated

A SAFE AND ACCESSIBLE REPORTING SYSTEM



Reporting a grievance

Ahead of the tournament, we anticipated the potential for human rights issues and established an accessible grievance mechanism.

Launched internally in December 2023 and open to the public on 1 June 2024, this system was open to anyone who felt their rights were violated during the tournament, including players, spectators, journalists, staff, volunteers, suppliers and service providers.

Managed independently by the German law firm Rettenmaier, with technical support from Legaltegrity, reports could be submitted via a secure online form available in all the participating PNAs' languages.

Reports were handled confidentially by trained trauma specialists, and individuals had the option to remain anonymous. The mechanism was free and non-discriminatory, ensuring that everyone was able to report human rights violations.

Immediate assistance

In addition to the grievance procedure, a rapid response mechanism was implemented at all EURO 2024 venues to provide immediate assistance to spectators who felt harassed, discriminated against, threatened or unsafe.

Dedicated points of contact were available on matchdays to offer prompt help. Information about the mechanism, including a QR code for easy contact, was displayed on posters throughout the stadiums. Each venue also had a safe space for those in need.

The system was set up together with SAFER, a project led by Football Supporters Europe and funded by the European Commission.

During the tournament, **214** spectators contacted the support team and **56** visited safe spaces for immediate assistance.

Combating online abuse

Before the tournament, PNAs, players, coaches and referees were briefed on preventive measures to limit abusive content on their social media accounts. We monitored **696** accounts, and flagged **666** posts for further action. Of these, **31%** were removed and **60%** had their reach significantly reduced. The monitoring scheme covered **25** languages worldwide and content was flagged in **20** languages.



ACCESSIBILITY



Ensure stadium accessibility

WHAT WE DID

We ensured accessibility by conducting audits in cooperation with AccessibALL experts and providing Easy Access seats, adequate wheelchair spaces, accessible toilets, dedicated parking, quality assistance services, a wheelchair loan service and shuttle services at all stadiums. Furthermore, we ran a survey to evaluate the perception of the overall accessibility experience.

ACTIONS



- ✓ Accessibility audits
- ✓ Wheelchair spaces and services
- ✓ Accessibility volunteers in all venues
- ✓ Accessibility services



WHAT WE ACHIEVED

All 10 venues had:

- **Accessibility information** points and **sensory bags** available
- **Dedicated signage** and barrier-free access was provided to help disabled fans enter and move around all venues
- All **wheelchair spaces** offered a barrier-free view of the pitch
- **Priority lanes** were provided for disabled fans at entrances, exits and concessions

79% of spectators with accessibility needs reported an **above-average or excellent** experience

100% of venues offered **quality assistance services**, including the wheelchair push and loan service available at every venue

10,000+ disabled fans bought tickets for wheelchair spaces or **Easy Access seats**

4,451 **accessible parking** spaces were made available

1,000+ spectators used the **shuttle and buggy services**

250+ **accessibility volunteers** were appointed for the tournament





ACCESSIBILITY



Provide audio-descriptive commentary (ADC)

WHAT WE DID

Audio-descriptive commentary (ADC) was offered at all matches and a remote service was accessible through the official UEFA EURO 2024 app, allowing visually impaired fans anywhere in the world with an internet connection to listen in. Whenever possible, the service was offered in German as well as the languages of the two competing nations. Deutsche Telekom and Vivo supported the project.

WHAT WE ACHIEVED

100%
of matches offered ADC

15
languages provided

41,561
unique accesses to the service



Audio descriptive commentary

Live commentary designed for blind and vision impaired people.

Live now - 21:00-22:30
Denmark v Serbia

Live now - 21:00-22:30
England v Slovenia

ACTIONS



ADC service

Multi-language options



Provide accessible tournament information

WHAT WE DID

We ensured that everyone involved in the tournament had access to information essential for them to feel safe and enjoy their experience. This included an e-mail campaign including venue maps and information to ticket holders with limited mobility.

