



Sustainable benefits for the Host City Innsbruck on occasion of the UEFA EURO 2008™

Heidelberg, September 12th 2008

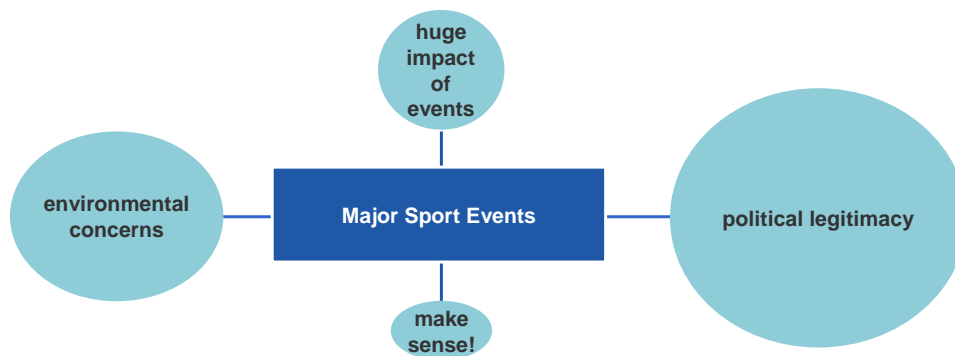


Overview

- Why talking about Sustainability / Legacy?
- Sustainability & Legacy: buzzwords of Major Sport Events
- The event life cycle and legacies of events
- Sustainability Charter of the UEFA EURO 2008™
- Innsbruck's sustainability approach for the UEFA EURO 2008™
- Implementation of sustainable acting in the Innsbruck Tirol:08 strategy
- Areas of acting: the environment, the economy, social aspects
- Abstract of examples
- Conclusion



Why are we talking about sustainability / legacy of events?



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Legacy

- “Ensuring that as **many long term benefits** are generated for the host city, **region and nation** – well **before, during and long after** the event.” (pmplegacy)
- “Legacy has made it to the very top of the agenda for the IOC. We are looking for operational experience and **positive long term benefits**. We are proud that legacy is part of our DNA.” (Christophe Dubi, IOC Sports Director)

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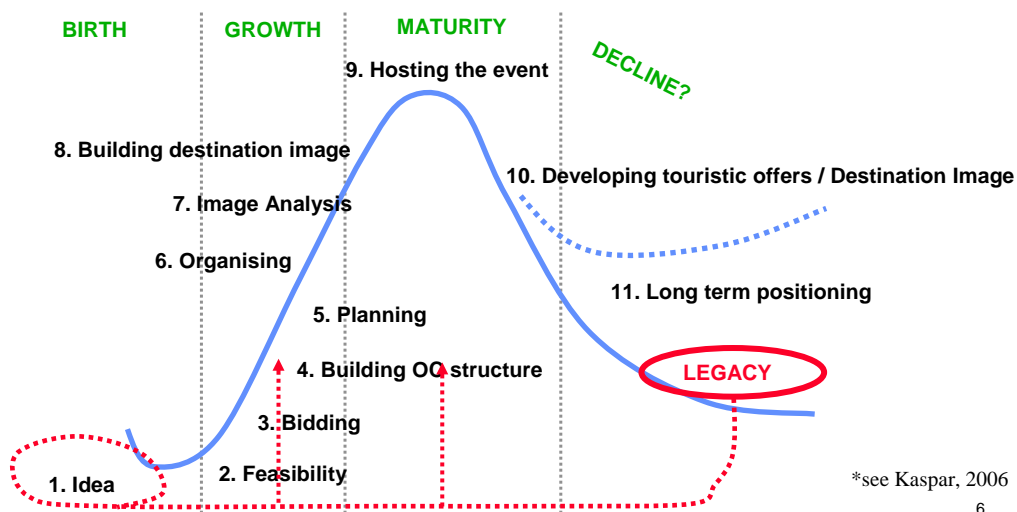


Sustainability

- “Since the early 90s, the IOC and the Olympic Movement have progressively taken the environment and sustainability into account throughout the life cycle of an Olympic Games project. The “Green Games” concept is increasingly a reality. Today, from the beginning of a city’s desire to stage an Olympic Games through to the **long-term impact** of those Games, environmental protection and, more importantly, **sustainability** are prime elements of **Games planning and operation**”. (Jacques Rogge, IOC President)
- “Sustainability is about managing the **social, economic and environmental** impacts and opportunities of our Games to produce **lasting benefits** – both locally and globally.” (VANOC)



Event Life Cycle*





Sustainability Charter 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.

