

Evaluation Study of the UEFA EURO 2024: Summary and Key Results



SustainEURO
Evaluation 2024

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November 2024

Background

Research project for the assessment and evaluation of the
ecological, economic, and social sustainability of the UEFA EURO 2024 in Germany



Central question: **How sustainable is the UEFA EURO 2024, in which areas, and for whom?**

Which specific goals and associated parameters for the three sustainability dimensions can be identified based on scientific literature and discussions with stakeholders?

What is the status quo with regard to the formulated goals and parameters in the three sustainability dimensions before the start of UEFA EURO 2024?

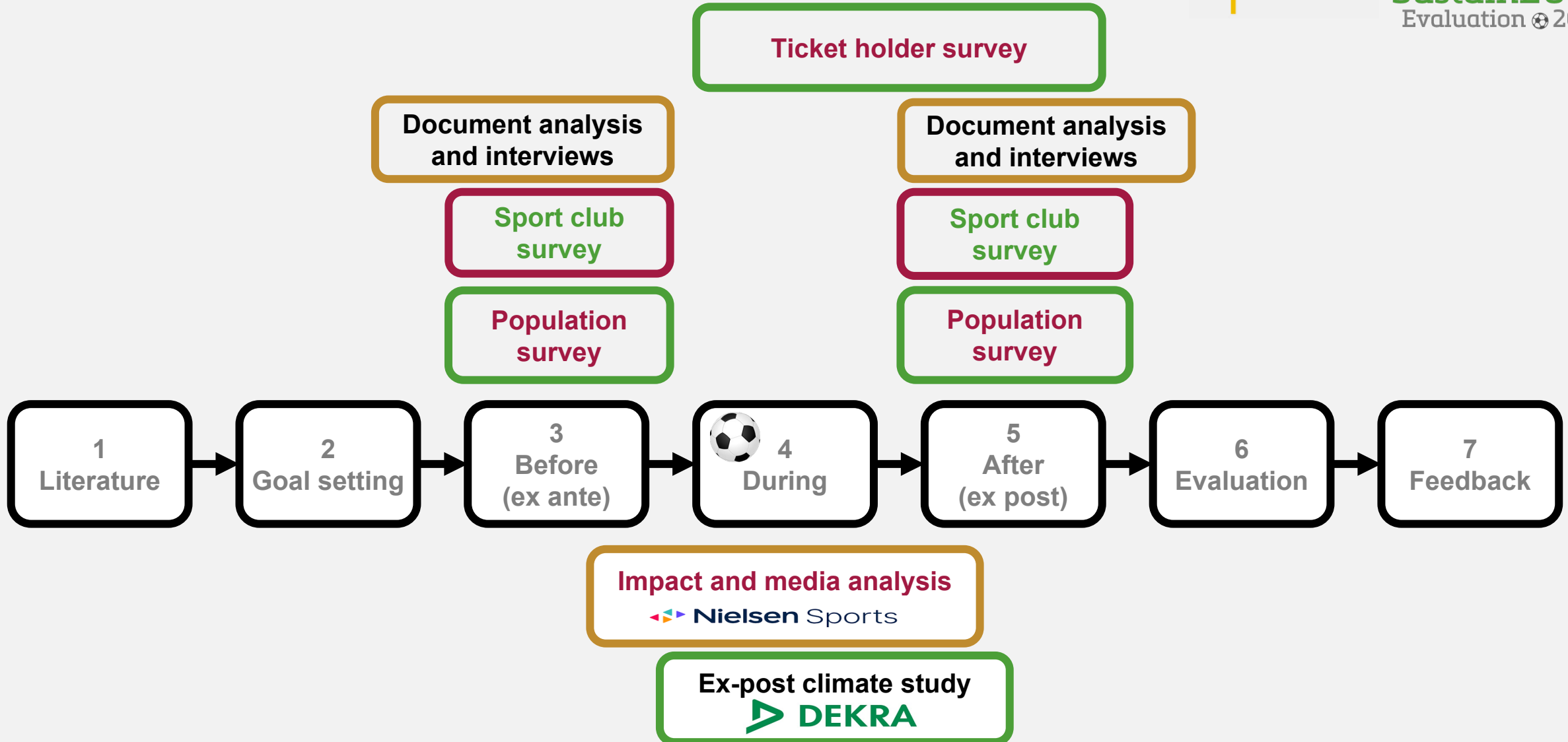
To what extent are the formulated goals in the three sustainability dimensions achieved by hosting the UEFA EURO 2024 in an ex ante-ex post comparison?

Evaluation process



- **Effect analysis:** Analysis of the event's effects as a whole; no analysis of the effects of individual sustainability measures
 - Core element: Before-after comparison (isolation of the event's effects)
 - Control for other factors (sociodemographic characteristics, satisfaction/dissatisfaction with sporting performance)
 - Test for statistical significance (ex ante-ex post differences; fans from GER vs. fans from abroad): indicated by *, **, ***
- **Included results**
 - Nationwide results
 - No Host City-specific results or best practice examples (only all 10 Host Cities together)
 - Focus on the results from this project's data collections

Data collections



Data collections

Population survey



Conduction of a **nationwide, representative survey** of the German population (online)

Before
26th of April until
26th of May 2024



After
26th of July until
30th of August 2024



Adult resident population
(18 years and older)



2 Sub-samples:
Host Cities and Rest-Germany
Panel quota: **66%**



Representative in terms of
**age, gender, migration
background**, and Rest-
GER also in terms of state

**Host
Cities**
(n=5,766)



Rest-GER
(n=5,664)



**Host
Cities**
(n=5,608)



Rest-GER
(n=5,327)



Data collections

Sport club survey

Before



Integration in the 9th wave of the Sport Development Report (nationwide representative online survey of sport clubs)



17th of October until 19th of December 2023



76,539 sport clubs were invited to participate in the survey (out of a total of 86,378 sport clubs in Germany)



n=18,862 sport clubs completed the survey (Response rate: 24.6%)
➤ Of these, n=2,494 indicated their willingness to participate in a post-event survey

After



Online survey of the sport clubs that agreed in the pre-event survey to participate in an additional post-event survey



1st of August until 7th of September 2024



2,494 sport clubs were invited to participate in the survey



n=1,169 sport clubs completed the survey (Response rate: 46.9%)

Ticket holder survey

Conduction of a ticket holder survey during and after the UEFA EURO 2024



Target group: Ticket holders (aged 18 years and older) who used their ticket via the EURO 2024 ticket app



Distribution of the survey link via UEFA in multiple waves

Desktop
24.7%

Mobile
75.3%

Online survey from 15th of June until 21st of July 2024

357,562 e-mails sent
to ticket holders, of which
235,027 e-mails were opened

Number of clicks on the survey link:
31,551

Completion rate: 42%

Full sample n=13,387

Sub-sample Germany
n=6,789

Sub-sample Abroad
n=6,598

Document analysis and interviews with event-orga stakeholders

Mixed-methods approach:

Document analysis and qualitative interviews with **14 stakeholders**



Systematic document analysis based on several documents of the stakeholders (e.g., Host City concepts, financial plans)



Conduction of 14 interviews (before and after the event) to clarify remaining questions, causes, and relationships

Event-orga stakeholders



Federal Ministry of the Interior and Community (BMI)



10 Host Cities



UEFA



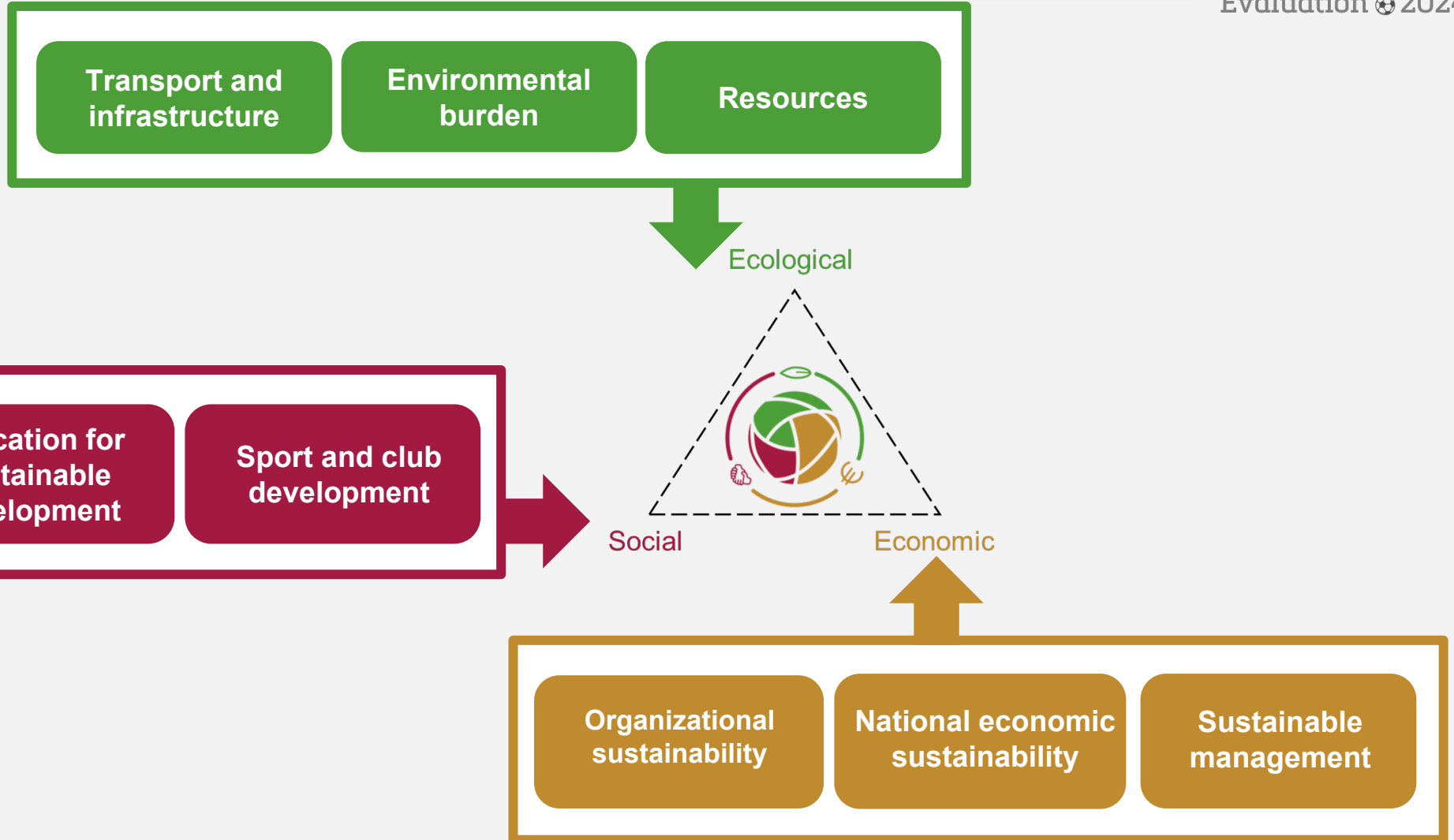
German Football Association (DFB)



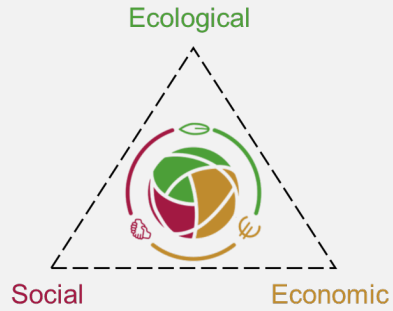
EURO 2024 Ltd.

Conceptualization

Sustainability of Major Sport Events



Population

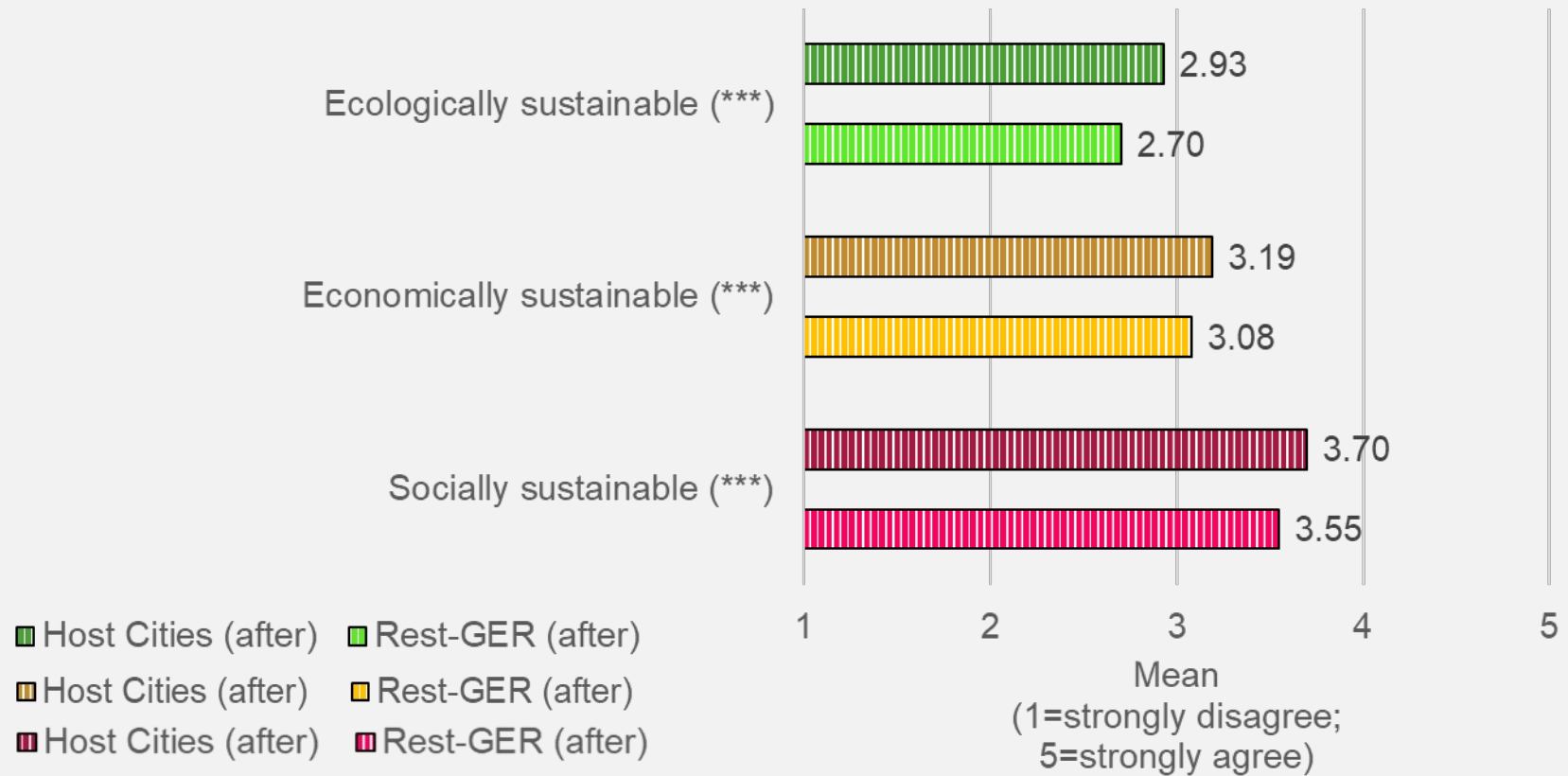


The opinion of the population was only assessed after the event.

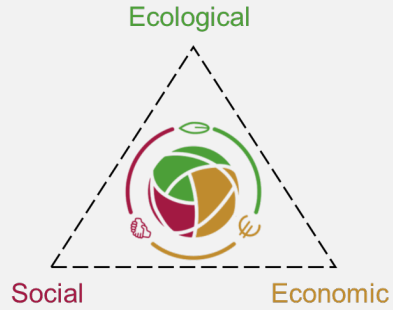
The UEFA EURO 2024 was perceived as a socially sustainable event.

Overall, the population in the Host Cities perceived the event as more sustainable than the population in Rest-GER.

Perception of the UEFA EURO 2024 as a sustainable event

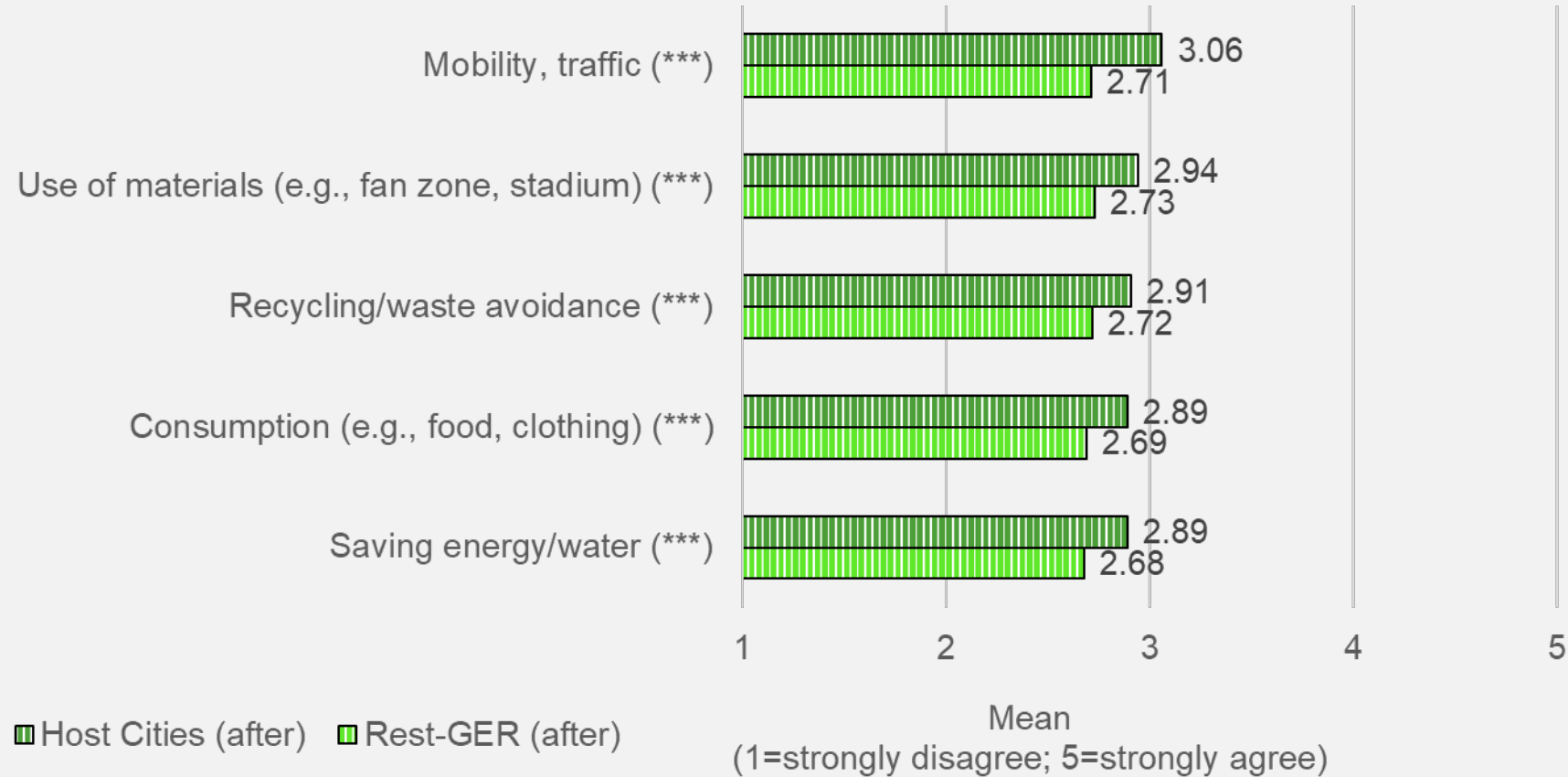


Population

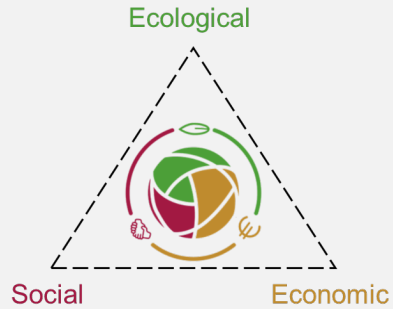


The population in the Host Cities perceived the UEFA EURO 2024 as more **ecologically** sustainable than the population in Rest-GER.

