

Green Events Austria

Waste management as a key issue for the sustainable European Football Championship
UEFA EURO 2008™
in Austria and Switzerland

Christian Pladerer
Austrian Institute of Ecology
Department for Resources Management
Vienna, Austria

Foodprint 25.11-26.11.2009 Copenhagen, DK



Summary

- Waste management as part of Green Event Management
- Framework conditions within the **UEFA EURO 2008™**
- Waste management as one of 12 themes
- Measures within waste management
- Conclusions and perspective

The Beginning of Green Events

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

Activities of the Austrian Institute of Ecology

- EU Presidency 2006 of Austria (Conference; Meeting)
- Salzburg Sustainability Concept for Winter Olympics 2010
- Schladming 2006 Worldcup Final Mountainbike
- Local and regional initiatives for small and medium green events in Austria

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Charter for Sustainability UEFA EURO 2008™

Austria and Switzerland want to make the European Football Championship 2008 a future-oriented, sustainable sporting event. They will attach particular importance to the environmental, economic, social and cultural dimensions of the event.

The
sustainability strategy

three main areas of focus



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Implementation according to 12 themes:

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



Theme 1: Environmental management

Objectives:

- environmentally friendly stadia and environmental management of the fan zones and public viewing

Measures:

- Environmental certification of the stadia according to standards (EMAS, ISO 14000 etc.) and guidelines for environmentally friendly organisation

Responsibilities:

Stadium operator, Host Cities, Federal Government, federal states, private organizers

Indicators:

No. of stadia certified to standards and No. and quantity of environmental strategies implemented

Theme 4: Resource and Waste I

Objectives:

- To guarantee that every stadium has a strategy for gentle resource management, waste prevention and waste volume reduction
- To ensure that every city has a waste prevention and waste reduction strategy

Measures:

- Returnable beverage cups or a similar ecological variant
- "Wrap in"/"Packs ins Brot"
- Waste separation systems (PET, paper, etc)
- Limitation of the distribution of advertising materials

Theme 4: Resource and Waste II

Responsibilities:

Stadium operators, UEFA/ Euro 2008 SA, Catering firms, Sponsors

Indicators:

