



EURO 2016 SAS and the operations division of UEFA Events SA are the entities responsible for all operational aspects of UEFA EURO 2016.

The organisers of this tournament will strive to (i) establish a benchmark and demonstrate leadership in the area of sustainable sports event management, (ii) increase awareness of such issues among all interested parties, and (iii) leave behind a significant legacy for the host country, UEFA, Europe's football family and European sport as a whole.

In line with the tournament's governing principles and commitments as referred to in its **statement of purpose and values**, the **social responsibility and sustainability policy for UEFA EURO 2016 has three main aims**: to reduce the tournament's environmental impact; to measure the economic benefits derived from the event; and to integrate a sustainable social dimension into the tournament.

In order to fulfil this ambition, **the tournament will be run in accordance with ISO 20121**. The ISO 20121 event management system will cover the entire event management life cycle, from the purchasing of products and services and operational planning to the preparation and implementation of the event and post-event debriefing.

On the basis of that standard, **a strategy has been devised comprising eight priorities** (see illustration). Detailed targets have been set in order to ensure continual improvement in the delivery of the event. Managerial responsibilities have been clearly defined and staff have been empowered by means of appropriate operational responsibility and training.

The organisers have already sought to present reliable, relevant and standardised information to all interested parties by publishing a ['one-year-to-go report'](#) based on [GRI's G4 sector disclosures for event organisers](#) which represent internationally recognised reporting guidelines. A post-event report will follow in autumn 2016.



The strategy will be reviewed on a regular basis to ensure that it complies with the four principles governing sustainability: integrity, inclusivity, stewardship and transparency.

Host cities, the French government, stadiums, suppliers and partners will all be closely involved throughout, both as consulted parties and as active partners. UEFA EURO 2016 is committed to complying with all applicable requirements, including legal and other regulations. The organisers will regularly audit that compliance, measure the progress made and improve performance wherever possible.

This policy will be continuously reviewed and will be communicated to everyone working on UEFA EURO 2016 and all stakeholders via [UEFA.com](#). It will also feed through to strategic planning for UEFA EURO 2020 and other UEFA competitions as part of the commitment to continual improvement. This will contribute to the delivery of an improved sustainability performance at future events.

Date and location: 25 November 2015, Paris

Jacques Lambert, President of EURO 2016 SAS

Martin Kallen, CEO of UEFA Events SA and EURO 2016 SAS