Perception of the UEFA EURO 2024 as an ecologically sustainable event

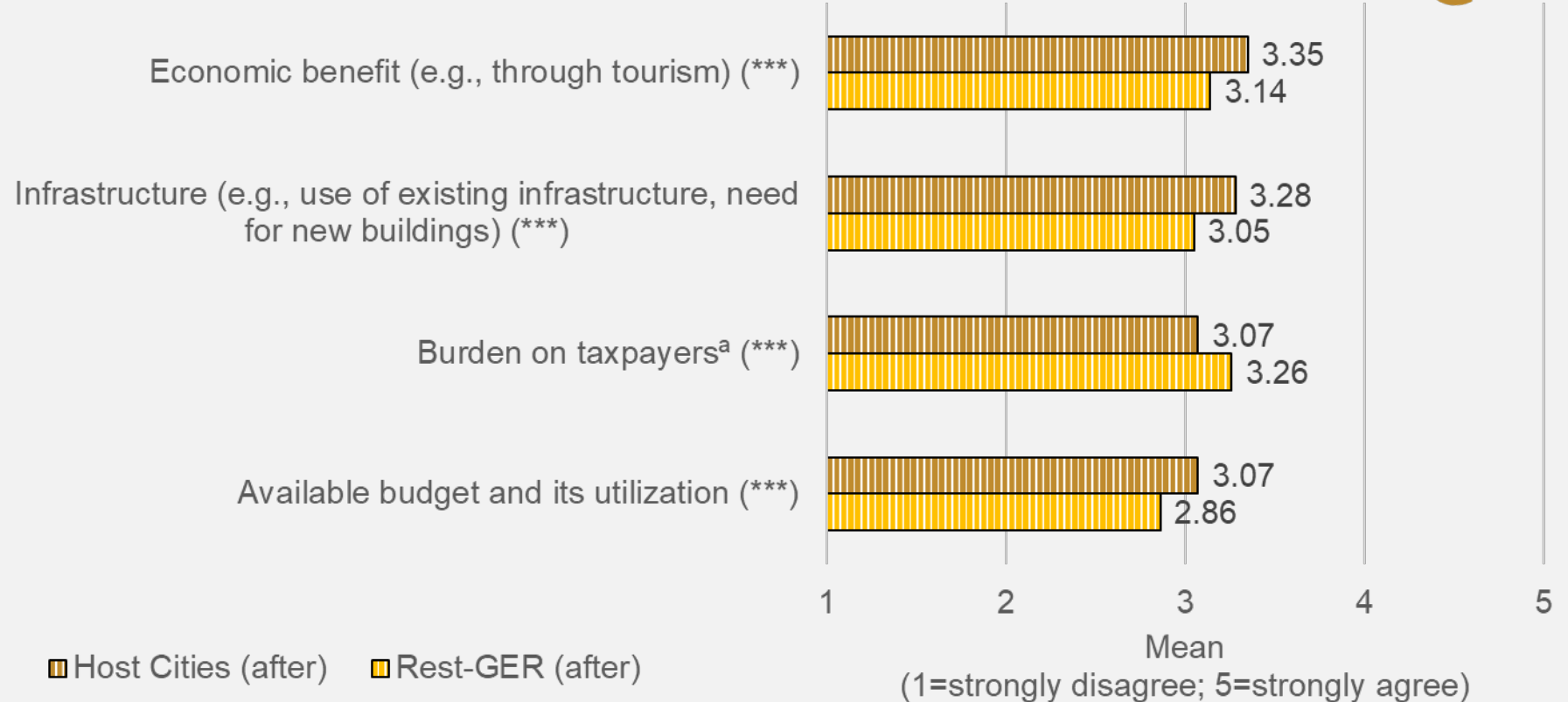


Population



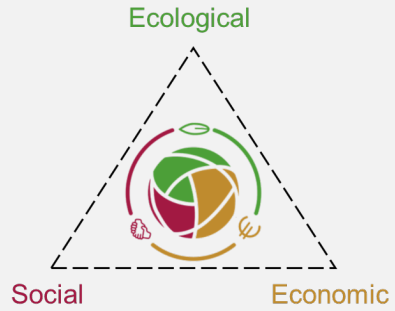
The population in the Host Cities perceived the UEFA EURO 2024 as more **economically** sustainable than the population in Rest-GER.

Perception of the UEFA EURO 2024 as an economically sustainable event



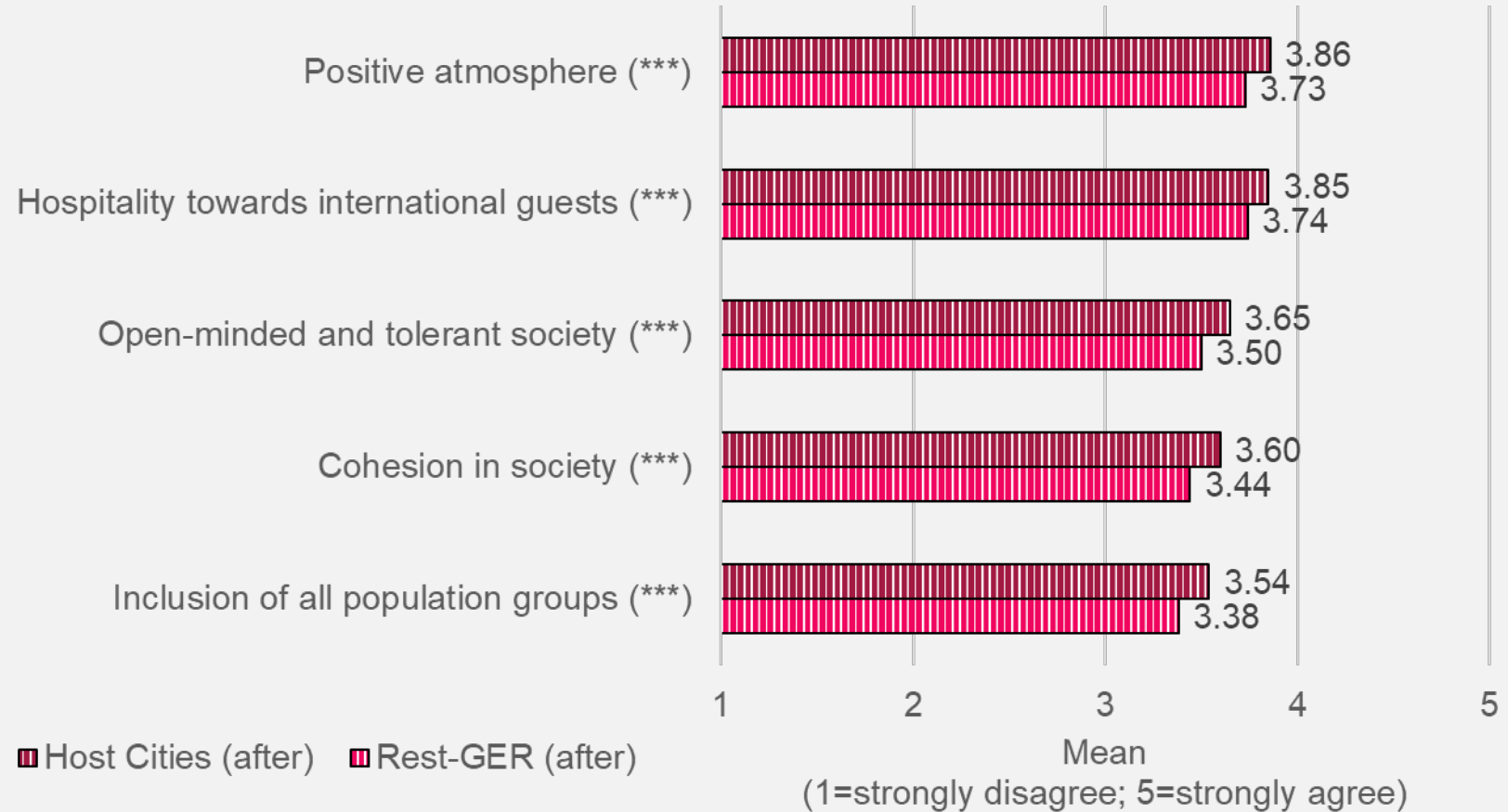
^areverse coded statement
(1=strongly agree; 5=strongly disagree)

Population



The population in the Host Cities perceived the UEFA EURO 2024 as more **socially** sustainable than the population in Rest-GER.

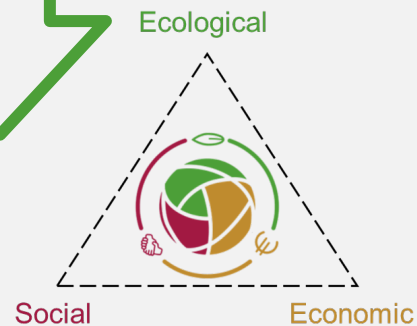
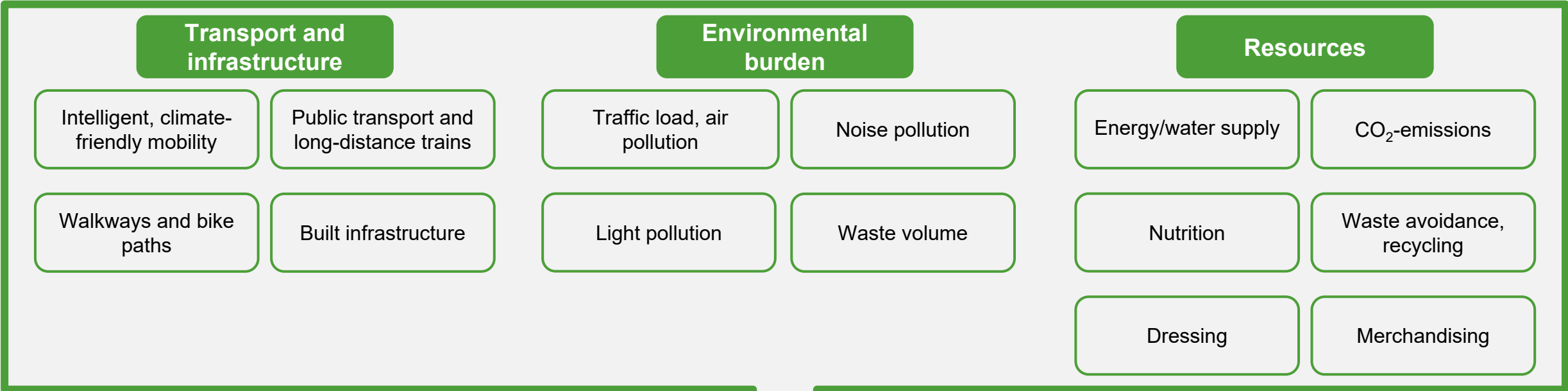
Perception of the UEFA EURO 2024 as a socially sustainable event



Conceptualization

Ecological sustainability

Core Areas and Sub Areas



Evaluation

Ecological sustainability

Transport and infrastructure

Intelligent, climate-friendly mobility



Digital offers (Fan Pass app) promoted ecologically sustainable mobility behavior among fans. App users have increasingly used local public transport and public long-distance trains.

Walkways and bike paths



Ticket holders from abroad were more satisfied with the cleanliness of walkways than ticket holders from Germany, but less satisfied with their availability, signposting, and illumination.

Public transport and long-distance trains



Airplanes and cars are still important means of transport for ticket holders from foreign countries.

Just over half of ticket holders from Germany traveled to the stadium by car.

However, more climate-friendly means of transport are also frequently used, especially among ticket holders from abroad.

Ticket holders from foreign countries perceived the availability and attractiveness of local public transport and public long-distance trains in Germany as more positive than ticket holders from Germany and were, therefore, also more satisfied with these means of transport.

Environmental burden



The population in the Host Cities does not perceive any increased environmental burden (congestion, traffic and waste volume, traffic noise, air and light pollution) after the event.

Ticket holders

Transport and infrastructure

Intelligent, climate-
friendly mobility



Public transport and
long-distance trains

The share of users of
the Fan Pass app is
higher among ticket
holders from foreign
countries.

App users have
increasingly used local
public transport and
public long-distance
trains.

Usage of the Fan Pass app to ...



Share of respondents who (strongly) agree (in %)



gather information about mobility
and for arrival and departure:

(***)

44.5% (GER) resp.
61.5% (Abroad)



find alternatives to travel by car

(***)

21.7% (GER) resp.
34.7% (Abroad)

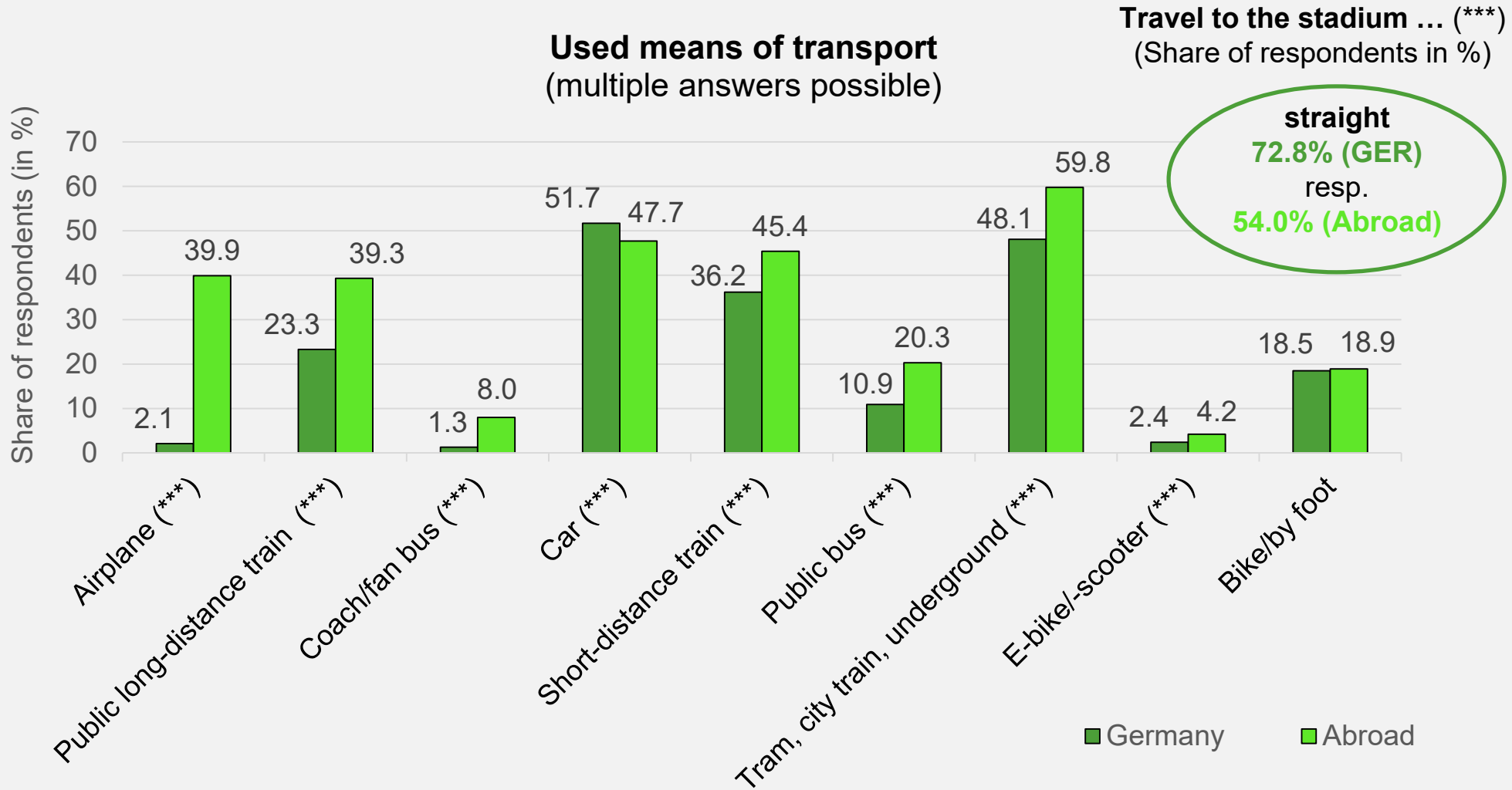
Ticket holders

Transport and infrastructure

Public transport and long-distance trains

A higher share of ticket holders from abroad used local public transport and public long-distance trains.

Ticket holders from Germany rather traveled directly to the stadium instead of taking a detour.



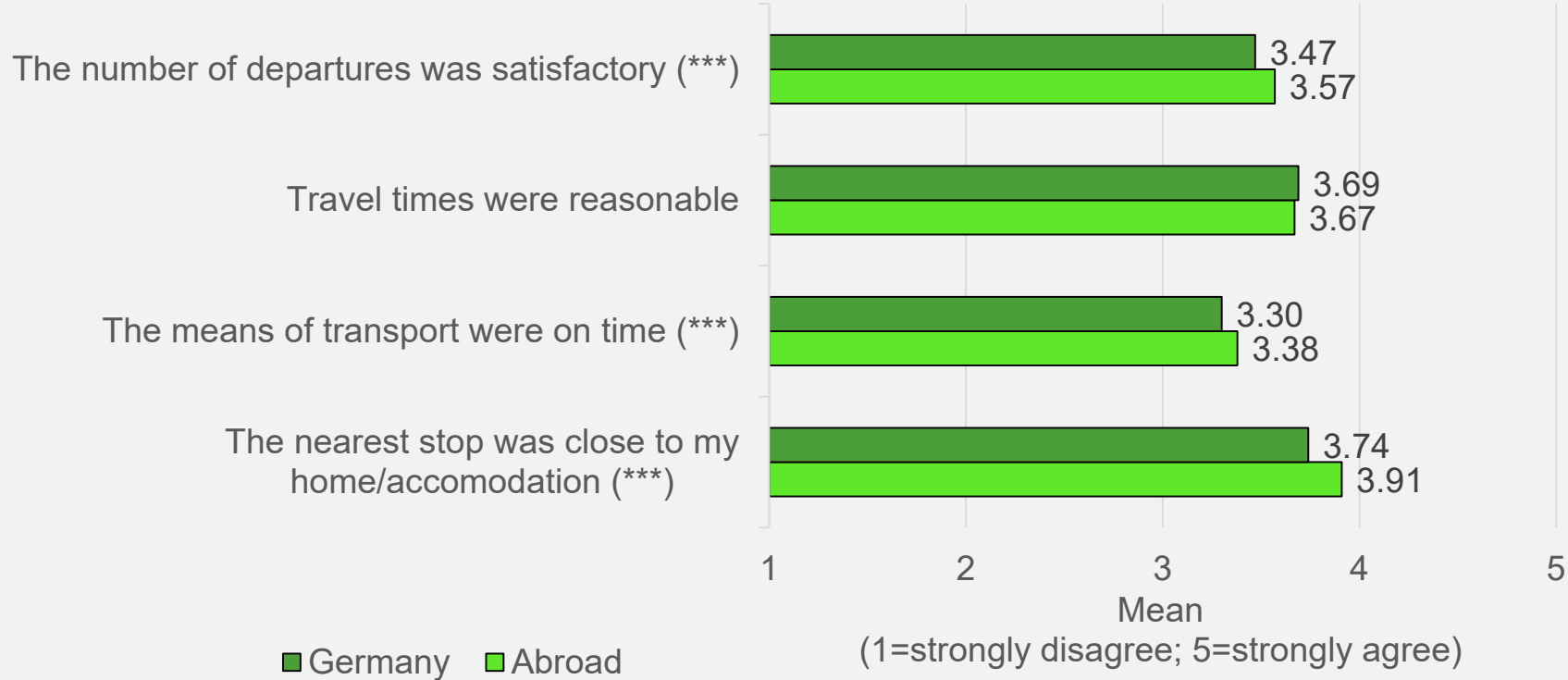
Ticket holders

Transport and infrastructure

Public transport and long-distance trains

Ticket holders from foreign countries were slightly more satisfied with the number of departures, the punctuality, and the proximity of the nearest stop of the local public transport than ticket holders from Germany.