Objectives and local activities

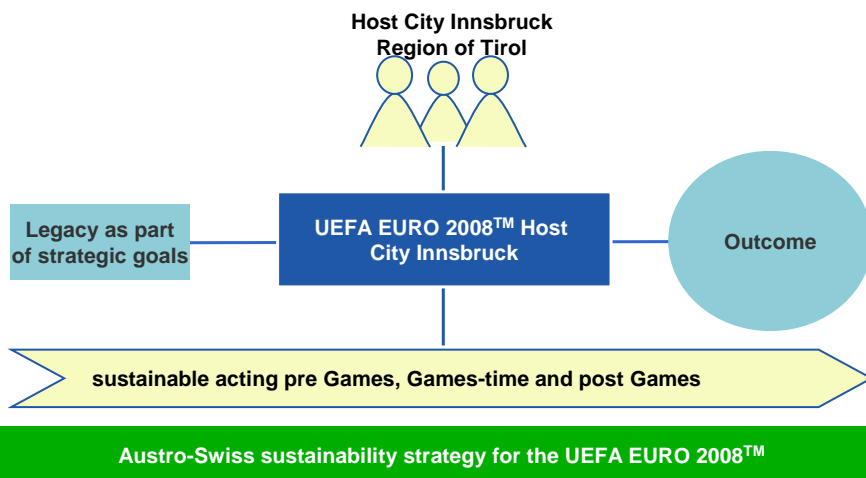
Selection & new input

Host City sustainability concept

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Innsbruck-Tirol approach for the UEFA EURO 2008™



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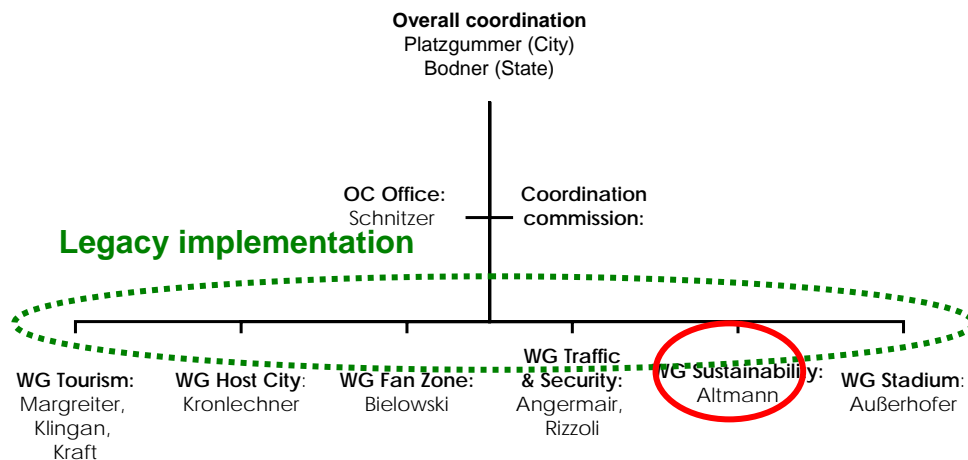


Implementation of Sustainability in strategic objectives

- **Compliance:** Structure the event in compliance with applicable laws & regulations (Host City Charta)
- **Branding & Media:** Brand the event in the national and international markets and generate positive publicity in the national and international media
- **Identification:** Support of the inhabitants of Innsbruck and identification with the EURO 2008
- **Economy & Tourism:** Promote Innsbruck-Tirol as touristic destination, attract the region as location for education, industries and positioning the region as sport event destination
- **Legacy:** Ensuring long-term benefits through sustainable acting in for the good of sport, the economy, the environment and social areas. Manage knowledge related to organising sport events for the benefit of the sporting community and the region.



Organisational framework





Sustainable acting pre Games & Games-time



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Programs “environment”

- The Tivoli Stadium has obtained the environmental certification according to EMAS
- Avoidance of diesel aggregates, utilisation of state-of-the art cooling and heating equipment in the venues of the host city
- Reduction of traffic-related environmental load through different public transport means, defensive car parking facilities and pedestrian boulevards in the host region
- Waste prevention through returnable beverage cups, limitation of the distribution of advertising materials in the venues of the host city

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Programs “economy”

- Large image and tourism campaign including targeted holiday packages, service and friendliness campaign through the local tourism board
- Targeted integration of existing infrastructure into EURO 2008 requirements
- Transfer of knowledge program in order to improve future bids and increase hosting skills for major events



Programs “social aspects/culture”

- Support of fan projects (fan embassies) and long term social projects to develop local fan culture
- Health prevention and exercise programs for the youth and elderly people within the whole region, school projects
- Creating and developing a volunteer community for future sporting events



Most important legacies for Innsbruck-Tirol

- Decision to integrate “Tirol” in host city icon and development of own campaign “Tirol:08”
- Use existing infrastructure and extensive temporary seating in stadium “Tivoli”
- Well developed public transport offer during the Games
- Integration of promotion activities and health programmes for kids
- Creating and developing a volunteer community
- Games-time projects “environment”
- Launch of independent impact study and its results
- Start of a city sport development programme
- Launch of major sport event strategy



Summary with a few picture...



Campaign Tirol:08



Tivoli Stadium



Olympic Ice Arena









Conclusion

- Innsbruck-Tirol received major benefited by hosting the UEFA EURO 2008™
- The LOC was able to implement sustainability programs in a short period of time

GENERAL LEARNINGS:

- Games legacies should be integer to the true reason for bidding and hosting!
- Potential legacies need to be assessed before bidding!
- Sustainable programs prior and during the Games are impulses and need to be followed up after the Games!
- Major Sport events need to be integrated in a long term strategy of the city / region!