The EURO 2024 event guide featured a **dedicated accessibility page**

Sustainability messages were included throughout the EURO 2024 event guide

ACTIONS



Visible and well-positioned information





ACCESSIBILITY



Offer tickets at an accessible price

WHAT WE DID

We made sure that fans in various socioeconomic categories had the opportunity to buy tickets and attend matches. This was made possible by selling tickets at affordable prices and allocating a significant number of tickets to the cheapest category. All 51 matches were sold out, with demand exceeding capacity.

ACTIONS



Accessible ticket pricing



WHAT WE ACHIEVED

387,000
Fans First tickets were sold at prices ranging from approximately **€30** during the group stage to **€60** for the final

1,212,000
Fans First and category 3 tickets were sold

825,000
category 3 tickets were sold





WORKFORCE EQUALITY



Equal access for staff and volunteers

WHAT WE DID

We ensured a diverse mix of EURO 2024 GmbH staff and volunteers, representing a range of ages, genders and ethnicities to create an inclusive and representative tournament. Inclusivity was also a key focus of the volunteer programme, which featured disabled volunteers working alongside chaperones.

ACTIONS



- ✓ Promotion of diversity and inclusion
- ✓ Tandem option for disabled volunteers
- ✓ HR rules reinforcing diversity and inclusion



Average age: **32,50** years



Staff from **54** nationalities employed

124 nationalities of volunteers

37 years: average age of volunteers

100+ disabled people volunteered at the tournament

A **human resources dashboard** for data collection and management was created

100% of job postings included a clause on inclusion



WHAT WE ACHIEVED



WORKFORCE EQUALITY AND ADVOCACY



Instil values of inclusion and respect among workforce

WHAT WE DID

We embedded diversity and inclusion into our company philosophy and HR policies. Additionally, we actively promoted the grievance and rapid response mechanisms among staff to ensure that any instances of abuse were reported and addressed promptly.

ACTIONS



Inclusive company philosophy

Role model management

Promotion of grievance and rapid response mechanisms



Raise awareness and advocate through brand identity

WHAT WE DID

EURO 2024's brand identity promoted a tournament where everyone was welcome and diversity was celebrated. The brand assets, from the logo, to the patterns and brand video, celebrate the diversity of fans and European football. The tournament logo was derived from the flags of UEFA's 55 member associations, combining their colours in various ways in the shape of Berlin's Olympiastadion. The famous Henri Delaunay Trophy features at the centre of the logo, while the 24 coloured slices around it represent the 24 participating teams.

ACTIONS



Promotion and provision of information

Advocacy through the brand identity and assets

#FootbALL campaign

WHAT WE ACHIEVED

100%

of recruited staff were trained to advocate for diversity and inclusion

Directive on managing conflict and combating harassment was published, made available to all staff and featured in the onboarding presentation from HR

Level of awareness of diversity and inclusion among managers increased significantly

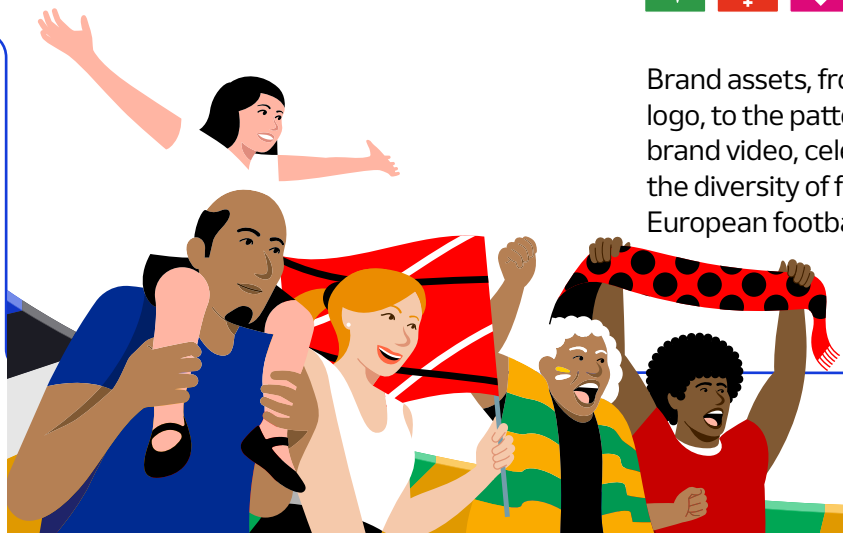
EURO 2024 Code of Conduct was published including directives on diversity and inclusion was published