Availability and attractiveness of local public transport in the Host Cities (Part 1)



Ticket holders

Transport and infrastructure

Public transport and long-distance trains

Ticket holders from abroad were more satisfied with availability and attractiveness of local public transport than ticket holders from Germany.

Availability and attractiveness of local public transport in the Host Cities (Part 2)



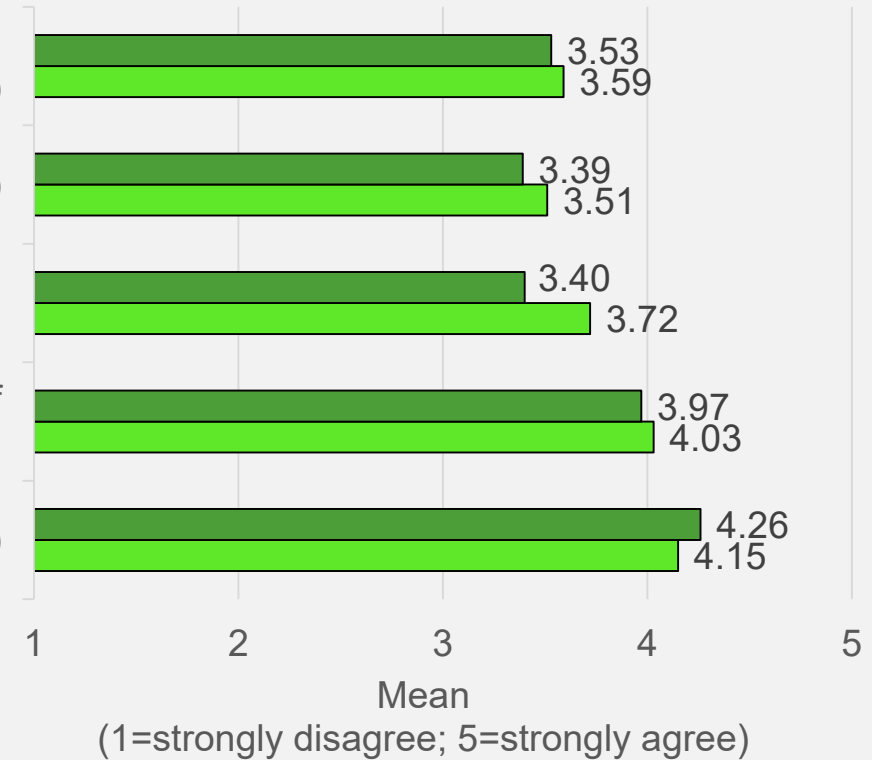
The information provided at stops and train stations about arrivals/departures/traffic problems was good (***)

Traveling by local public transport was comfortable (***)

The means of transport, stops, and stations were clean (***)

I felt safe at stops, stations, and on the means of transport (**)

I was not afraid of accidents when traveling (***)



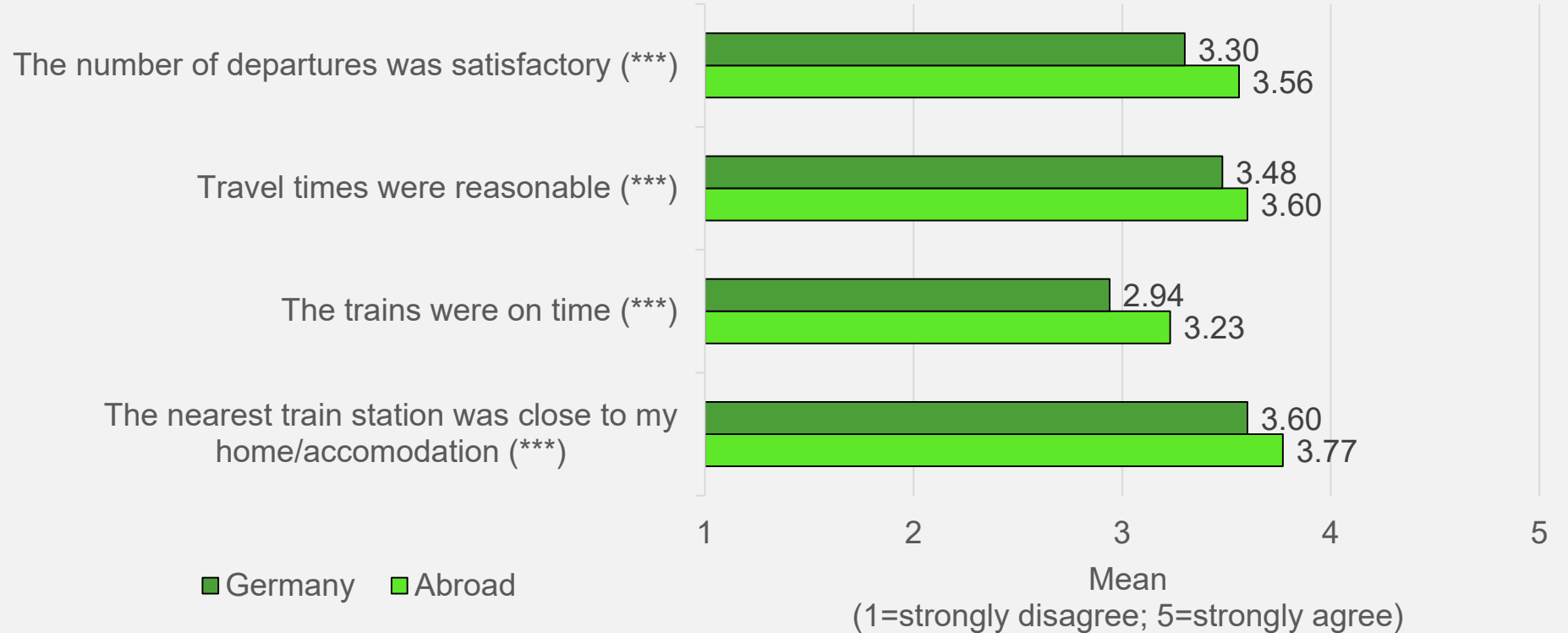
Ticket holders

Transport and infrastructure

Public transport and long-distance trains

Ticket holders from foreign countries were more satisfied with the availability and attractiveness of public long-distance trains than ticket holders from Germany.

Availability and attractiveness of public long-distance trains (Part 1)



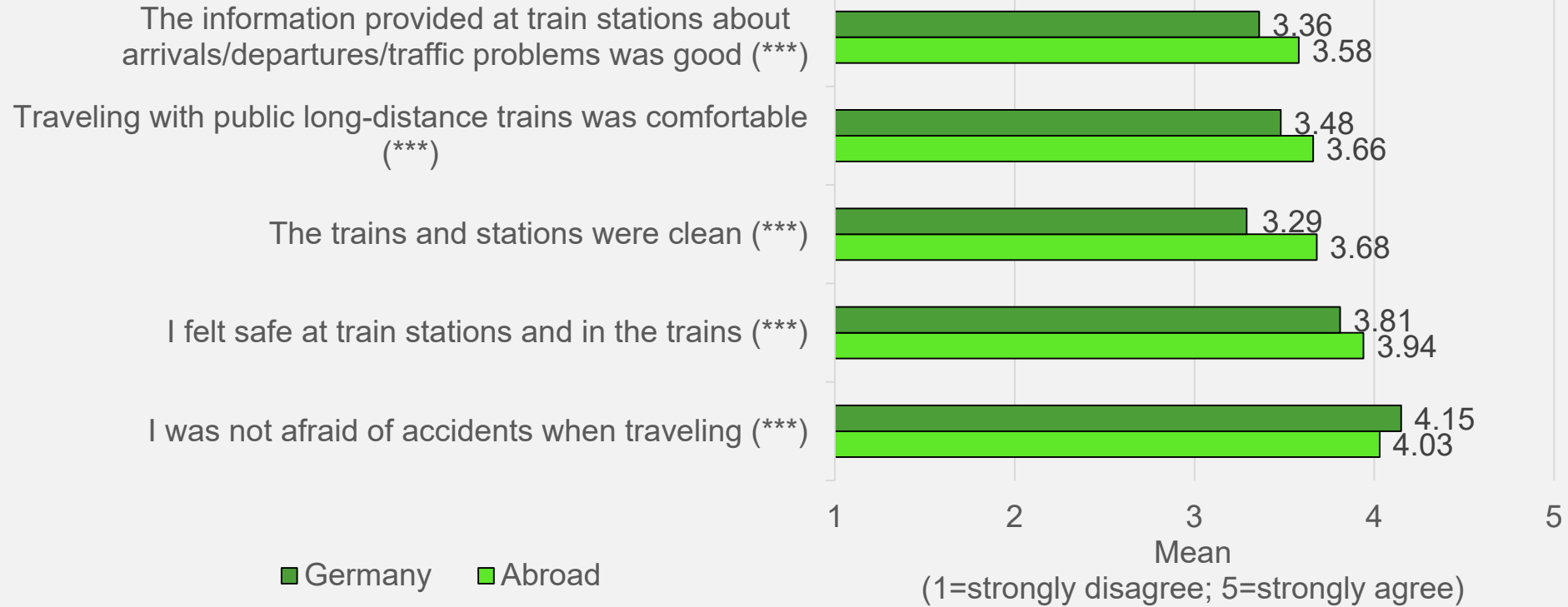
Ticket holders

Transport and infrastructure

Public transport and long-distance trains

In nearly all areas, ticket holders from foreign countries were more satisfied with the availability and attractiveness of public long-distance transport than ticket holders from Germany.

Availability and attractiveness of public long-distance transport (Part 2)



Ticket holders

Transport and infrastructure

Walkways and bike paths

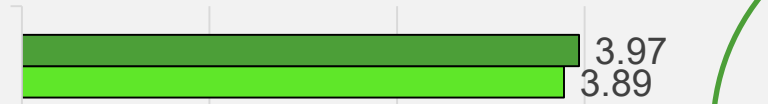
Fans from abroad were more satisfied with the cleanliness of walkways than ticket holders from Germany, less so with the availability, signposting, and illumination.



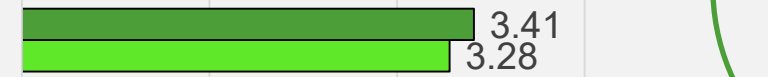
Availability and attractiveness of walkways in the Host Cities



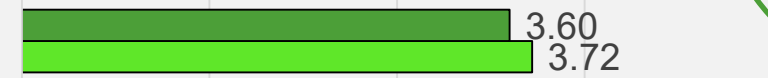
There were walkways next to all streets (***)



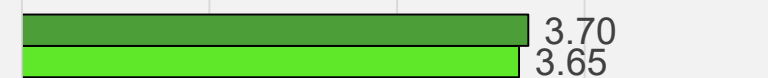
There were obstacles on the walkways^a (***)



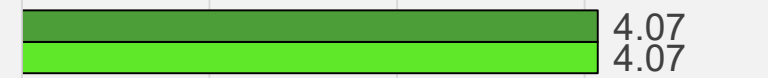
The walkways were clean (***)



The walkways were signposted and illuminated (***)



I felt safe on the walkways



■ Germany ■ Abroad

Mean (1=strongly disagree; 5=strongly agree)

^areverse coded statement (1= strongly agree; 5=strongly disagree)

Share of (very) satisfied respondents (in %):
77.7% (GER)
resp.
79.8% (Abroad)

Evaluation

Ecological sustainability

Resources

Overall, more fans attended the event than expected two years earlier (in the ex-ante climate study):

- There were 62% more visitors in the fan zones (6.14 million instead of 3.8 million as previously assumed), resulting in more emissions from (inter)national travel and overnight stays
- The share of ticket holders living in a foreign country was 37.5% higher (44% instead of 32%), resulting in a higher share of air traffic (emission-intensive)
- The tickets were distributed among more visitors (Ø 1.5 tickets per person instead of 2.1 as previously assumed), resulting in 40% more people traveling and a higher general travel volume

CO₂-emissions

Before the event, the CO₂-equivalent (CO₂-e) emissions were estimated at about 490,000 tons (based on estimates of the number of visitors).

In fact, almost 780,000 tons CO₂-e emissions were generated, of which about 678,000 tons CO₂-e (87%) were caused by fan travel.

The overall emissions are considerably lower than at the UEFA EURO 2016 (2.8 million tons CO₂-e) due to fewer (new) stadium constructions.

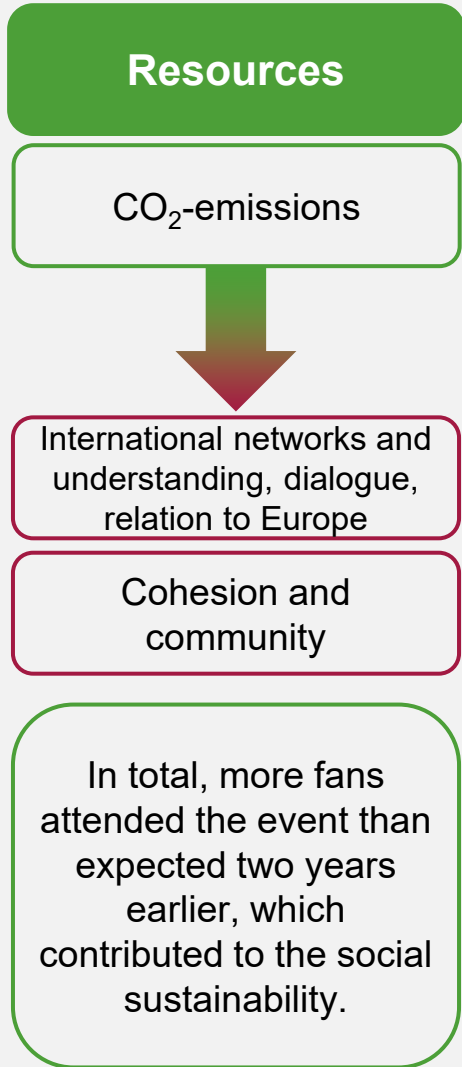


The greatest savings potential lies in shifting from medium- and short-distance flights and car use to public long-distance trains.



Ex-post climate study

(Reich & Weißleder, 2024)



Comparison with the ex-ante climate study



37.5% more fans from abroad, resulting in more air traffic (emission-intensive)

More fans made the trip because they wanted to visit a fan zone

Basic data (extract)	Ex-ante (Öko-Institut)	Ex-post (DEKRA)
Tickets sold to foreign fans	32%	44%
Ø Number of tickets per person	2.1	1.5
Person-km fans international arrival and departure	1.4 B	1.93 B
Person-km teams	5.2 M	6.92 M
Visitors fan zone	3.8 M	6.14 M
Main reason for trip is visit of fan zone	26%	69%

40% more people traveled, resulting in a higher travel volume

62% more visitors in the fan zones, resulting in more emissions from travel and overnight stays

Ex-post climate study

(Reich & Weißleder, 2024)

Resources

CO₂-emissions

The study conducted by DEKRA is based on data that were collected before, during, and after the event.

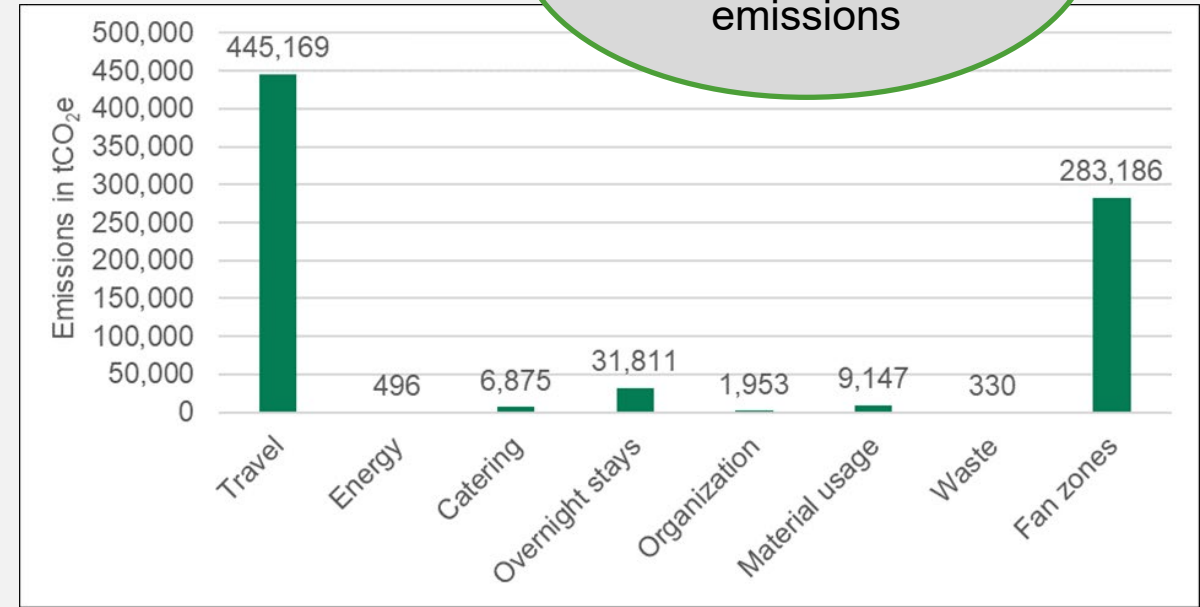
To ensure comparability, this study uses the same method as the ex-ante climate study.

Overall result of the event's carbon footprint



In total, about **780,000 tons** CO₂-equivalent (CO₂-e) emissions

Emissions by component	Emissions	Percentage
	[t CO ₂ -e]	
Travel	445,169	57.1%
Energy	496	0.1%
Catering	6,875	0.9%
Overnight stays	31,811	4.1%
Organization	1,953	0.3%
Material usage	9,147	1.2%
Waste	330	<0.1%
Fan zones	283,186	36.4%
Total emissions	778,968	100%



Ex-post climate study

(Reich & Weißleder, 2024)

Funded by



Federal Ministry
of the Interior
and Community



SustainEURO
Evaluation 2024

Resources

CO₂-emissions

About 87% (678,000 tons CO₂-e) of all emissions are caused by fan travel, mostly by international fan travel.