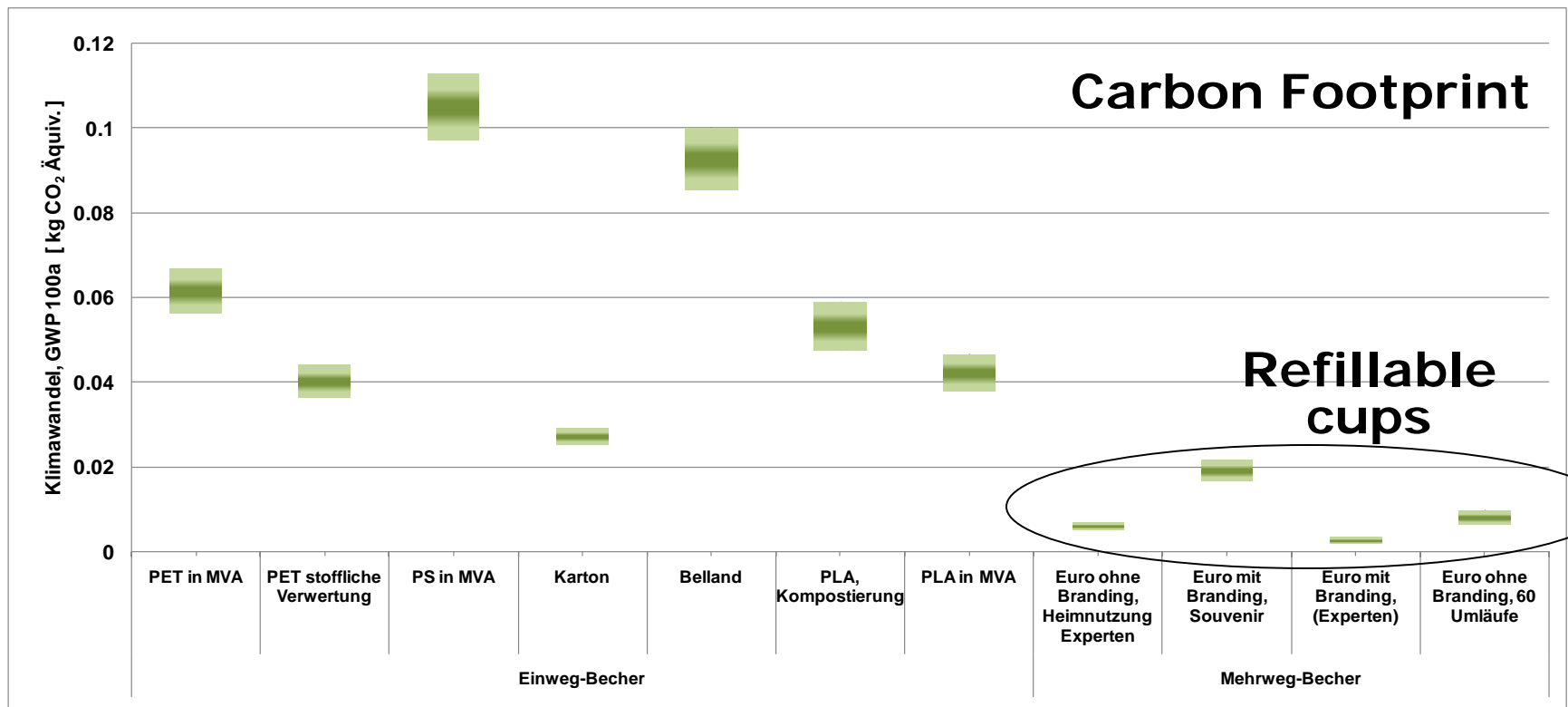
- No. of and quality of the implemented waste management strategies
- Proportion of returnable systems used for beverages (if the returnable system proves to be the optimal ecological solution)
- Collection and recycling ratios
- Volumes of waste
- Agreements with sponsors
- Cleanliness in and around the stadia

Measure 1 Returnable beverage cups or a similar ecological variant

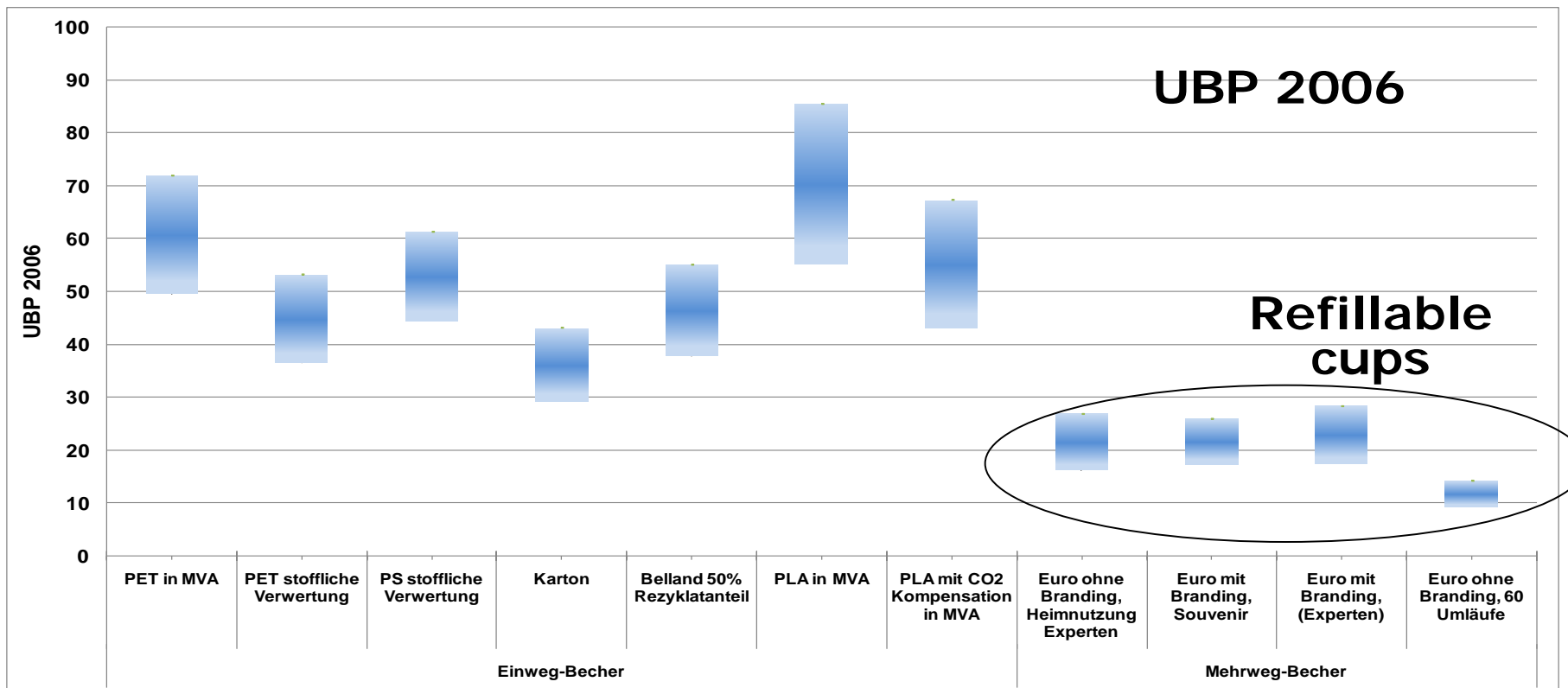
On behalf of several federal public bodies and Host cities a trinational **Comparative Live cycle assessment of different drinking cup systems** for concessions discussed the issue of “similar ecological variants”.