WHAT WE ACHIEVED



Brand assets, from the logo, to the patterns and brand video, celebrate the diversity of fans and European football



ACCESS FOR ALL

The official slogan of UEFA EURO 2024 was 'United by Football. Vereint im Herzen Europas' (united in the heart of Europe), and we embodied this spirit by making the tournament as inclusive and accessible as possible. At each venue, we put in place processes to make sure that everyone could have an enjoyable experience, whatever their circumstances.

All **10** venues had a dedicated accessibility audit conducted together with AccessibALL and appointed a disability access officer (DAO) and provided accessibility information points. They also each had their own stadium-specific event guide to give travelling fans all the information they needed in one place.

Disabled fans or those with limited mobility were offered a number of services to make their experience smooth. In all **10** venues, a team of at least **25** dedicated accessibility volunteers provided best-in-class accessibility support, such as wheelchair push and loan services. Wheelchair users benefited from priority lanes at concession stands, and seats were reserved for spectators who needed assistance dogs. As a result, **79%** of spectators with accessibility needs considered

EURO 2024 to be above the average of the best event ever attended.

Disability access officers and volunteers

All **24** PNAs appointed a dedicated DAO to support the UEFA venue team in liaising with disabled national team supporters. DAO's provided fans with guidance on optimising the matchday experience, including travel advice, venue services and practical information.

They met with UEFA's venue sustainability managers the day before each match to review accessibility maps, transport, parking provision and seating areas to ensure that they could offer supporters the best advice.

Each venue also appointed up to **30** sustainability volunteers, identifiable by bibs featuring an accessibility icon, to assist with accessibility services.

A football first for ADC

Audio descriptive commentary (ADC) provides blind and partially sighted fans with detailed descriptions of the match, including the ball's position, players' body language and facial expressions. Specially trained commentators deliver all significant visual information to convey the match's story.

Blind and partially sighted supporters worldwide had access to a comprehensive service for all **51** matches at UEFA EURO 2024. While ADC was available in previous UEFA EURO tournaments, this was the first men's edition to offer a remote service through the official UEFA EURO 2024 app, enabling fans with an internet connection to listen from anywhere.

Additionally, it was the first EURO to provide ADC in the languages of the competing teams, as well as the language of the host country.





NON-SMOKING POLICY AND HEALTHY FOOD AND BEVERAGE



Reduce consumption of tobacco in the stadium bowl

WHAT WE DID

We established a non-smoking policy in stadiums, informed spectators of the policy through various communication channels and trained stadium staff to enforce it. All volunteers were asked to report any violations.

ACTIONS



Non-smoking policy in all stadiums

Advisory messages communicating the policy



Ensuring that healthy food and beverage options are available

WHAT WE DID

We made sure that healthy food and beverage options were available across all EURO 2024 stadiums and venues. The caterers were challenged to provide fresh local and seasonal food for staff and in the hospitality areas, always including vegetarian and vegan options.

ACTIONS



Working with partners to offer healthy products

Healthy food for staff and guests

Local and seasonal food

Vegetarian and vegan options



100%
of stadiums implemented the non-smoking policy

100+
advisory messages reinforced the policy in each stadium

WHAT WE ACHIEVED

WHAT WE ACHIEVED

100%
of stadiums offered a wide range of vegetarian and vegan food options

Wide range of **vegetarian and vegan food options** were available

60%
of food was sourced in Germany





PROMOTION OF EXERCISE



Advocate for physical activity and exercise

WHAT WE DID

We encouraged active travel by establishing dedicated walking routes and bicycle parking at stadiums and offering weekly exercise opportunities for staff. Fan zones were connected to the stadiums via walking routes or public transport, with clear signage promoting these options throughout all host cities.