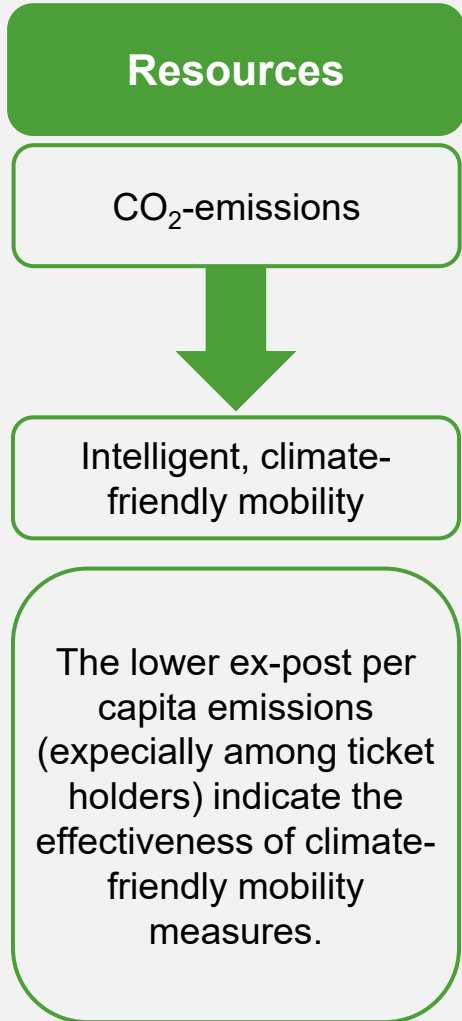
Emissions by responsible groups



Overall result by responsible groups								
Emissions in t CO ₂ e								
	International ticket holders	National ticket holders	National teams	Volunteers	Fan zones	Other	Total	Share [%]
Travel	371,712	69,209	1,664	366	236,988	2,219	682,158	87.6%
Overnight stays	22,439	7,558	1,453	188	26,441	173	58,252	7.5%
Energy	-	-	-	-	309	496	805	0.1%
Catering	-	-	-	-	6,793	6,875	13,668	1.8%
Organization	-	-	-	-	11,112	1,953	13,065	1.7%
Material usage	-	-	-	-	911	9,147	10,058	1.3%
Waste	-	-	-	-	632	330	962	0.1%
Total	394,151	76,767	3,117	554	283,186	21,193	778,968	100%
Share [%]	50.6%	9.9%	0.4%	0.1%	36.4%	2.7%	100%	

Ex-post climate study

(Reich & Weißleder, 2024)



Per capita emissions (travel, overnight stays)

Considerably lower per capita emissions for ticket holders

The per capita values across all fans are lower ex post than ex ante (the slightly higher ex-post values for fan zone visitors are barely relevant)

Emissions (in kg CO ₂ -e)	Ex-ante (Öko-Institut)	Ex-post (DEKRA)
Ticket holders		
National	130.7	84.5
International	762.9	550.8
Total	333.0	289.7
Fan zone visitors		
National	12.1	16.2
International	365.6	649.8
Total	61.6	66.9
Total Ticket holders and Fan zone visitors	212.3	131.0

Ex-post climate study

(Reich & Weißleder, 2024)

Resources

CO₂-emissions

In some areas, figures were lower than in the ex-ante climate study.

Criteria	Data (Ex-ante study)	Data (Ex-post study)
Number of stadium tickets	2,800,000	2,680,461
Share of tickets for fans living in Germany	68%	56%
Average number of tickets per person	2.1	1.5
Total Pkm fans for international travel	1,400,000,000 Pkm	1,926,963,518 Pkm
Total Pkm teams	5,200,000 Pkm	6,916,399 Pkm
Number of officials (UEFA and EURO 2024 Ltd.)	4,500	4,500
Number of media representatives	14,000	14,000
Number of volunteers	16,000	13,900
Number of other staff	110,000	110,000
Number of overnight stays by fans living in Germany	950,000	598,129
Number of overnight stays by fans living outside of Germany	1,800,000	1,793,624
Number of overnight stays by other people	380,000	79,837
Electricity demand in all stadiums	11,000,000 kwh	10,123,350 kwh
Diesel demand in all stadiums	270,000 l	21,000 l
Number of meals consumed in stadiums	1,300,000	1,770,000
Number of beverages consumed in stadiums	4,300,000	4,700,000
Fleet size of the EURO 2024 Ltd.	758 vehicles	797 vehicles
Number of different individuals in fan zones	3,800,000	6,139,300
Resulting CO ₂ -e emissions	490,000 t CO ₂ e	780,000 t CO ₂ e

13% less volunteers than anticipated ex ante

The need for electricity and diesel in the stadiums was lower than expected ex ante

Ex-post climate study

(Reich & Weißleder, 2024)

Resources

CO₂-emissions

Shifting from airplane (medium- and short-distance flights) and car to public long-distance trains could save 27% of all emissions of the event.

Means of transport	Distance in Pkm	Percentage
Airplane (long-distance)	411.14	21.34%
Airplane (medium-distance)	192.55	9.99%
Airplane (short-distance)	485.42	25.19%
Public long-distance train	416.91	21.64%
Coach	31.48	1.63%
Car	389.46	20.21%
Total	1,926.96	100%

Avoidance options: Travel of international ticket holders

Potential savings:
211,089 tons CO₂-e
(27% of all emissions)

- Shifting from **airplane** (medium-distance) → to **public long-distance trains**:
-238 g CO₂-e/Pkm
- Shifting from **airplane** (short-distance) → to **public long-distance trains**:
-251 g CO₂-e/Pkm
- Shifting from **car** → to **public long-distance trains**:
-112 g CO₂-e/Pkm

Medium-distance: 2-3.5 h
Short-distance: <2 h

Evaluation

Ecological sustainability

Resources

Energy/water supply



Energy and water consumption could be reduced through various measures.

13% of ticket holders from foreign countries and 6% of fans from Germany used drinking fountains.

Nutrition



Overall, the perception and consumption of vegetarian/vegan food by ticket holders in the stadium and outside of the stadium was rather low.

Waste avoidance, recycling

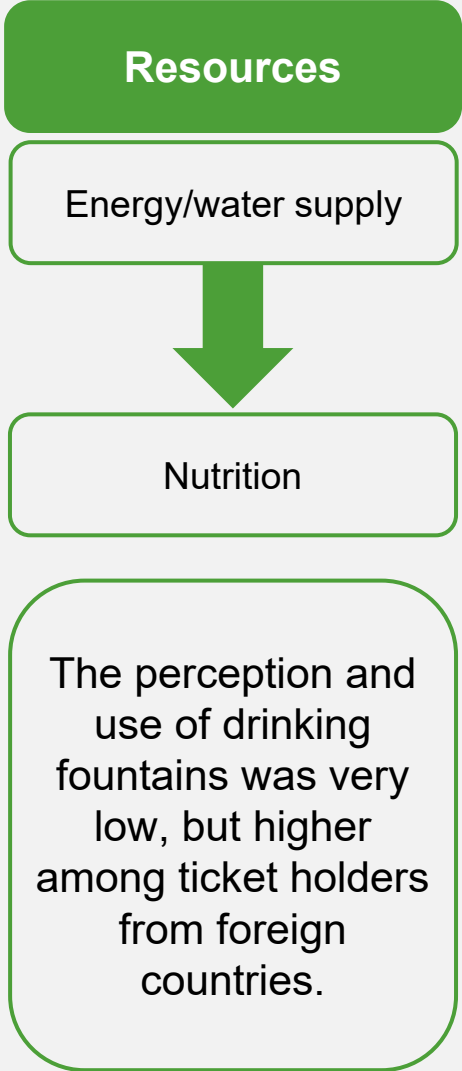


Ticket holders from foreign countries perceived more waste disposal options in the stadium and were also more likely to separate waste than ticket holders from Germany.

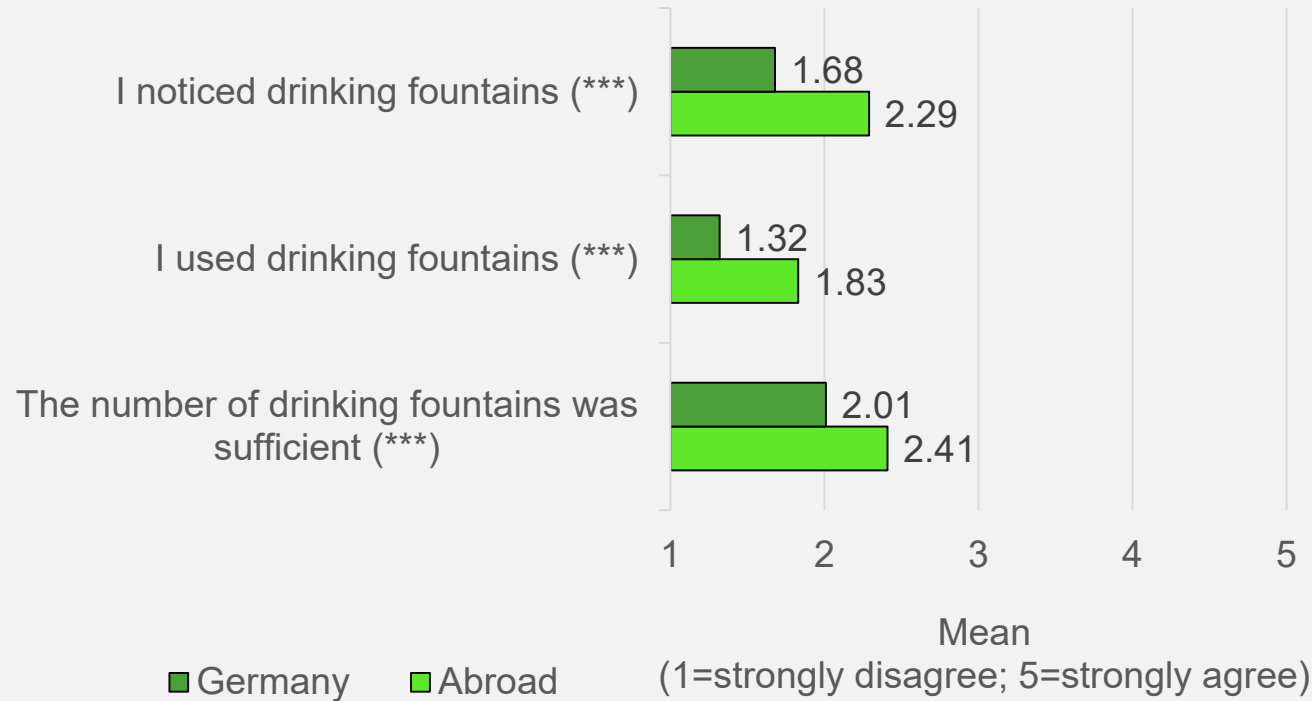
In contrast, ticket holders from Germany perceived more opportunities to return deposits in the stadium and were also more likely to return deposits there.

The volume of waste could be reduced through various measures.

Ticket holders



Perception and usage of drinking fountains



5.7% (GER)
resp.
12.7% (Abroad)
used drinking fountains.

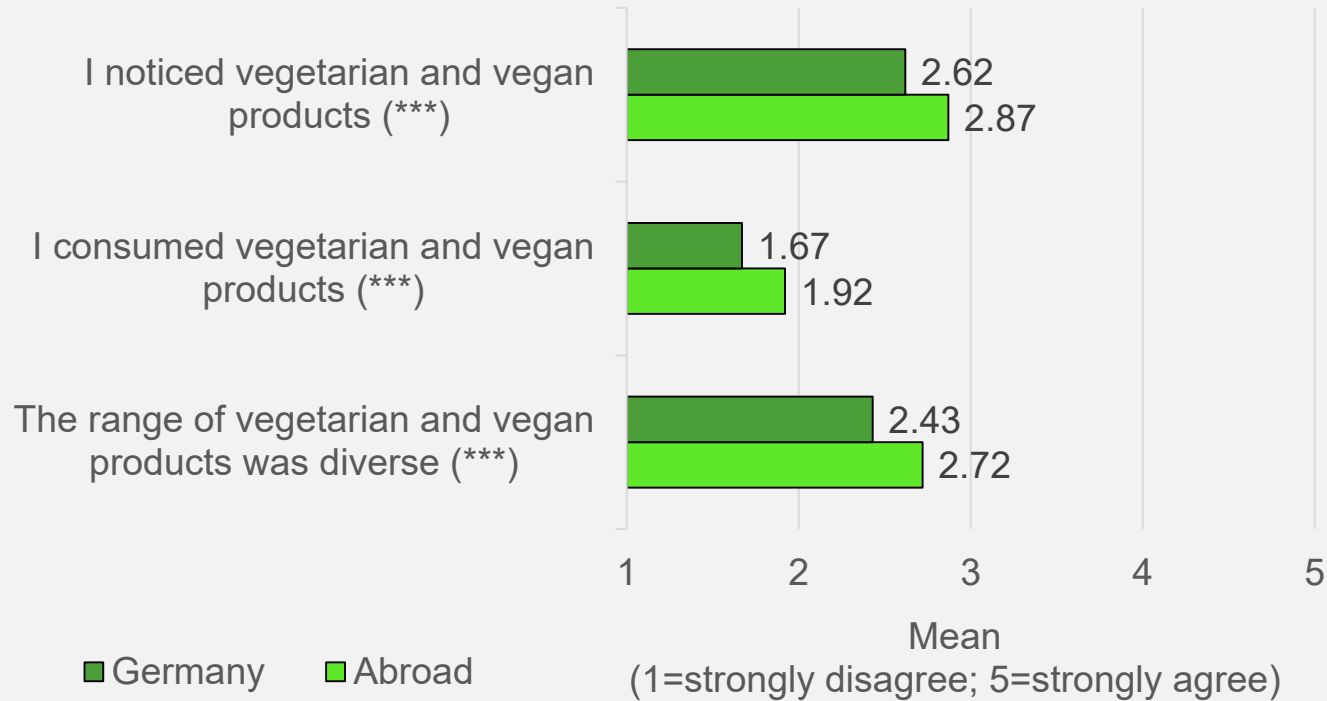
Ticket holders

Resources

Nutrition

Ticket holders from foreign countries were more likely to notice and consume vegetarian/vegan products in the stadium than ticket holders from Germany.

Perception and consumption of vegetarian/vegan products in the stadium



12.2% (GER)
resp.
12.2% (Abroad)
consumed
vegetarian/
vegan products
in the stadium.

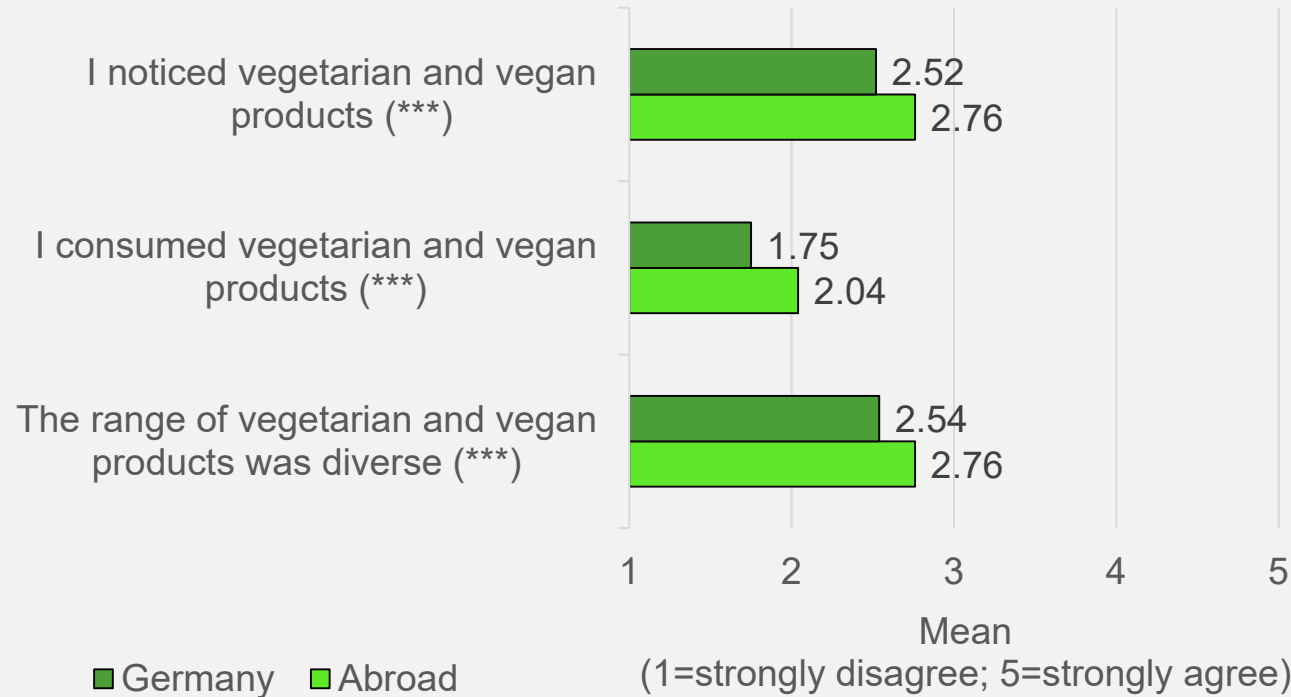
Ticket holders

Resources

Nutrition

Ticket holders from foreign countries were more likely to notice and consume vegetarian/vegan products outside of the stadium than ticket holders from Germany.

Perception and consumption of vegetarian/vegan products outside of the stadium



11.5% (GER)
resp.
12.1% (Abroad)
consumed
vegetarian/
vegan products
outside of the
stadium.

Ticket holders

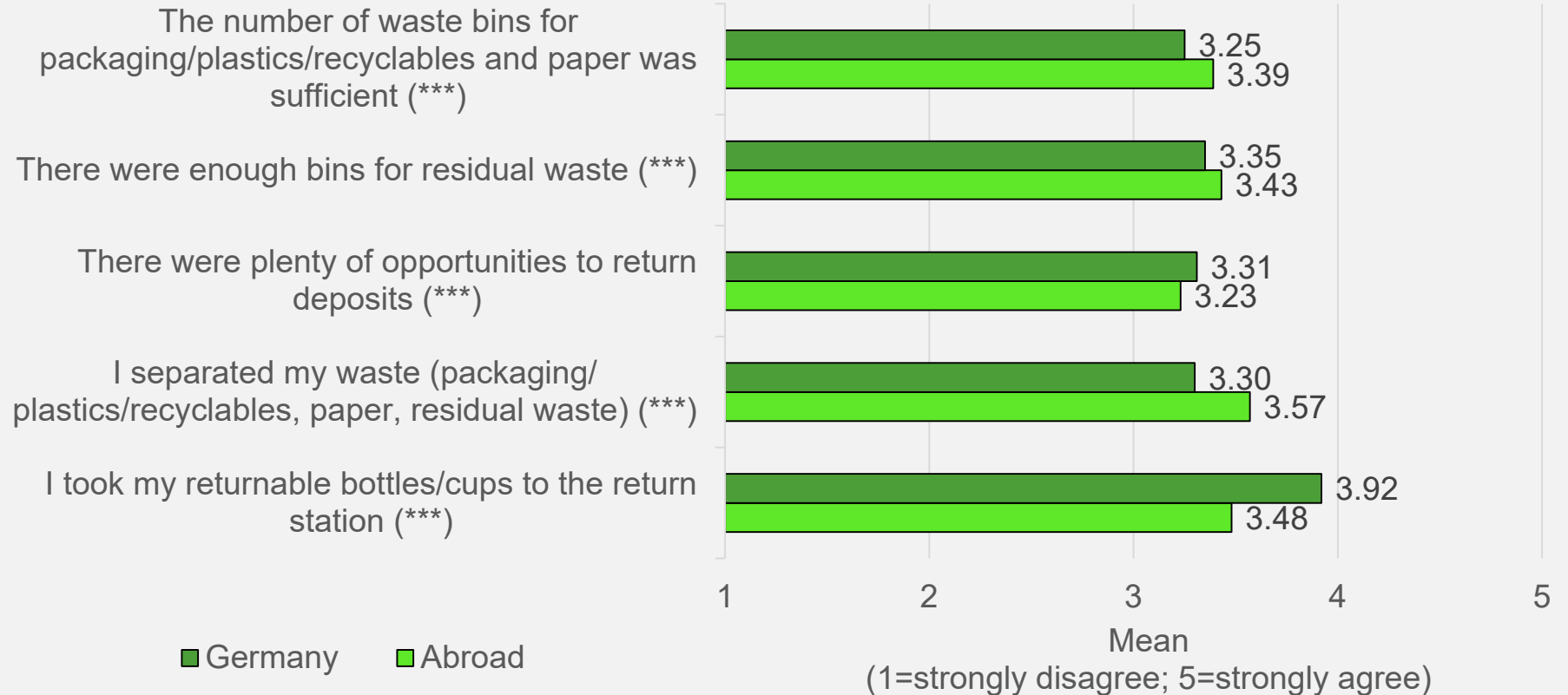
Resources

Waste avoidance, recycling

Ticket holders from abroad perceived more opportunities for waste disposal and separated waste.