LCA Drinking Cups for Large Events



LCA Drinking Cups for Large Events



Result measure 1

- **EM Stadia** Vienna, Salzburg, Innsbruck, Klagenfurt:
 - Environmentally friendly refillable cups for all beverages (alcoholic drinks and Softdrinks)
- **UEFA EURO 2008™ Fan Zones**
 - Vienna and Innsbruck:
 - Environmentally friendly refillable cups for all beverages (alcoholic drinks and Softdrinks)
 - Salzburg:
 - Beer in Refillcups, Softdrinks in PET Bottles with Cup off
 - Klagenfurt
 - Beer in Non-Refillcups, Softdrinks in PET Bottles with Cup off
- **Other Public Viewing Areas**
 - Kaiserwiese, Swiss Hermannbar (Vienna), Eisenstadt und Wörthersee Arena: All Drinks in Refillcups
 - Coca-Cola – Krone Tour: All Drinks in Non Refillcups

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Result measure 1 Refillable Drinking Cups



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Event area without refillable cups, and
Fan zone Rathausplatz, Vienna 29.June 2008, 30 minutes after Final Match
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Result 1 Refillable Drinking Cups



Venue	Matche	Number of used Carlsberg Cups	Number of used CocaCola Cups	Total of used Cups
VIE	AUS - CRO	24,847	22,874	47,721
KLA	GER - POL	20,480	10,208	30,688
INN	ESP - RUS	17,602	9,767	27,369
SZG	GRE - SWE	16,409	16,531	32,940
KLA	CRO - GER	15,342	9,043	24,385
VIE	AUT - POL	28,267	18,217	46,484
INN	SWE - ESP	16,350	8,016	24,366
SZG	GRE - RUS	11,160	10,544	21,704
VIE	AUT GER	27,240	19,103	47,043
KLV	POL CRO	12,487	8,030	20,517
ZRH	3 MATCHES	33,012	31,817	64,829
SZG	GRE - ESP	8,863	9,001	17,864
INN	RUS - SWE	13,547	10,201	23,748
VIE	CRO - TUR	23,111	28,681	51,792
VIE	ESP - ITA	20,831	33,303	54,134
VIE	ESP - RUS	20,350	17,616	37,966
VIE	GER - ESP	22,209	31,654	53,863
TOTAL		333.307	294.606	627.913