ACTIONS



Dedicated walking routes



Ample bicycle parking



WHAT WE ACHIEVED

100% of stadiums established dedicated walking routes

All 10 stadiums offered dedicated bicycle parking

20% of spectators reached the stadium on foot or by bike





GRASSROOTS SPORTS AND SOCIETY AND CHARITY AND PHILANTHROPY



Foster ties with and support grassroots football

WHAT WE DID

In collaboration with the DFB, we developed various activations and campaigns to engage grassroots football clubs with EURO 2024. These activities primarily took place in fan zones, which served as a platform to promote the clubs' initiatives.



ACTIONS

National climate protection initiative for grassroots football

Support for the DFB's club campaign

Grassroots sports activities in fan zones



Leverage activities of UEFA Foundation for Children and DFB Foundations

WHAT WE DID

We supported the activities of the UEFA Foundation for Children and the DFB Foundation through 10,000 Smiles and other projects. The aim was to offer disadvantaged children the chance to enjoy the tournament atmosphere by donating tickets and funding charity projects through Stiftung Fußball & Kultur EURO 2024 (EURO 2024 football and culture foundation).



ACTIONS

10,000 Smiles project

Projects funded by Stiftung Fußball & Kultur EURO 2024

WHAT WE ACHIEVED

Matches in fan zones showcasing **football for all abilities** and dedicated to refugees integration in society

500+ clubs were involved in activities in fan zones



WHAT WE ACHIEVED

10,000+ free tickets were given to disadvantaged children and young people across the ten host cities

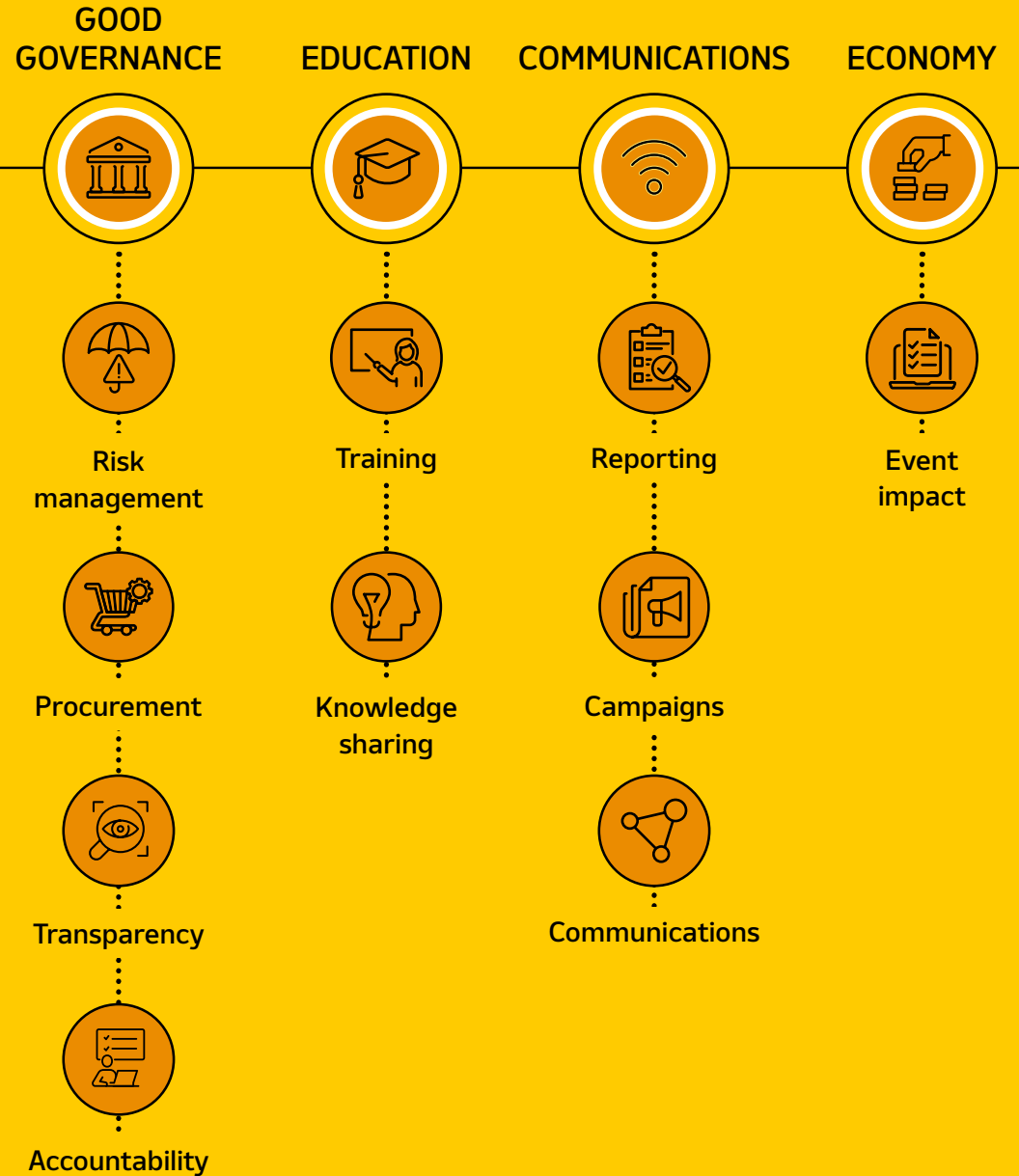
60 individual cultural projects and **11** nationwide projects were funded