Ticket holders from Germany perceived more return stations for returnable bottles/cups and returned their deposit more often.

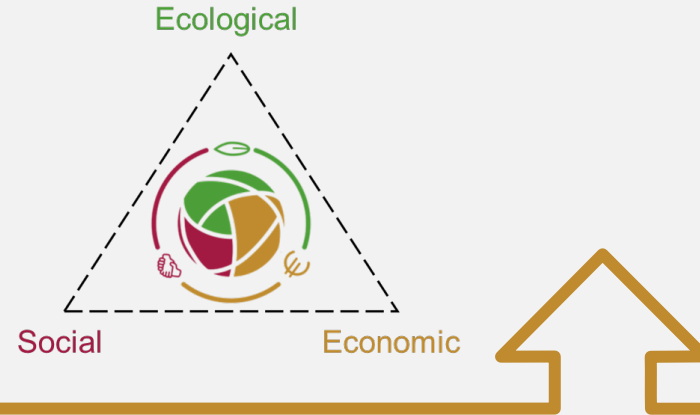
Waste disposal and recycling in the stadium



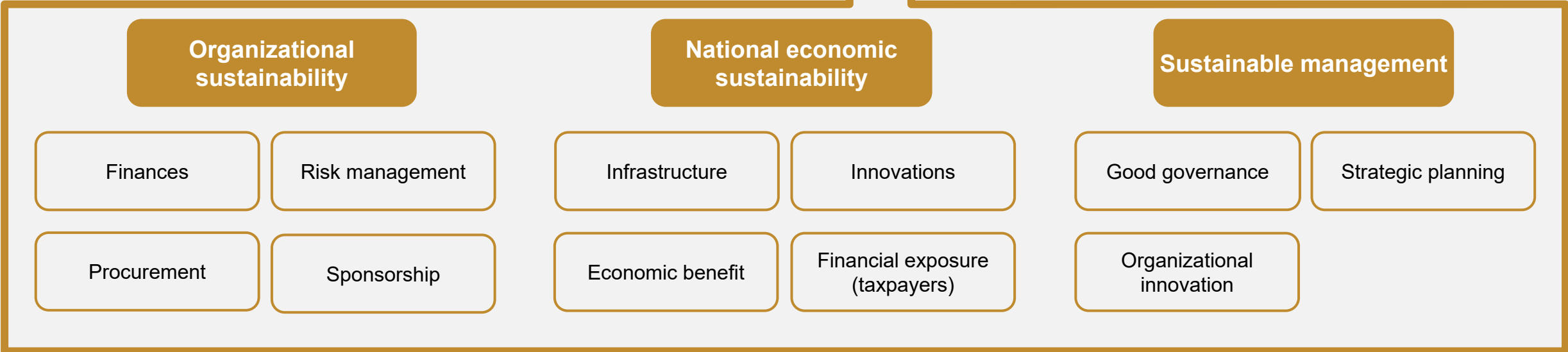
Conceptualization

Economic sustainability

Core Areas and Sub Areas



Organization
Sport organization, governmental institution, Host City (incl. fan zones)



Evaluation

Economic sustainability

Organizational sustainability

Finances



The event-related expenditure of the stakeholders involved in the organization of the event (in short: event-orga stakeholders) amounted to about € 690 million.

Overall, the event-orga stakeholders made solid financial plans despite the challenges that arose during the planning process (e.g., draw of match pairings, security, general price increases).

Supplementary financing was hardly necessary, also due to effective cost-saving measures. However, most of the financed measures are only of temporary nature.

Overall, the Host Cities managed their budgets well and did not exceed them.

Risk management



A central pillar of the risk management of the event-orga stakeholders is the safety of fans in addition to the hedge of business risk.

Even if not all event risks have been insured, the event-orga stakeholders as a whole are characterized by forward-looking and economically sustainable risk management.

Further studies

(Handelsblatt Research Institute & DFB, 2024; Nahar, 2024; Nielsen Sports, 2024)

Organizational sustainability

Finances



Financial exposure (taxpayers)

Planned spending before the event.

The spending on stadiums is a long-term investment in infrastructure.

Spending of event-orga stakeholders



M €	Event	Stadium
Berlin	83.7	
Stuttgart	38.4	140
Frankfurt	30.2	
Hamburg	30.0	33.7
Dortmund	21,0	
Munich	21,0	
Düsseldorf	20.5	
Gelsenkirchen	19.0	
Leipzig	15.0	
Cologne	13.8	
Federal Government	~41	
UEFA & EURO 2024 Ltd.	~357	
Total	~690	

Limited comparability of Host City spending because of (non-)consideration of security costs

Existing household budget and requested funding of the German Government for a comprehensive sustainability program with over 60 measures (as of 04/2024). This figure excludes security costs as well as budget used for the transport infrastructure as a whole.

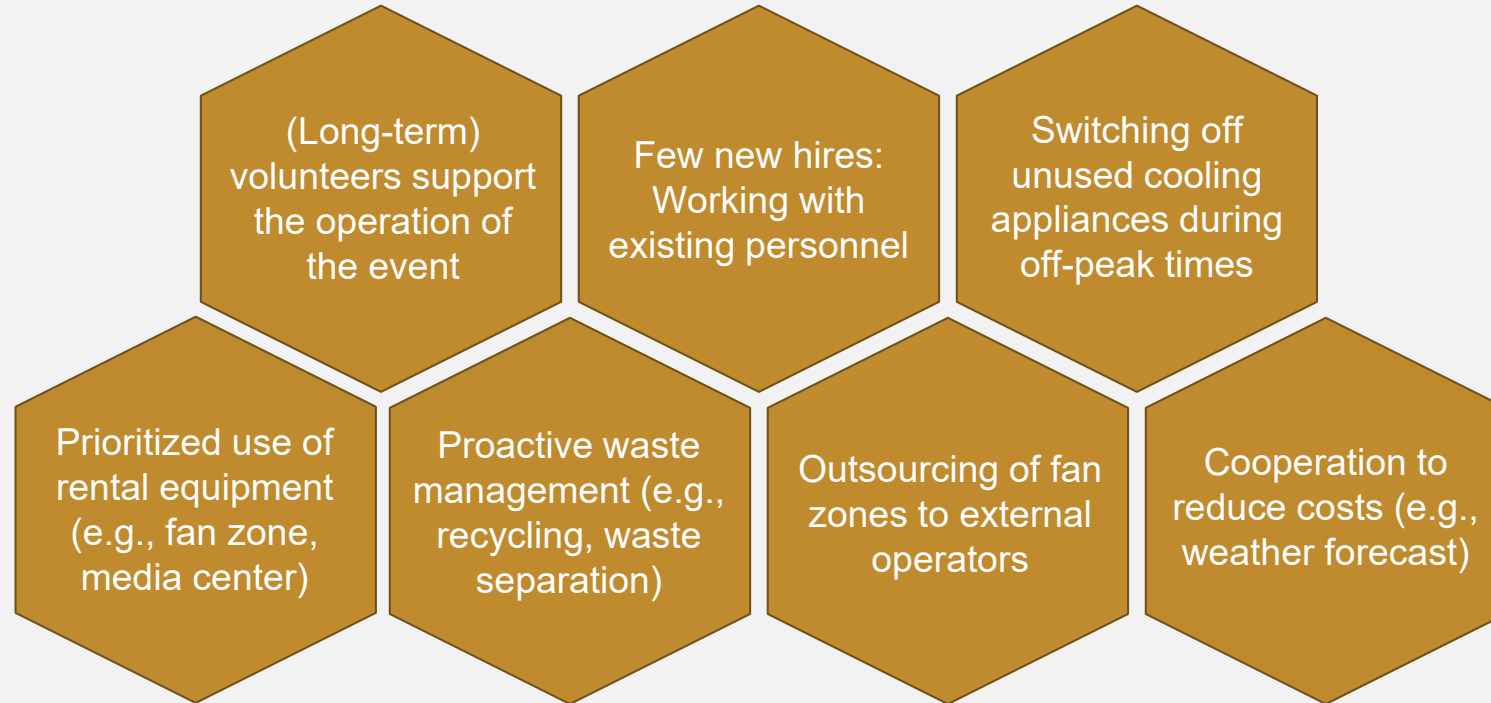
Event-orga stakeholders

Organizational sustainability

Finances

Despite various cost reduction measures before the event, supplementary financing was necessary shortly before and during the event.

Examples for cost reduction measures



Event-orga stakeholders

Funded by



Federal Ministry of the Interior and Community

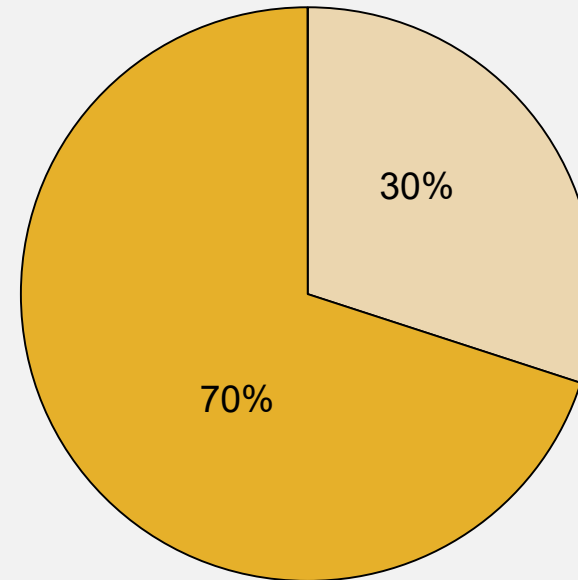
Organizational sustainability

Finances

The majority of the event-orga stakeholders did not need supplementary financing.

In some cases, budget increases were necessary in 2024.

Distribution of supplementary financing

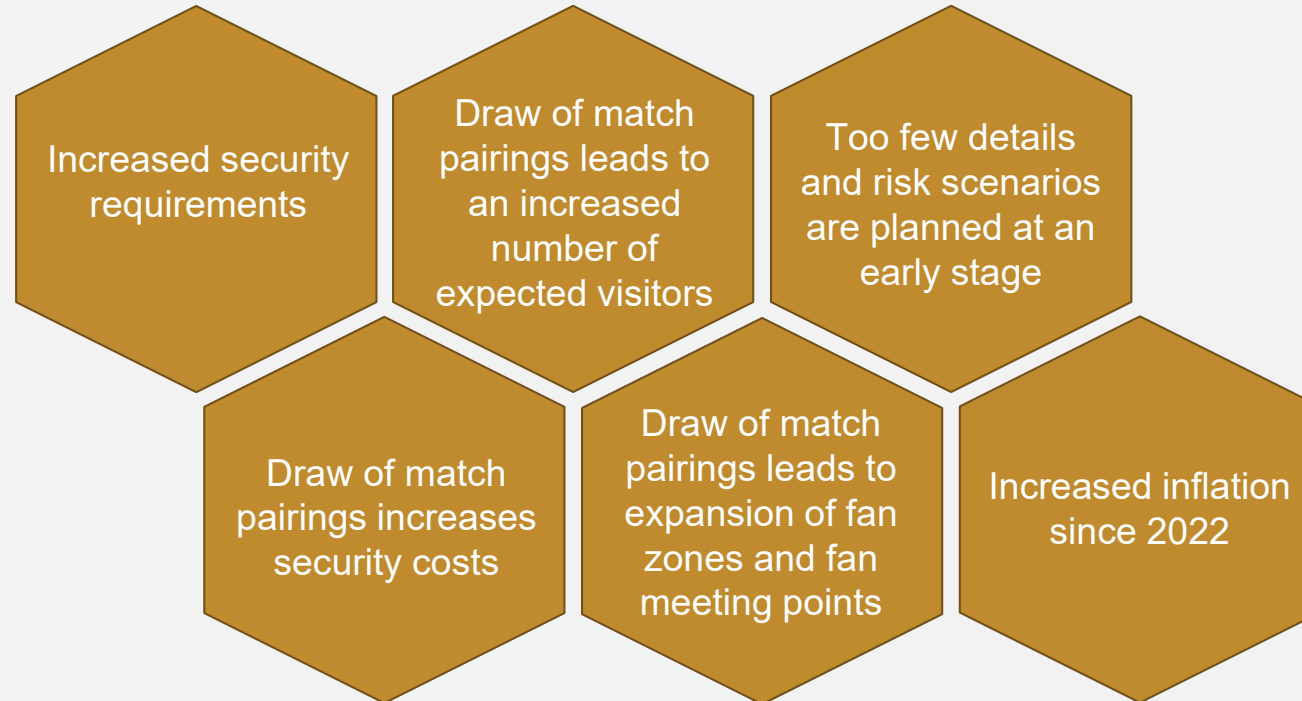


- Share of stakeholders with supplementary financing
- Share of stakeholders without supplementary financing

Event-orga stakeholders



Reasons for supplementary financing



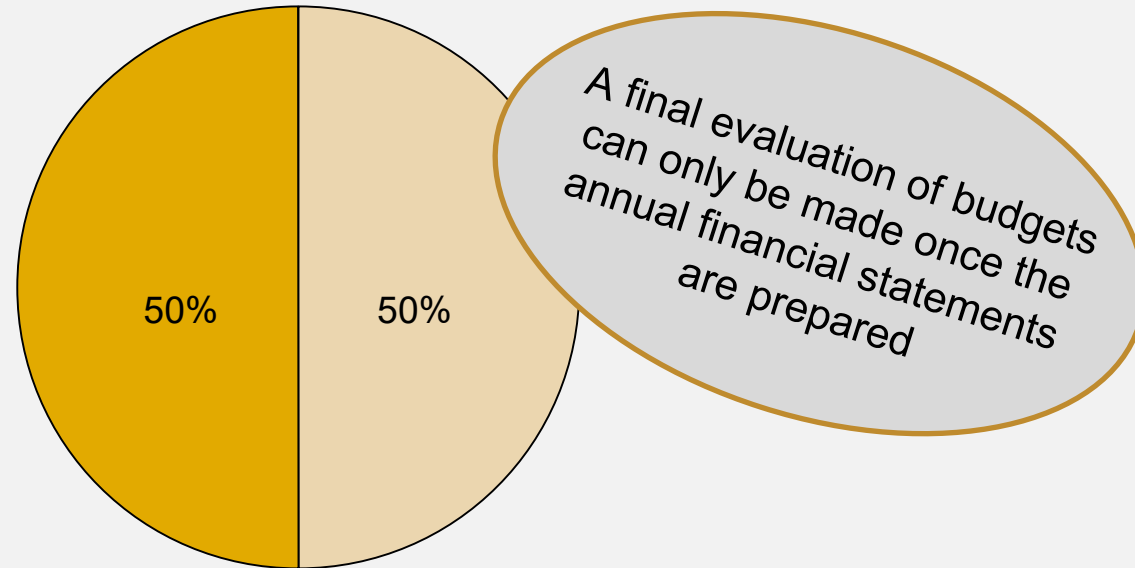
Event-orga stakeholders

Organizational sustainability

Finances

Overall, the Host
Cities managed their
budgets well and did
not exceed them.

Expected budget savings of the Host Cities



- Share of Host Cities with expected budget savings
- Share of Host Cities without expected budget savings

Event-orga stakeholders

Organizational sustainability

Risk management

In most Host Cities, risks remain uninsured as it is impossible to insure against any potential risk.

In case of claims, taxpayers are liable.

Exemplary measures to hedge business risk



Event-orga stakeholders

Organizational sustainability

Risk management



Safety

The majority of the event-orga stakeholders plans to continue the organizational innovation of the HCOC at future major sporting events and to budget additional costs in the future.

Exemplary measures to ensure the safety of fans



Evaluation

Economic sustainability

Organizational sustainability

Procurement



As the project teams in nine Host Cities are integrated into the local public administration, procurement is carried out on the basis of the respective municipal procurement guidelines.

Individual Host Cities have prioritized environmentally and socially sustainable procurement, which is typically associated with higher expenditure.

However, the long-term nature of these measures in terms of economic sustainability is not always given due to the life cycles of procured products and/or the corresponding costs.

Sponsorship



The majority of Host Cities reported challenges in the communication with the official event sponsors/partners. Despite high time investments, the communication outcomes can be considered limited.

The choice options of local sponsors/partners in the Host Cities were limited, partly due to the sector exclusivity of the official UEFA sponsors, so that primarily municipal companies or media companies were acquired.

Event-orga stakeholders

Organizational sustainability

Procurement

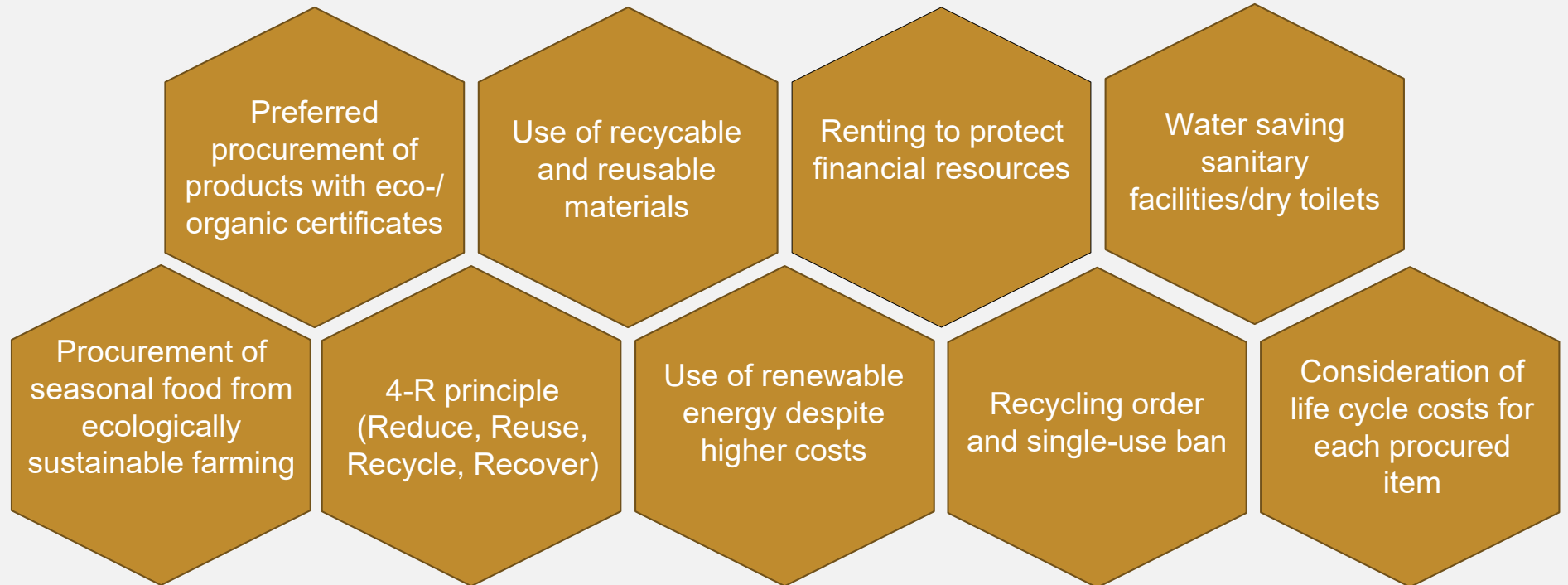


Resources

The focus is on
ecologically sustainable
procurement.