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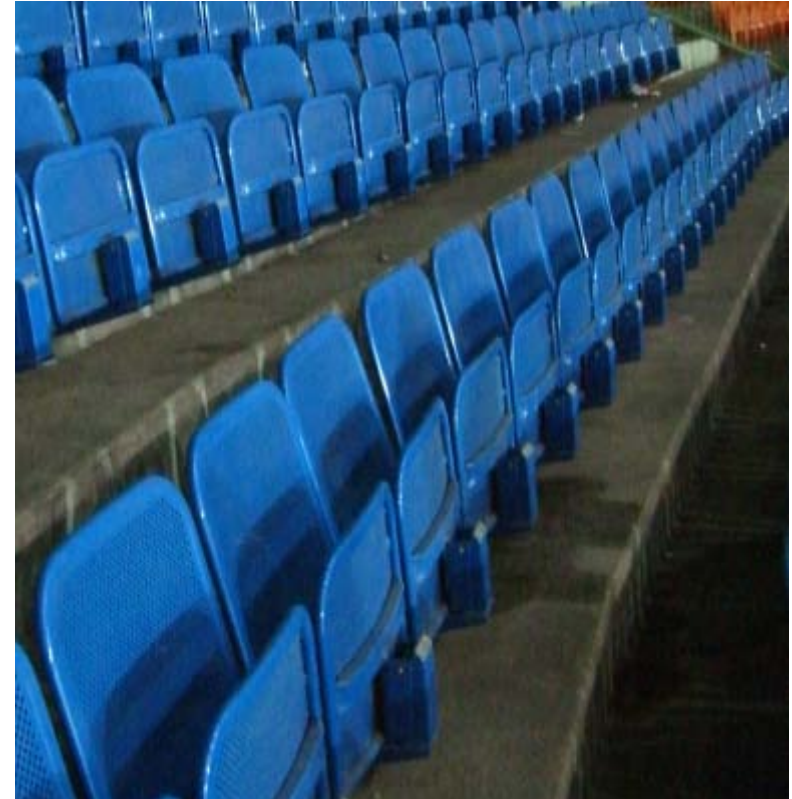
Measure 2 “wrap in” /packs ins Brot



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Result measure 2 "Wrap it"



St. Jakob-Park Football Stadia Basel, FC Basel Ligaspiel, 2007 and
Ernst-Happel-Stadion, Vienna, Semi Final Match, June 2008

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Measure 3 Waste collection catering



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Measure 3 Waste collection public



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Stadia Opening: Red Bull Salzburg : Arsenal London 2007

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Result 3 Waste Collection



Measure 4 Limitation of advertising materials



Red Bull Salzburg Austrian Football Champion, Celebration Event 2007

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Results 4: Limitation of advertising materials



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Result 4: Less Littering-Waste!



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Challenge: Outside the stadia and fan zones



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Challenge: Outside the stadia and fan zones



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Conclusions:

- Successful Implementation of the Sustainability Concept in large scale possible
- Integration of all environmental and sustainable measures in preparing phase of the event
- Reuse dishes and refillable Cups are also fit able for large events like Football Championships
- If it is necessary Non Reuse Bottles and Cans could be collected separately back stage (catering area)
- Still challenges with large Event Organizers and global Sponsors
- Cooperation is crucial at all levels



Perspective

- **FIFA WM 2010 South Africa**

“Develop approaches, standards and practices to keep operational waste at the stadium, fan park, PVA’s and training venues to a minimum.”

(area Integrated Waste Management)

- **Olympic Games London 2012**

“..London 2012 is committed to minimising construction waste, will send no waste produced during the Games to landfill,....”

(priority theme Waste)

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Thank you for your attention!



Christian Pladerer
Austrian Institute of Ecology
Department for Resources Management
1070 Vienna, Seidengasse 13
Email: pladerer@ecology.at
Web: www.ecology.at
www.greeneventsaustralia.at



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