OUR AREAS OF GOVERNANCE ACTION

We adopted transparent, responsible and accountable forms of conduct in all our operations, including through the presence of dedicated sustainability managers at each venue. We continuously consulted and engaged with relevant stakeholders, including around sustainability-related risks, and particularly on human rights. As part of our good governance ambitions, we organised the tournament in line with international human rights principles, while advocating for and promoting human rights and sustainability through training. We developed sustainability-focused campaigns, reported on our performance against all targets set, and evaluated the tournament's impact through independent studies.


 Governance investment
€930,000





RISK MANAGEMENT



Identify risks and formulate mitigating actions

WHAT WE DID

We performed a Human Rights Risk Assessment and published a Human Rights Declaration. Four key commitments were outlined in the declaration: accessibility, diversity and inclusion; no discrimination or abuse; health, safety and well-being; and freedom of speech.

ACTIONS

Human Rights Risk Assessment

Human Rights Policy

Human Rights Board



WHAT WE ACHIEVED

A **Human Rights Risk Assessment** was completed in May 2023 following a stakeholders consultation led by Deloitte

The **Human Rights Declaration** was signed on 14 November 2023

A **Human Rights Board** was established



UPHOLDING AND PROTECTING HUMAN RIGHTS

In November 2023, UEFA and the DFB, together with the German government and host city authorities, presented the Human Rights Declaration for UEFA EURO 2024, showcasing a framework to uphold and protect human rights during the tournament.

The declaration was the product of a close cooperation between UEFA, the DFB and the national and local authorities, and it incorporated suggestions from various interest groups, stakeholders and human rights experts such as the Centre for Sport and Human Rights, the Sport and Rights Alliance, the EURO 2024 Stakeholder Initiative and the German Institute for Human Rights.

Five key objectives were outlined in the declaration.

Accessibility, diversity and inclusion

The tournament organisers committed to making stadiums, work environments and the broader football ecosystem accessible to everyone, to celebrating diversity and inclusion and to encouraging participation from all communities. Additionally, the UEFA Foundation for Children and the DFB Foundation supported football initiatives providing children with access to the games.

No discrimination or abuse

We made significant efforts to prevent and combat all forms of discrimination and abuse, fostering an environment free from discrimination both at the venues and online.

Health, safety and well-being

Our goal for UEFA EURO 2024 was to ensure a safe and enjoyable experience for everyone involved. We provided access to healthy food and beverages and actively promoted physical activity.

Freedom of speech

UEFA EURO 2024 was an event for everyone, inviting all fans to support their favourite PNAs, celebrate together and exercise their freedom of speech throughout the tournament.