Less attention is paid to
the life cycles of the
procured products or
the corresponding
costs.

Examples for the consideration of ecological sustainability



Event-orga stakeholders

Organizational sustainability

Procurement



Human rights

A few event-orga stakeholders pay surcharges and engage in additional work for the procurement of socially sustainable products.

Socially sustainable procurement guidelines are employed.

Examples for the consideration of human rights



Event-orga stakeholders

Organizational sustainability

Sponsorship

Communication in relation with UEFA sponsors



The majority of Host Cities perceived challenges in communication that were accompanied by limited results despite high time investments.



Event-orga stakeholders

Organizational sustainability

Sponsorship

The choice of local sponsors/partners is partly limited due to the sector exclusivity of the official UEFA sponsors.

Therefore, mostly municipal companies or media companies are acquired.

Shared goals and values with local sponsors



Finding local sponsors



Early initiated cooperations have to be canceled by Host Cities

Very restrictive guidelines for finding local sponsors

Evaluation

Economic sustainability

National economic sustainability

Infrastructure



Since the 10 stadiums already existed and further existing infrastructure is used, only minor construction investments are required (e.g., expansion/renovation of the public transport network and stops).

Where new construction investments were necessary, investments were primarily made into temporary measures. The temporary and, therefore, less sustainable construction measures refer to urban space and mobility issues. For example, most of the measures to improve accessibility will be dismantled after the event. Examples for permanent construction measures include the expansion of the public transport network and the installation of drinking fountains in the Host Cities.

Investments were made into the digital infrastructure, which can also be used after the event.

Innovations



From the event-orga stakeholders' perspective, digital (e.g., visitor flow management, increased app use), but also constructional (e.g., glass fiber in stadiums) and structural innovations (e.g., reusable packaging in fan zones) were developed.

However, the qualitative degree of innovation in the area of digital innovations is lower compared to construction and structural innovations.

Overall, only just under 12% of innovations are reused and can therefore be described as less sustainable.

The planned subsequent use rate is higher for structural innovations (e.g., cooperation structures between Host Cities).

Event-orga stakeholders

National economic sustainability

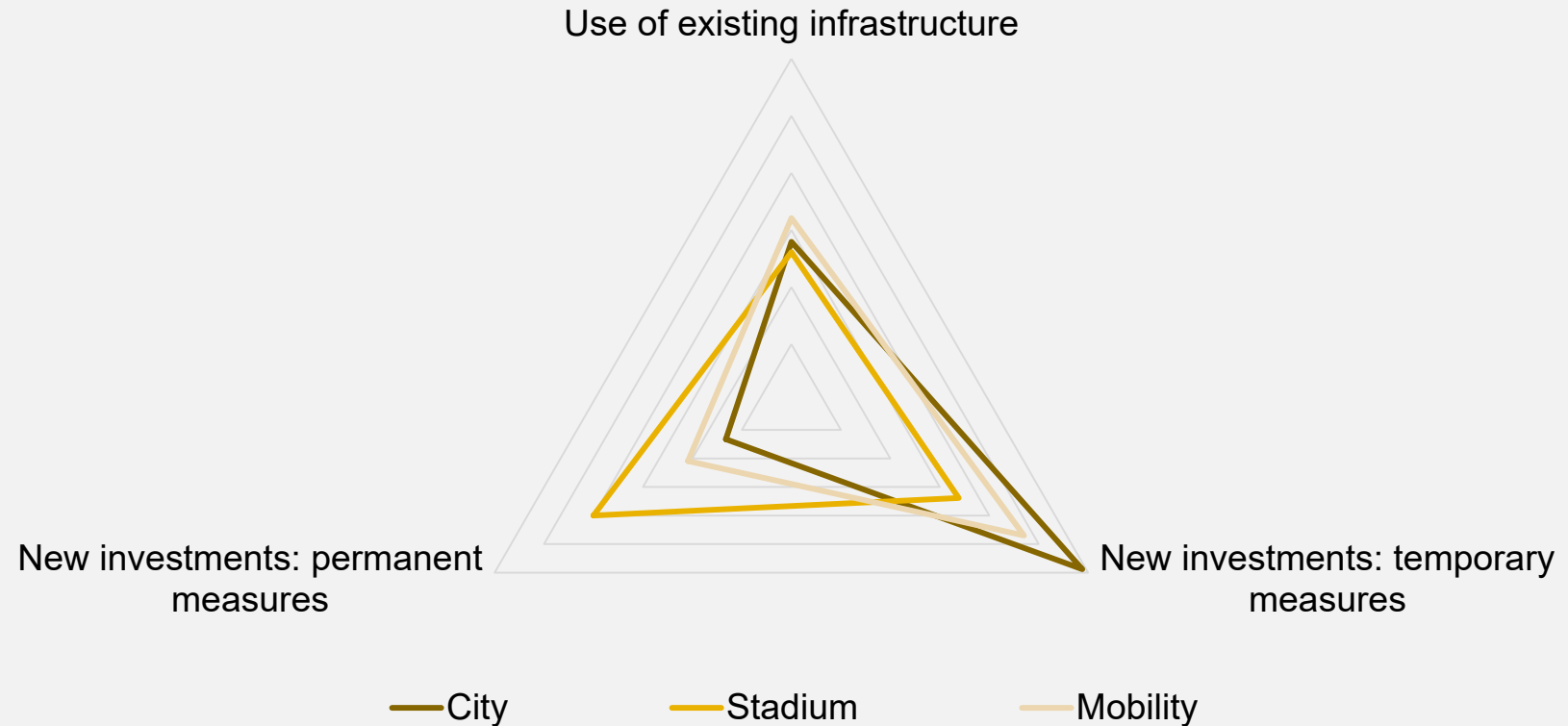
Infrastructure

Most of the temporary and therefore less sustainable measures concern the city or the mobility.

The majority of permanent measures are implemented in stadiums.



Investment volume by location



Event-orga stakeholders

National economic sustainability

Infrastructure

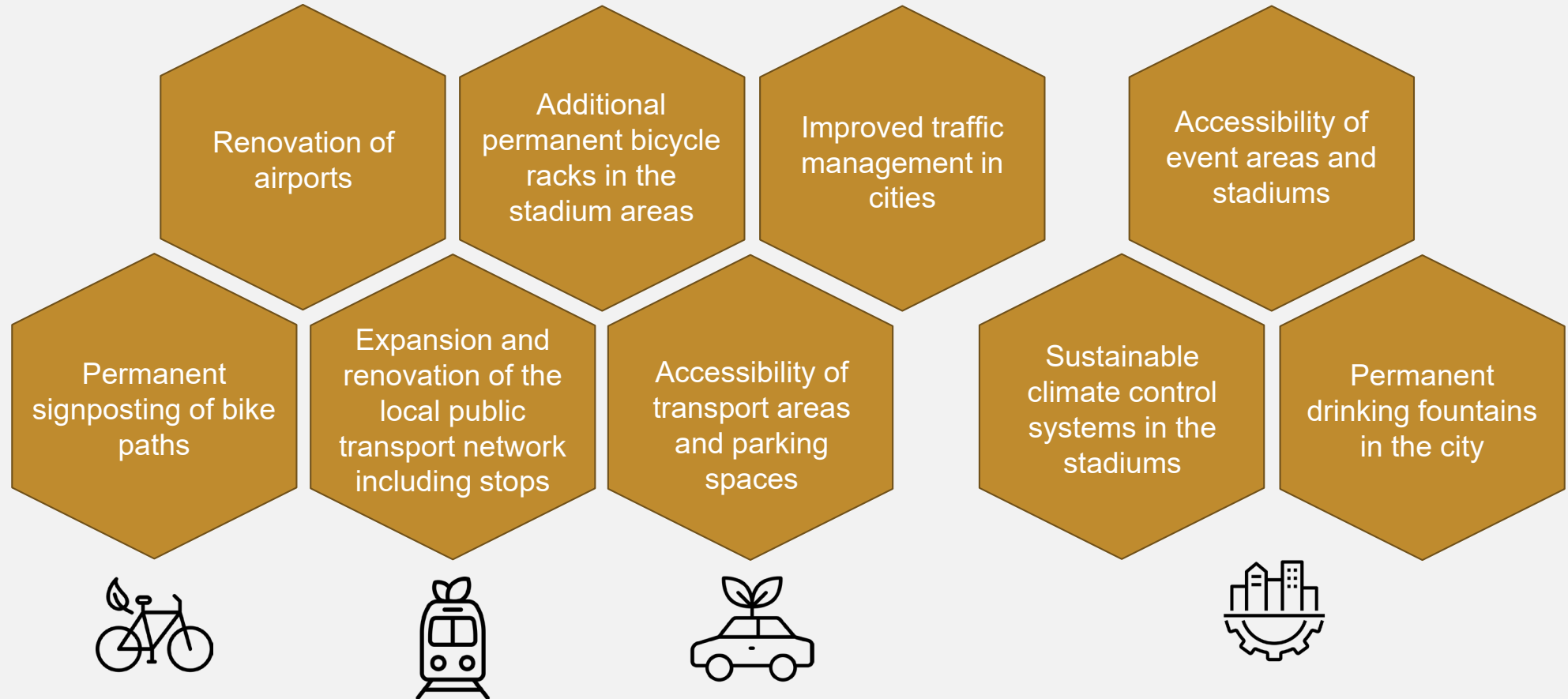


Inclusion

Many of these measures are available to the general public after the event.

However, many measures to improve accessibility in the stadiums will be dismantled after the event.

Examples for investments in built infrastructure



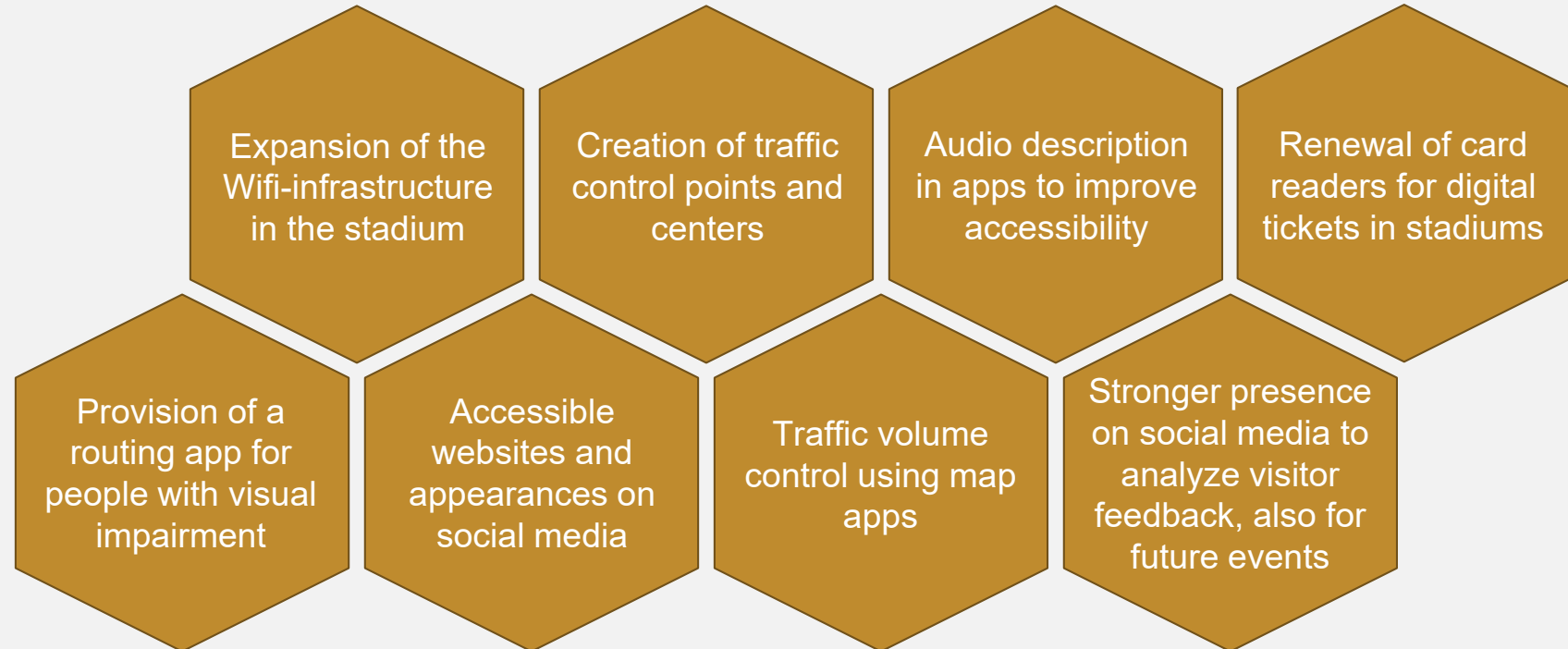
Event-orga stakeholders

National economic sustainability

Infrastructure

The stakeholders focus on sustainably strengthening their digital presence and expand the digital infrastructure, which can also be used after the event.

Examples for investments in digital infrastructure



Event-orga stakeholders

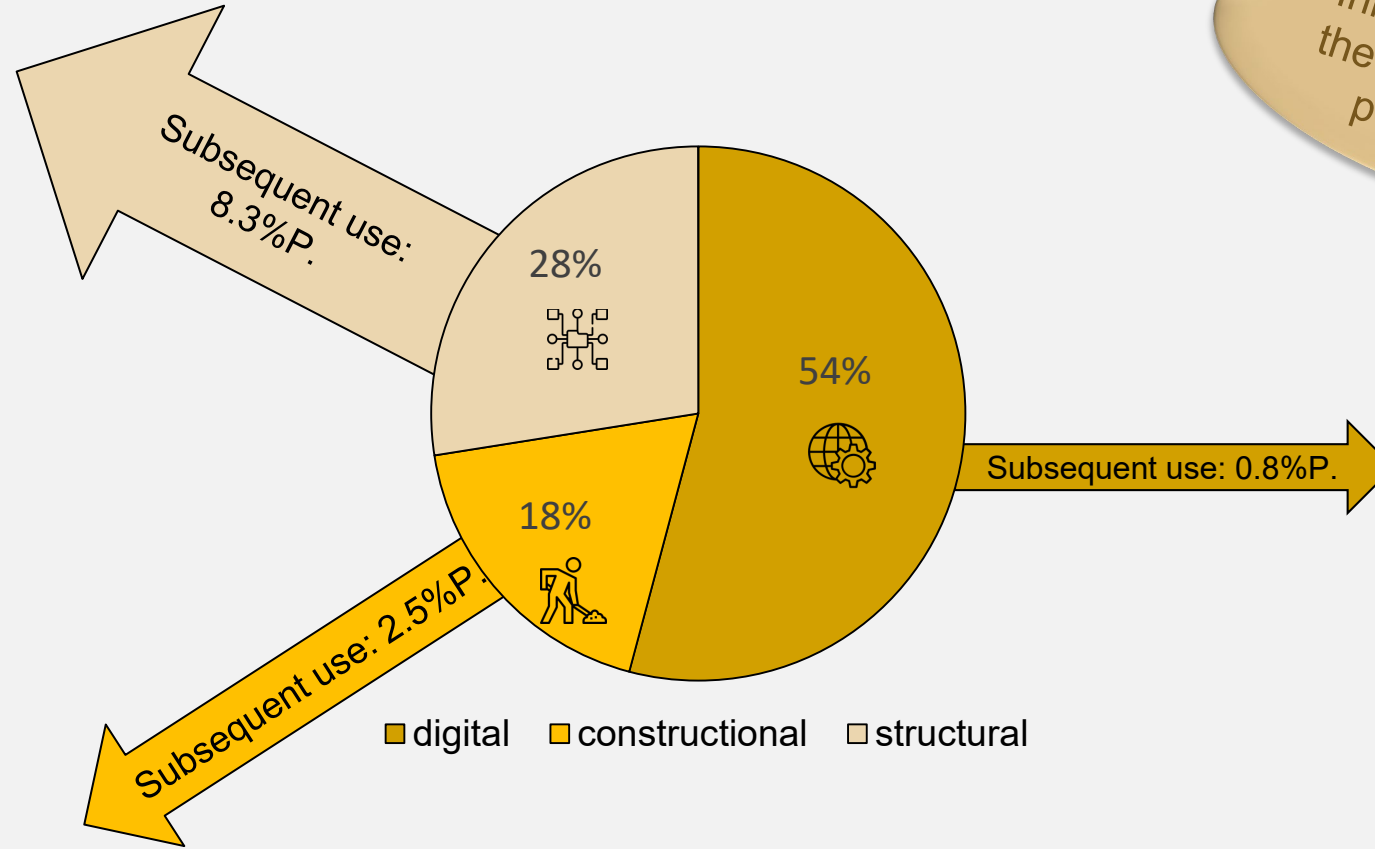
National economic sustainability

Innovations

The majority of innovations is digital in nature, but only a small proportion of these innovations are used subsequently.

Only just under 12% of innovations are subsequently used, mainly structural innovations.