Human rights board

To further enhance its commitment to human rights, UEFA set up a UEFA EURO 2024 human rights board. The board comprised representatives of NGOs and expert stakeholders, including the Centre for Sport and Human Rights, Transparency International (Germany), Football Supporters Europe, the Sport and Rights Alliance, Reporter Ohne Grenzen, Kick In and the German Institute for Human Rights. The human rights board provided expert guidance on human rights issues related to the tournament; served as a central point of information for all matters related to human rights; facilitated communication and collaboration among stakeholders to share perspectives and shape best practices; and observed and made recommendations on the operational implementation of relevant policies and actions. An independent report to be published in November 2024 will review the Board's work and provide recommendations for UEFA to further expand on the good practices established for UEFA EURO 2024.

Assessing our potential impact

All actions at UEFA EURO 2024 complied with the UN's internationally recognised Guiding Principles on Business and Human Rights and Germany's supply chain due diligence act (LkSG).

The tournament's potential human rights impact was assessed in four steps:

- First we identified potential human rights risks and groups of rights-holders in the context of UEFA EURO 2024, taking into account the potential negative consequences of our actions throughout the supply and value chains.
- Next, we evaluated those rights.
- Then we planned measures to mitigate the negative impact, taking into account the different roles of the various actors.
- Finally, we described how we intended to address and remedy any potential adverse impact on human rights, how we would monitor our ongoing progress and how we would gauge the effectiveness of those measures in order to update them if necessary.





PROCUREMENT AND TRANSPARENCY



Adopt a sustainable procurement procedure

WHAT WE DID

We incorporated sustainability criteria into our procurement regulations, prioritising the sourcing of local products and services whenever possible. Additionally, we voluntarily adhered to the principles of Germany's supply chain due diligence act (LkSG).

WHAT WE ACHIEVED

100%
of suppliers were required to sign a Supplier Code as part of the procurement selection criteria

60%
of work force recruited locally



ACTIONS



Sustainability criteria

Local sourcing

Application of Germany's supply chain due diligence act scheme



Establish transparent management processes

WHAT WE DID

After embedding sustainability in the tournament's operations, we made all related documentation publicly available. These documents covered all areas of actions and topics included in the tournament's ESG strategy.

WHAT WE ACHIEVED

100%
of EURO 2024 sustainability documents are publicly available on UEFA web platforms



ACTIONS



Publication of sustainability-related documentation



TRANSPARENCY



Ensure involvement of all event stakeholders

WHAT WE DID

We participated in relevant discussion forums and engaged with sponsors in sustainability activities.

ACTIONS

- ✓ Discussion forums
- ✓ Sponsors activities
- ✓ Tournament operations



20
forums were attended where UEFA presented or discussed the EURO 2024 ESG strategy

150+
different stakeholders engaged

9
sponsors collaborated on tournament sustainability activities (Hisense, LIDL, DB, Wiesenhof, Adidas, Coca Cola, Vivo, Alipay, Deutsche Telekom)

88%
of tournament operation projects had sustainability embedded

WHAT WE ACHIEVED

IN FOCUS

A MULTI-STAKEHOLDER APPROACH

To leave a genuinely sustainable legacy, we sought input from all key stakeholders before developing and implementing our EURO 2024 ESG Strategy. The collaboration with our **10** host cities resulted in more than **120** sustainability actions for the tournament. Each city showcased its own sustainability highlights, while the German government took additional steps to amplify our impact.

All host cities implemented at least ten sustainability activities:



ACCOUNTABILITY



Ensure that internal governance and compliance rules are implemented

WHAT WE DID

We enforced sustainability governance rules at all stages of the tournament to ensure transparency and accountability. Every process was meticulously documented, allowing for comprehensive performance evaluations by both UEFA and its external auditors.

ACTIONS

- Governance and compliance processes established and implemented
- Appointment of venue sustainability managers
- Central coordination from the Frankfurt headquarters
- Remote support from the team in Nyon



Apply UEFA Event Sustainability Performance Evaluation System

WHAT WE DID

We established and implemented an external verification process for UEFA's Event Sustainability Performance Evaluation, targeting the highest level of performance and enabling us to identify both our successes and areas for improvement.