Object of innovations



Innovations from the stakeholders' perspective

Event-orga stakeholders

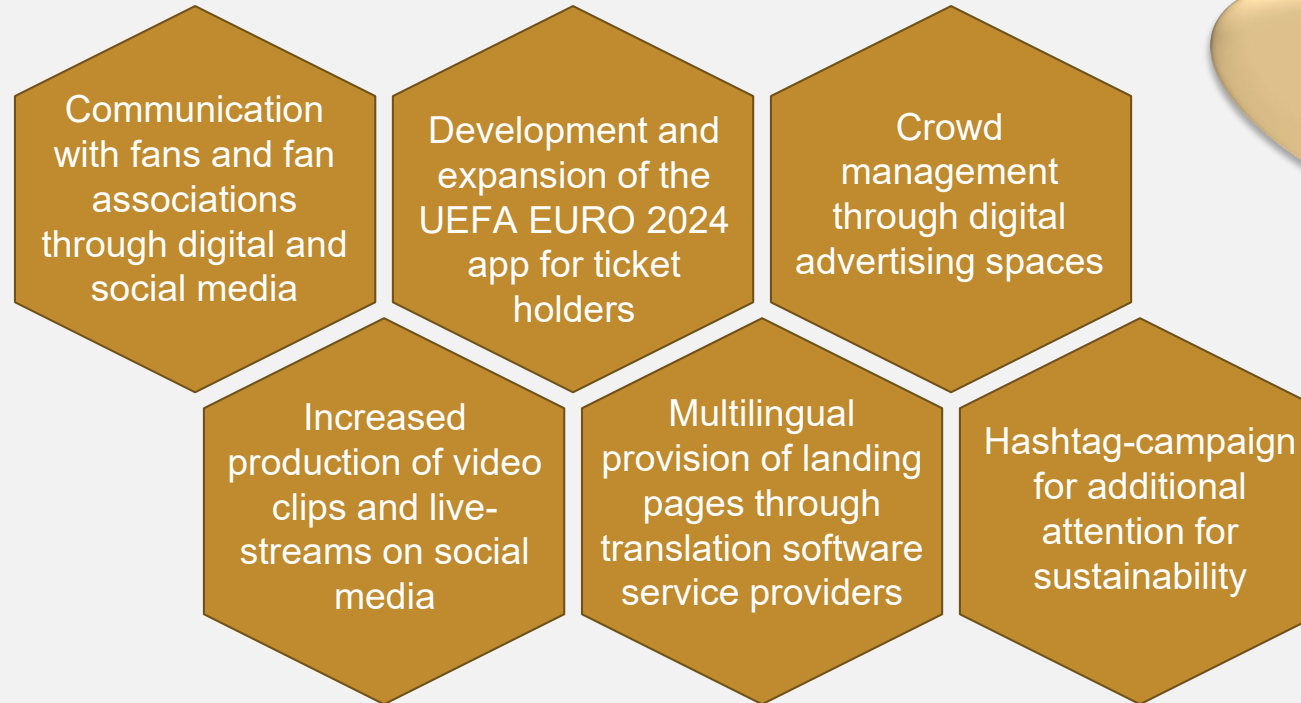
National economic sustainability

Innovations

The level of innovation in the area of digital innovations is lower compared to constructional and structural innovations, as more preparatory work was done in the past in terms of sustainability.

The majority of innovations are temporary in nature.

Examples for digital innovations (part 1)



Innovations from the stakeholders' perspective

Event-orga stakeholders

National economic sustainability

Innovations

The level of innovation in the area of digital innovations is lower compared to constructional and structural innovations, as more preparatory work was done in the past in terms of sustainability.

The majority of innovations are temporary.

Examples for digital innovations (part 2)



Innovations from the stakeholders' perspective

Evaluation

Economic sustainability

National economic sustainability

Economic benefit

Financial exposure (taxpayers)



The event-related public spending amounts to about € 333 million, including tournament-accompanying projects. This figure excludes security costs at the federal level and budget used for the transport infrastructure as a whole.

However, the public expenditure is offset by considerable tax revenue, which cannot be quantified yet.



Nielsen Sports estimates the economic impact of the event at around € 6.8 billion. Of this, € 4.4 billion can be attributed to the ten Host Cities, but other regions in Germany also benefit from hosting the event with about € 2.3 billion.

According to our own studies, in particular ticket holders from abroad contributed to this impact, spending on average more than 5 days in Germany (3.2 days from that in the Host Cities). Low crowding-out effects of the local population are beneficial for the economic benefit.

Sub-sectors such as the tourism industry benefit noticeably from the event, particularly hotels, restaurants, and transport. Overnight stays from visitors from abroad rose by 4.5% and international flight arrivals in Germany increased by over 10% compared to the previous year.

In addition, a social value added (“feelgood factor”) of around € 77 billion was generated. This means that the social value added of the event is noticeably higher than the traditional economic value added.

Comparing the estimated economic impact with public spending on hosting the event, the economic benefit exceeds this expenditure by a margin.

Further studies

(Handelsblatt Research Institute & DFB, 2024;
Nahar, 2024)

National economic sustainability

Financial exposure
(taxpayers)

Planned spending
before the event.

Public spending on the event



	M €
Berlin	83.7
Stuttgart	38.4
Frankfurt	30.2
Hamburg	30.0
Dortmund	21,0
Munich	21,0
Düsseldorf	20.5
Gelsenkirchen	19.0
Leipzig	15.0
Cologne	13.8
Federal Government	~41
Total	~333

Limited comparability
of Host City spending because
of (non-)consideration of
security costs

Existing household budget and requested
funding of the German Government for a
comprehensive sustainability program with
over 60 measures (as of 04/2024). This
figure excludes security costs as well as
budget used for the transport infrastructure
as a whole.

Further studies

(Becker et al., 2024; Nahar, 2024)

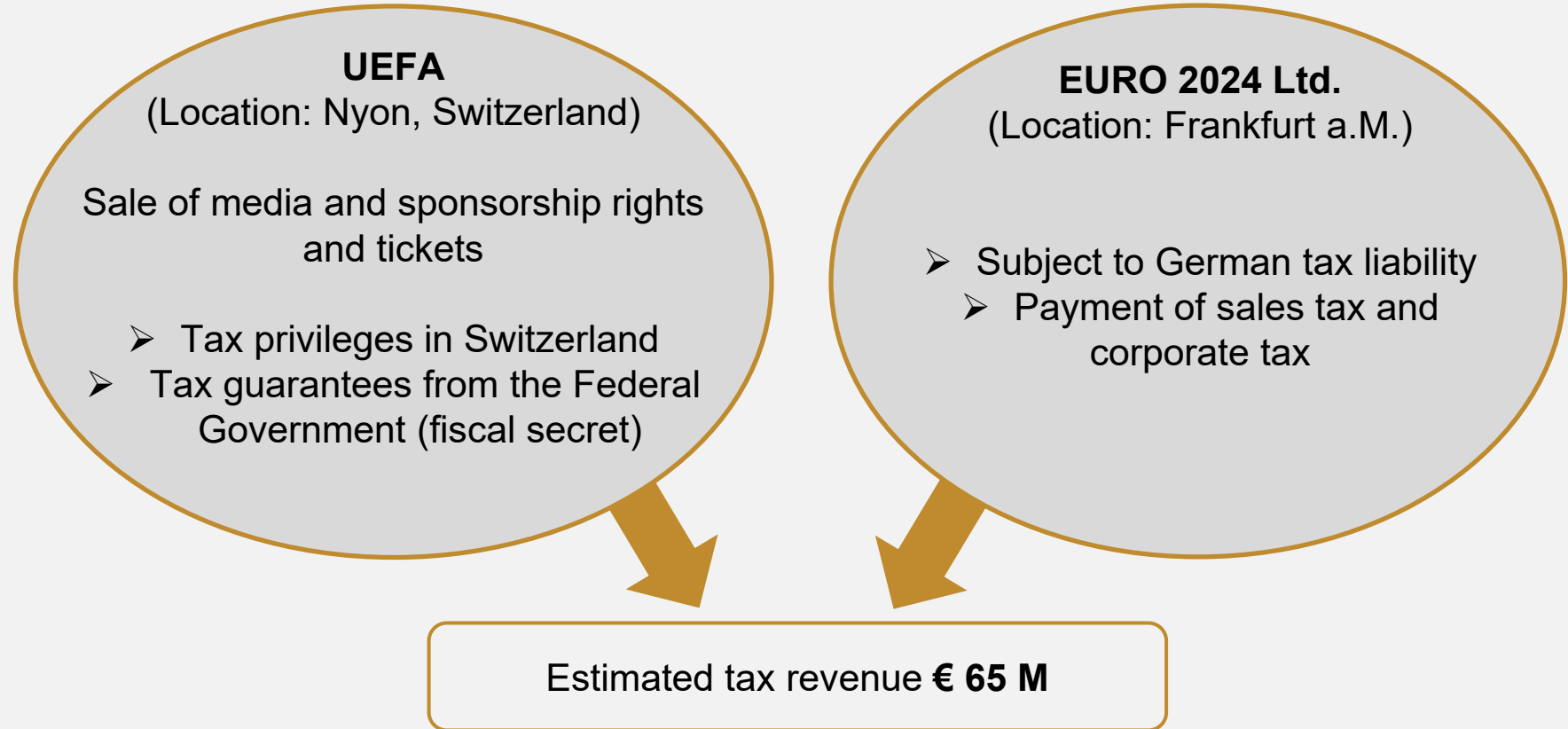
National economic sustainability

Financial exposure (taxpayers)

These circumstances were known at the time of the application and before hosting the event.

Players with residence outside of Germany are exempt from taxes.

Estimated tax revenue



Nationwide impact analysis

(Nielsen Sports, 2024)

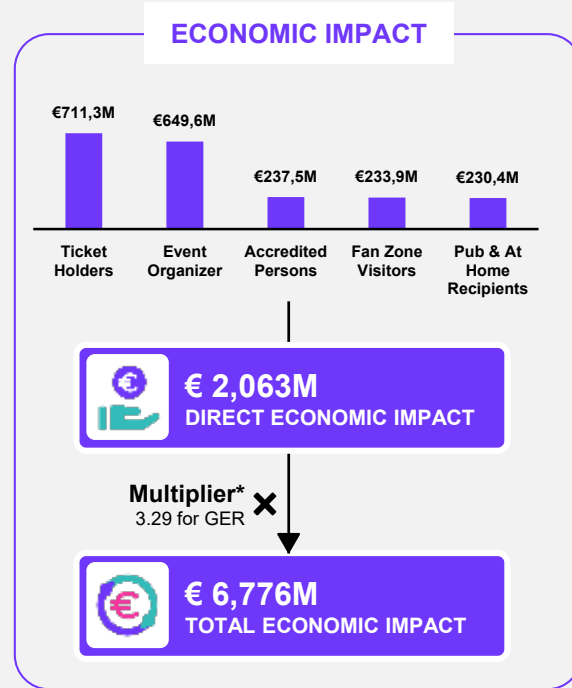
National economic sustainability

Economic benefit



Financial exposure (taxpayers)

The economic impact exceeds the public expenditure associated with hosting the event by a margin.



The total economic impact includes employment and tax effects, but does not take possible crowding-out effects of tourists and residents into account

Thereof
→ € 4.42 B Host Cities
→ € 2.34 B Rest-GER

Regions beyond the Host Cities also benefit economically from hosting the UEFA EURO 2024

Further studies

(Germany Travel, 2024a, b)

National economic sustainability

Economic benefit

Impulses on the incoming tourism in Germany

During the time period of the event, an increase in incoming tourism compared to 2023 was noticeable.

Arrivals by airplane



Flight arrivals of international passengers compared to the previous year:

June +13.2%
July +10.3%

Arrivals by car and train



Increase in tourist arrivals compared to the previous year

Hotel industry



Overnight stays of guests from abroad compared to the previous year: July +4.5%

Germany-wide occupancy rate at 71.6% (+2.3%P.)

Feelgood factor

(Wicker & Breuer, 2024)

National economic sustainability

Economic benefit

The social value added by activities and experiences in relation to the UEFA EURO 2024 was estimated using the well-being valuation method.

Total overview of the social value added

Social value added (in B €)	Germany	Abroad
Resident population (Anticipation)	33.04	---
Ticket holders (Experience value)	3.43	2.18
Resident population (Experience value)	38.20	
Sum	74.67	2.18
Total	76.85	

Feelgood factor of over € 2 billion is exported to foreign countries

Feelgood factor

(Wicker & Breuer, 2024)

National economic sustainability

Economic benefit

Various activities associated in relation to the event generated a high feelgood factor in the population.

The experience value of the event exceeds the anticipation of the event.

Anticipation and experience value of the population

Social value added (in B €) in the resident population	Anticipation		Experience value	
	10 Host Cities	Rest-GER	10 Host Cities	Rest-GER
Watching matches on television	4.10	33.47	7.22	44.26
Watching matches at live sites	1.44	13.55	1.90	9.34
Attending matches in the stadium	1.53	4.53	1.76	6.47
Visiting a fan zone	1.09	9.02	2.04	5.41
Visiting a football village	1.10	n.s.	0.77	4.00
Visiting a "stadium of dreams"	0.78	n.s.	0.97	5.54
Sum (in B €)	10.04	60.57	14.66	75.02
Feelgood factor due to hosting the event in Germany (i.e., without TV)	5.94	27.10	7.44	30.76
Nationwide	33.04		38.20	
Anticipation and experience value	71.24			

Note: n.s. = not significant.

Feelgood factor

(Wicker & Breuer, 2024)

National economic sustainability

Economic benefit

Ticket holders also had a high experience value due to various event-related activities and experiences.

Experience value of ticket holders

Social value added (in B €)	Germany	Abroad
Watching matches at live sites	0.20	n.s.
Visiting a “stadium of dreams”	0.07	0.26
Atmosphere in Germany	1.74	1.18
Hospitality in Germany	1.42	0.74
Sum (in B €)	3.43	2.18
Total Feelgood factor	5.61	

Note: n.s. = not significant.

Economic sustainability

National economic sustainability

Economic benefit

Over 90% of ticket holders from abroad were (very) satisfied with their stay. 3 out of 4 intend to revisit Germany again in the coming years and 4 out of 5 would recommend Germany as a travel destination. This can result in long-term economic benefits.



Decisive factors for the high level of satisfaction of ticket holders from abroad and their intention to revisit Germany and recommend Germany or the Host City to others included

- (1) visiting a fan zone, a football village, or a “stadium of dreams” and watching matches at live sites,
- (2) the atmosphere and the perceived hospitality,
- (3) the sense of safety during the event and
- (4) satisfaction with local and long-distance public transport.

These event-related activities and experiences also contribute to the satisfaction, recommendation, and likelihood of revisiting the Host Cities of ticket holders from Germany.



The communicative effects related to the event are also considerable: Nielsen Sports estimated a media impact of € 571 million.

Germany and the Host Cities received increased international attention as a result of the event.

As expected, there were only minor macroeconomic effects in terms of a change in GDP. This is mainly the case due to

- (a) the size of the German economy,
- (b) the short time period of the fact and the fact that the event was mainly limited to Europe, but also
- (c) the sustainable use of existing stadium infrastructure, which required only minor investments.

Ticket holders

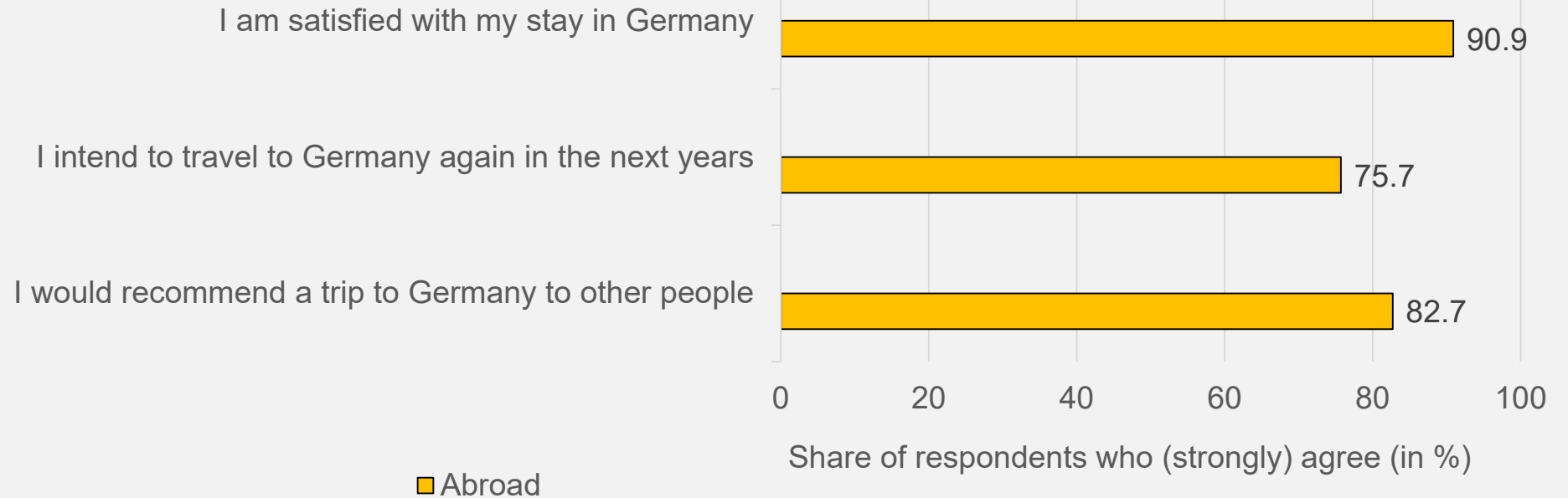
National economic sustainability

Economic benefit

For a **long-term** economic benefit, it is critical that ticket holders revisit Germany and/or recommend Germany to other people.

This applies to a high share of ticket holders from abroad.

Overall satisfaction, recommendation, and intention to revisit Germany



Ticket holders

National economic sustainability

Economic benefit

Several event-related experiences increased the satisfaction with the stay in Germany, as well as the satisfaction with local and long-distance public transport.

Why are ticket holders satisfied with their stay in Germany?



Satisfaction with the stay in Germany

Abroad

😊 Ø 4.33 out of 5

Atmosphere in GER (***)

Hospitality in GER (***)

Sense of safety during the UEFA EURO 2024 (***)

Satisfaction with local (***) and long-distance public transport (***)

Ticket holders

National economic sustainability

Economic benefit

For a long-term economic benefit, it is crucial that ticket holders revisit and/or recommend the Host City to others.

This applies to most ticket holders, although the shares are higher among ticket holders from Germany.