ACTIONS

- Application of the system to the entire event life cycle
- Third-party verification

WHAT WE ACHIEVED

100%
of venues appointed sustainability managers

Good governance rules applied



7
UEFA sustainability managers based at the Nyon headquarters were designated to work exclusively on the tournament

WHAT WE ACHIEVED



EURO 2024 achieved level **4 out of 4** in terms of sustainability performance according to a new UEFA framework for evaluating the sustainability performance of events

UEFA was able to demonstrate compliance with the Performance Evaluation System Criteria for **50 out of 53 criteria (94%)** certified by DEKRA

EVALUATION BY A THIRD PARTY

EURO 2024 aimed to set the global benchmark for sustainability in sports events, while also driving sustainable development across German and European societies. Sustainability was embedded as a core principle in the organisers' approach, guiding every phase of the tournament's planning and execution.

To support this, UEFA introduced the Event Sustainability Performance Evaluation System, a transparent framework for assessing sustainability across the environmental, social and governance pillars. The system assesses events on **53** sustainability criteria in order to classify them as reaching one of four performance levels: base, established, advanced and excellence.

EURO 2024 was the first UEFA event to which this system was applied, and it achieved excellence, the highest level of performance. The results were validated by an external audit, reinforcing the tournament's commitment to setting a new standard for sustainable sports events.

Event Sustainability Performance Evaluation System: Insights

This evaluation system is designed to empower the football ecosystem by offering event organisers a clear framework to assess and improve their sustainability performance over time. Its flexible structure makes it suitable for events of any scale, from local tournaments to global championships.

Developed through extensive consultation with both internal and external experts and grounded in UEFA's best practices and OECD guidelines, the system provides an objective measure of sustainability performance.

From the 2024/25 season onward, it will be applied to all UEFA events, fostering collaboration and innovation among host cities, partners and stakeholders. This initiative aims to create a lasting football legacy rooted in sustainability.

50
criteria
achieved

3
criteria
failed



UEFA performed particularly well in the social and governance dimensions. In the environmental dimension, three criteria failed in the area of waste and water management.



TRAINING AND KNOWLEDGE SHARING



Train staff and volunteers on event sustainability policies and practices

WHAT WE DID

We conducted a range of sustainability training activities, including e-learning modules for staff, volunteers and selected suppliers, to ensure that everyone was well prepared. A comprehensive code of conduct was established, and all EURO 2024 headquarters staff were given CPR training.

ACTIONS



Sustainability e-learning modules

Code of conduct

CPR training



Engage stakeholders around practices and lessons learned

WHAT WE DID

We actively participated in numerous sports conferences before and after UEFA EURO 2024 to share our insights and best practices from the tournament, fostering engagement with a wide range of stakeholders. These events served as platforms for open and transparent dialogue, allowing us to provide updates on key developments and maintain strong connections with all stakeholder groups.

ACTIONS



Attendance at conferences

WHAT WE ACHIEVED



81% of staff and volunteers completed the sustainability e-learning module

Code of conduct in place

90% of staff at the headquarters completed the CPR training



WHAT WE ACHIEVED

2,000+ people engaged with across more than **20** conferences





REPORTING AND COMMUNICATION



Publish a post-event EURO 2024 ESG report

WHAT WE DID

We have drawn up this comprehensive ESG report detailing our sustainability initiatives and achievements at EURO 2024.



ACTIONS

ESG report



Communicate the event's sustainability focus and performance

WHAT WE DID

We actively communicated our sustainability efforts at the tournament to all stakeholders and assessed the campaign's effectiveness through comprehensive media monitoring.



ACTIONS

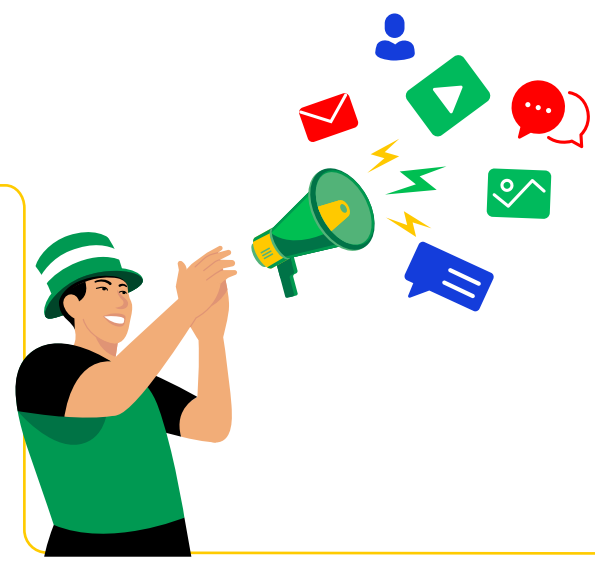
Active communication

Media monitoring



EURO 2024 ESG Report is being published on 1 November 2024

WHAT WE ACHIEVED



79 posts were published on social media and six articles were published on UEFA.com

17.3m views of our sustainability campaigns on social media

WHAT WE ACHIEVED

 CAMPAIGNS



Roll out sustainability-focused campaign

WHAT WE DID

We launched a targeted EURO 2024 communications campaign emphasising the core sustainability messages of inclusivity and environmental respect, in particular through the #FootbALL campaign and the 4R principles respectively. This campaign ran from mid-June to late July and included LED board advertising, social media posts and online articles.



Communications campaign



WHAT WE ACHIEVED

#FOOTBALL

5.4 bn
people reached by #FootbALL and 4R campaigns



REDUCE

REUSE

RECYCLE

RECOVER

231
territories reached by our communication campaign

People were reached through advertisements, LED and giant screen



PROMOTING ESG AT EURO 2024

A key aspect of the EURO 2024 ESG strategy was implementing a well-defined communications campaign to raise public awareness of our various programmes and activities.



Inspiring action through #FootbALL

The #FootbALL campaign celebrating inclusivity and diversity in football was promoted throughout EURO 2024 through a 30-second television advertisement, LED boards and big-screen announcements. It reached an average of more than **100 million** spectators per matchday in more than 50 countries around the world. Ten #FootbALL posts were published on social media, generating nearly **500,000** views and **10,000** engagements.



Spreading the message on social media

A comprehensive social media campaign promoting various aspects of sustainability was deployed throughout EURO 2024, helping to amplify the key messages to a global audience and inspire fans to adopt sustainable practices. A total of **79** posts were published during the tournament, amassing more than **17.3 million** views.



Further insights on UEFA.com

Starting in mid-June, a series of articles were published on UEFA.com to inform fans and stakeholders about sustainability efforts at EURO 2024. Ranging from an overview of the sustainability strategy to detailed post-tournament reports, these articles provided valuable insights into how UEFA's initiatives were implemented and their effectiveness. Overall, six articles were published across the various ESG areas, generating **54,100** views in total.



Reduce, reuse, recycle, recover

The circular economy on matchdays was underpinned by the 4R principle – reduce, reuse, recycle, recover – which aims to reduce the amount of waste produced and maximise the product life cycles. LED boards at every EURO 2024 stadium displayed messages encouraging fans to reuse their cups and recycle correctly.





EVENT IMPACT



Publish a EURO 2024 impact study

WHAT WE DID

UEFA published a tournament Summary in August 2024 that included a dedicated ESG section, highlighting initial data points gathered in this domain.

For its part, also in August 2024, Nielsen Sports published an independent study highlighting the tournament's positive economic and social impact on host country and host cities.

Lastly, the German Federal Ministry of the Interior and Community (BMI) commissioned an evaluation study, led by Bielefeld University and the German Sport University Cologne, to evaluate the ecological, economic, and social sustainability of the tournament.

ACTIONS



UEFA EURO 2024 Tournament Summary

Data and topical inputs to Nielsen Sports for the publication of the Host Country Impact Study

Data and topical inputs to the Evaluation Study commissioned by the German Federal Ministry of the Interior and Community



WHAT WE ACHIEVED

UEFA EURO 2024 Tournament Summary, published in August 2024

Host Country Impact Study, published by Nielsen Sports in August 2024

Evaluation Study of UEFA EURO 2024, to be published in November 2024





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EURO2024
GERMANY

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