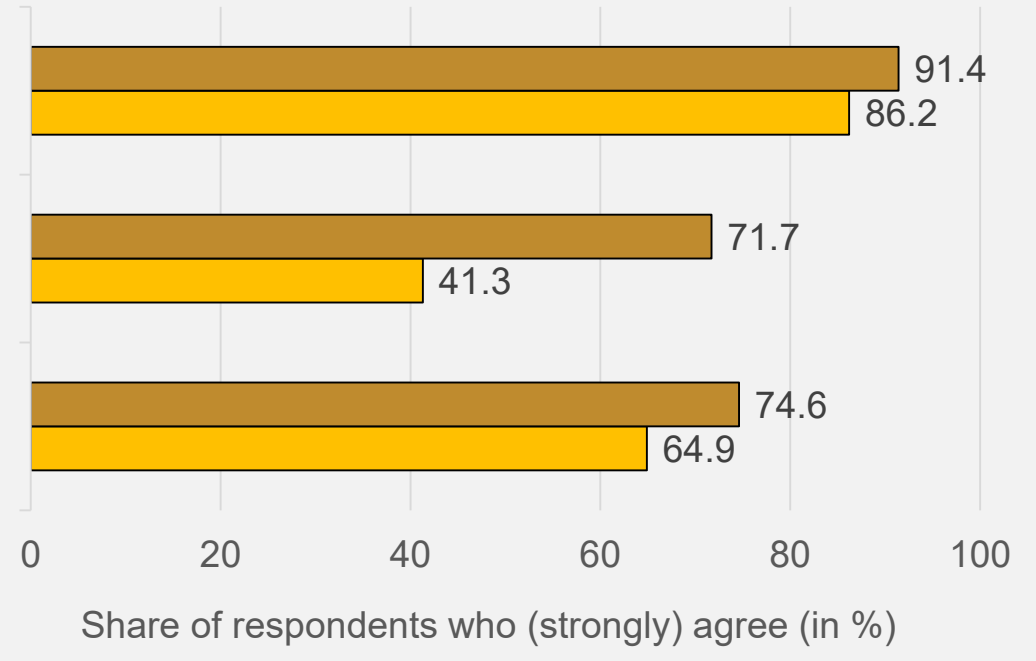
Overall satisfaction, recommendation, and intention to revisit the Host City



I am satisfied with my stay in the Host City (***)

I intend to travel to the Host City again in the next years (***)

I would recommend a trip to the Host City to other people (***)



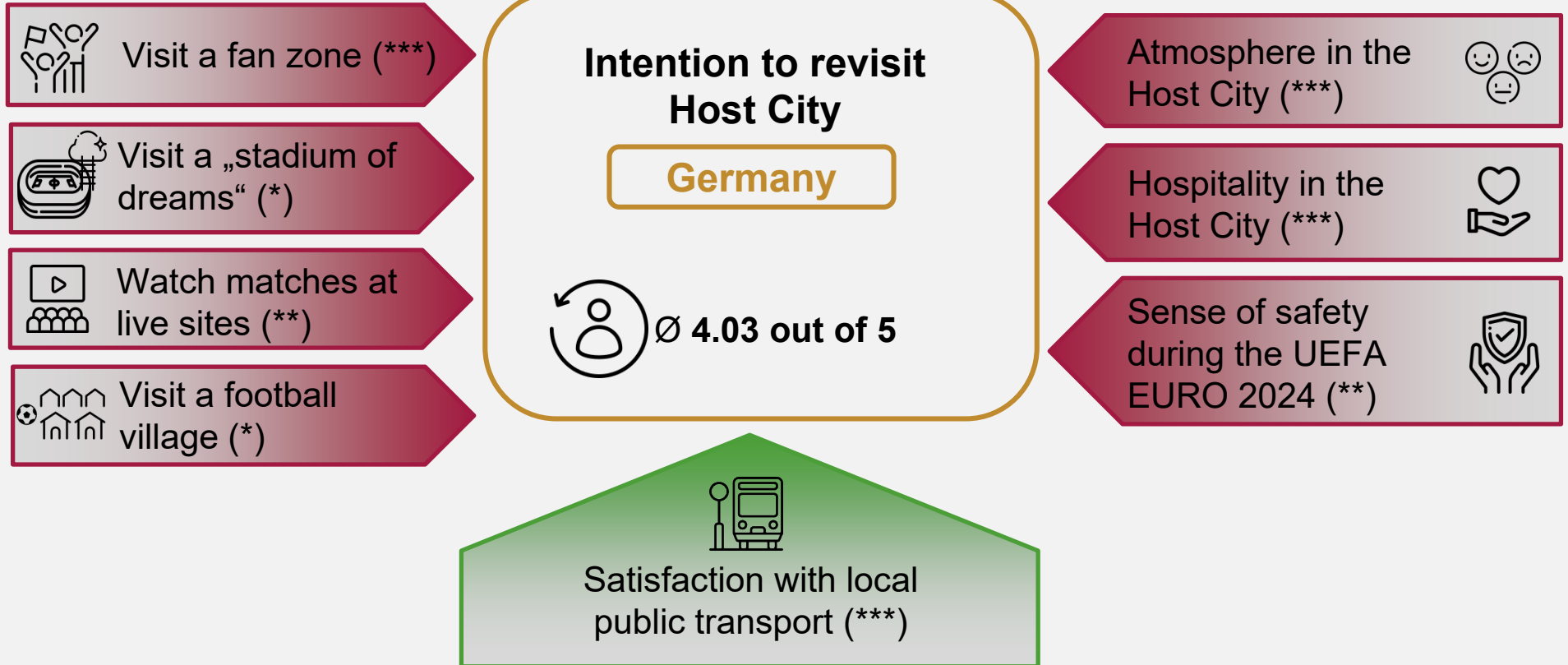
Ticket holders

National economic sustainability

Economic benefit

Several event-related activities and experiences as well as the satisfaction with the local public transport increase the intention to revisit the Host City.

Why do ticket holders want to revisit the Host City?



Ticket holders

National economic sustainability

Economic benefit

Several event-related activities and experiences as well as the satisfaction with the local public transport increase the recommendation of the Host City.

Why do ticket holders recommend a trip to the Host City?



- Visit a fan zone (**)
- Visit a „stadium of dreams“ (***)

Recommendation Host City

Abroad

3.72 out of 5

- Atmosphere in Host City (***)
- Hospitality in Host City (***)
- Sense of safety during the UEFA EURO 2024 (***)

Satisfaction with local public transport (***)

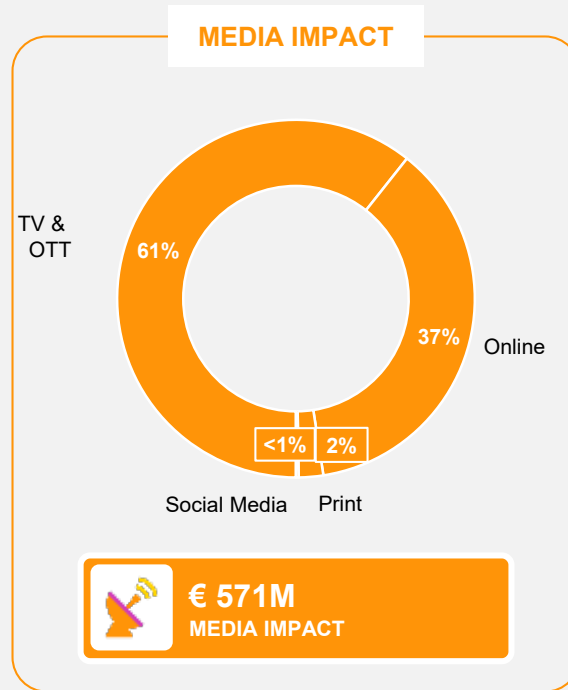
Nationwide impact analysis

(Nielsen Sports, 2024)

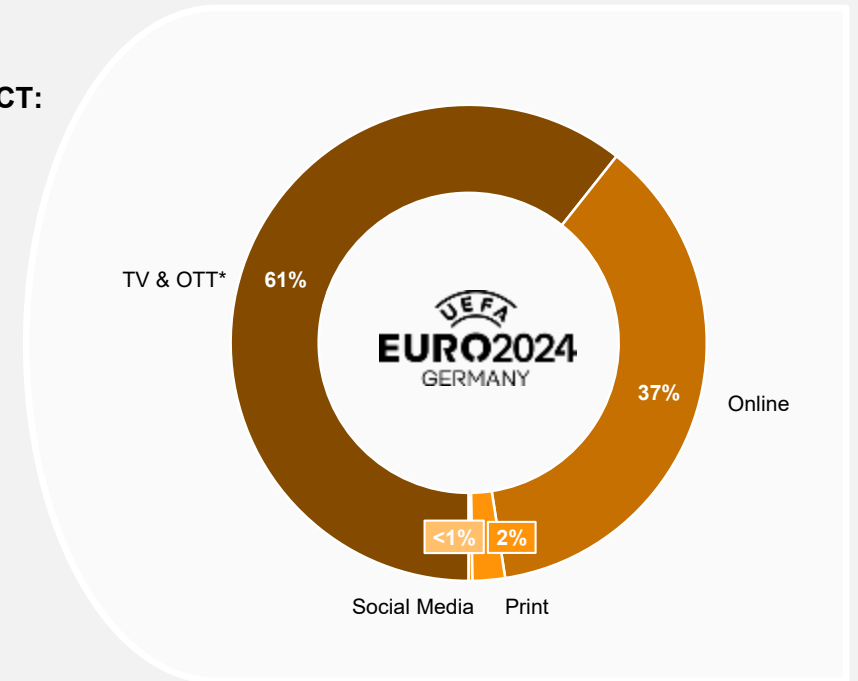
National economic sustainability

Economic benefit

The high media impact of the UEFA EURO 2024 has contributed to the economic benefit of the event.



MEDIA IMPACT:
€ 571M



* TV & OTT contains live and dedicated coverage only, highlight coverage not included.
Source: Nielsen Sports Media Analysis

OTT = Over The Top Content (e.g., Internet Streaming)

Evaluation

Economic sustainability

Sustainable management

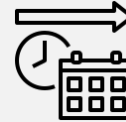
Good governance



Good governance principles were largely considered by the project teams of the event-orga stakeholders.

These include, among others, responsible leadership, gender diversity, transparency, and communication with each other.

Strategic planning



Early strategic planning, the incorporation of knowledge gained from hosting previous events, and the use of organizational innovations have contributed to sustainable management.

Organizational innovation



Event-orga stakeholders

Sustainable management

Good governance

Responsible
leadership is mainly
implemented.

Flexibilization
measures (e.g.,
working hours for
employees with
children) are
implemented to
varying degrees.

Examples for responsible leadership



Event-orga stakeholders

Sustainable management

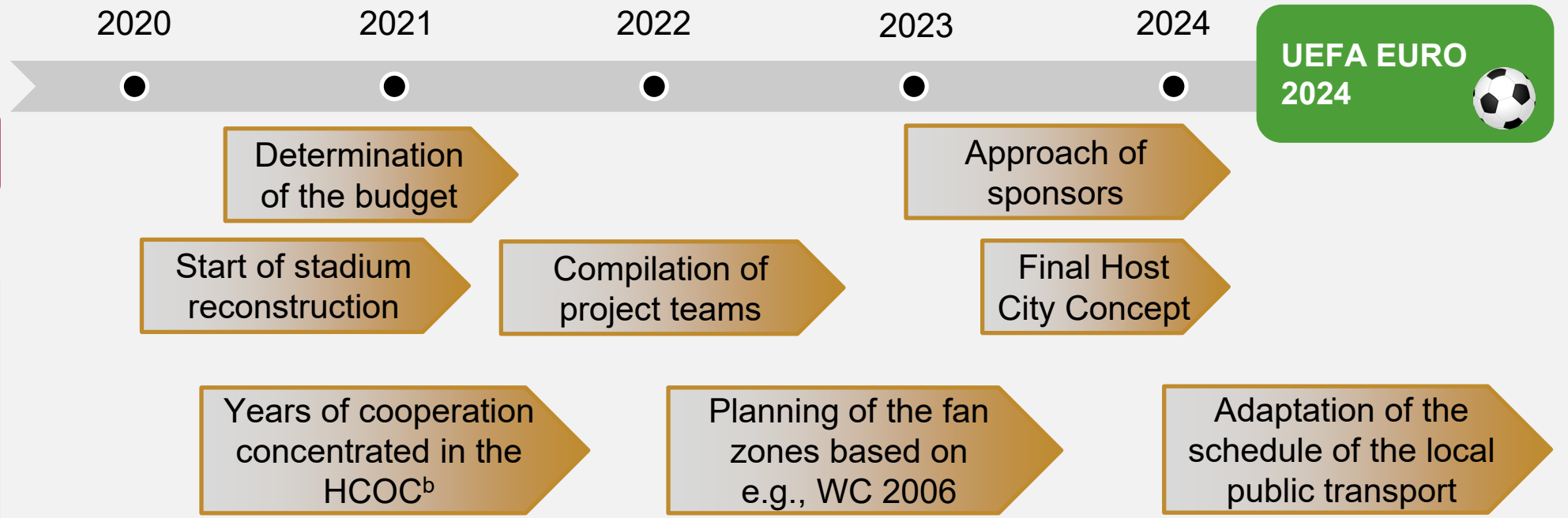
Strategic planning



Hosting competencies

The majority started the planning process at an early stage.
Based on experience from previous events, it is possible to plan ahead efficiently in some areas.

Planning process before the event



^bHCOC = Host City Operations Center

Event-orga stakeholders

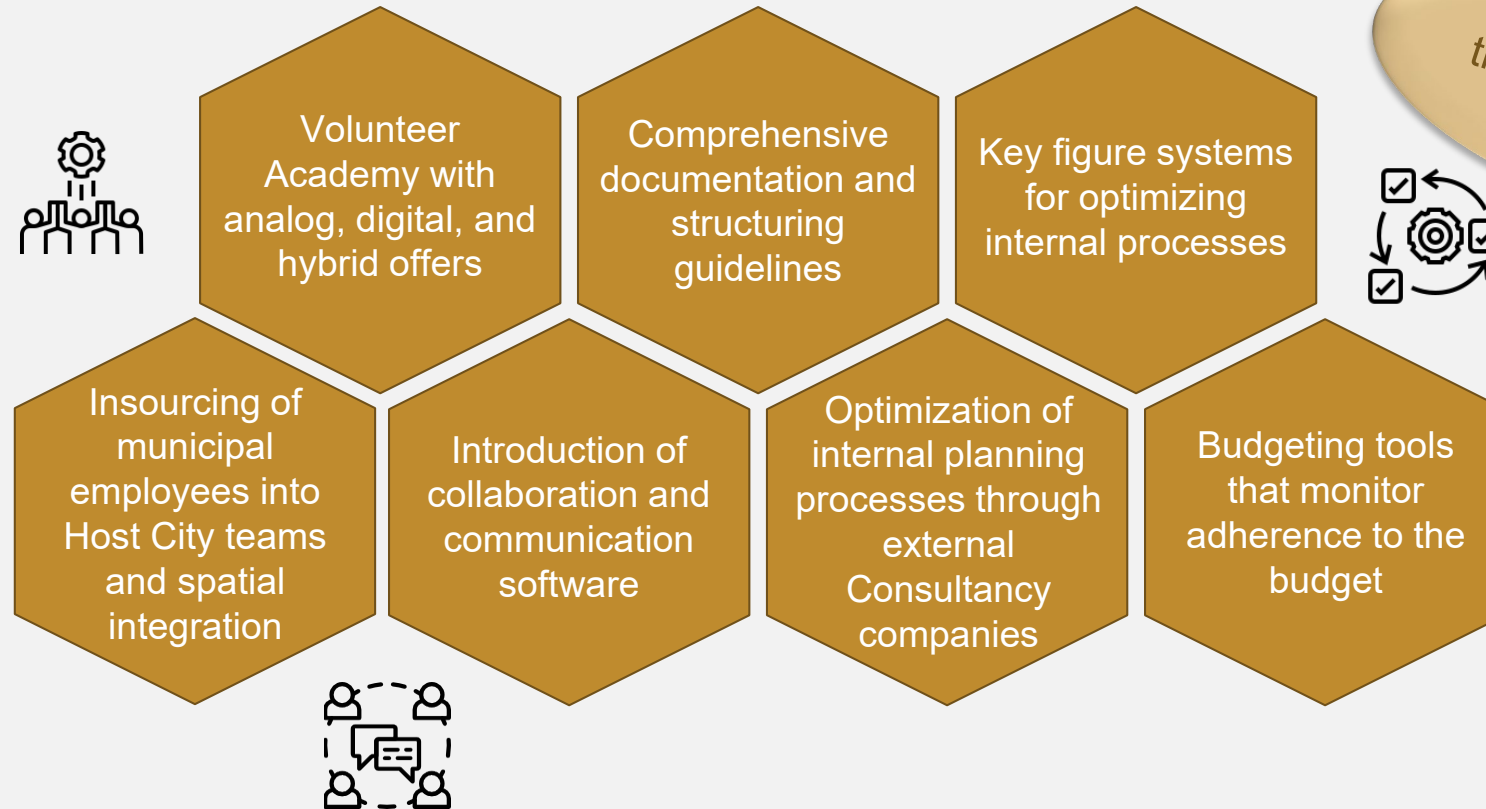
Sustainable management

Organizational innovation

The project teams focus on communicative, procedural, and structural innovations.

These will be used in the long-term and for future events.

Examples for organizational innovations

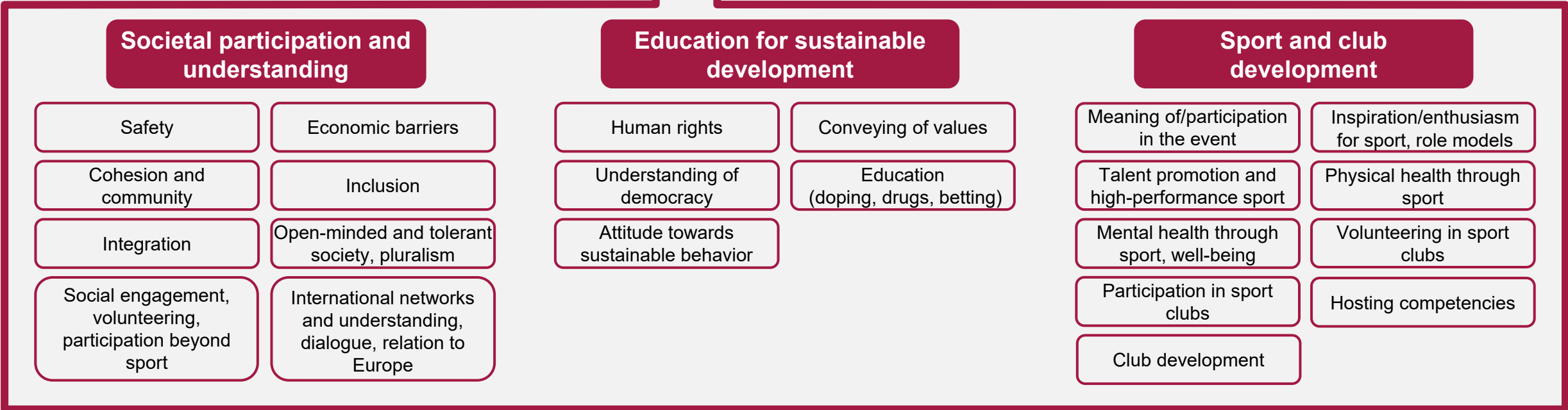
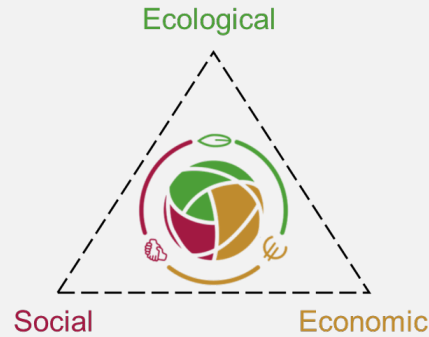


Innovations from the stakeholders' perspective

Conceptualization

Social sustainability

Core Areas and Sub Areas



Evaluation

Social sustainability

Societal participation and understanding

Safety



Overall, fans from Germany and foreign countries felt (very) safe in Germany, the Host Cities, and at the event.

After the event, the safety at the UEFA EURO 2024 is perceived as considerably better by the population than expected before the event.

Economic barriers



About a fifth of the population in Germany perceived the ticket prices for the UEFA EURO 2024 as reasonable.

The majority of ticket holders considers the total costs of a stadium visit to be (rather) expensive, but have (nevertheless) attended a match.

This applies in particular to fans from foreign countries.

Cohesion and community



The sense of closeness to Germany among the population in and outside of the Host Cities has slightly increased.

A greater increase in perceived sense of closeness is evident for the German men's national football team. This also applies to national football teams of other countries.

The stadium visit is a shared experience.

Ticket holders

Societal participation and understanding

Safety

Overall, most ticket holders felt (very) safe in Germany, in the Host City, and at the event.

Sense of safety at the UEFA EURO 2024
Share of respondents who felt (very) safe (in %)



Germany (*):**
90.6% (GER)
resp.
91.4% (Abroad)



Host City (*):**
88.5% (GER)
resp.
88.3% (Abroad)



UEFA EURO 2024 (*):**
89.0% (GER)
resp.
78.2% (Abroad)

Ticket holders

Societal participation and understanding

Safety

The safety in Germany, in the Host City, and at the event is overall perceived as very high, among fans from Germany even a bit higher than among fans from abroad.

Sense of safety at the UEFA EURO 2024

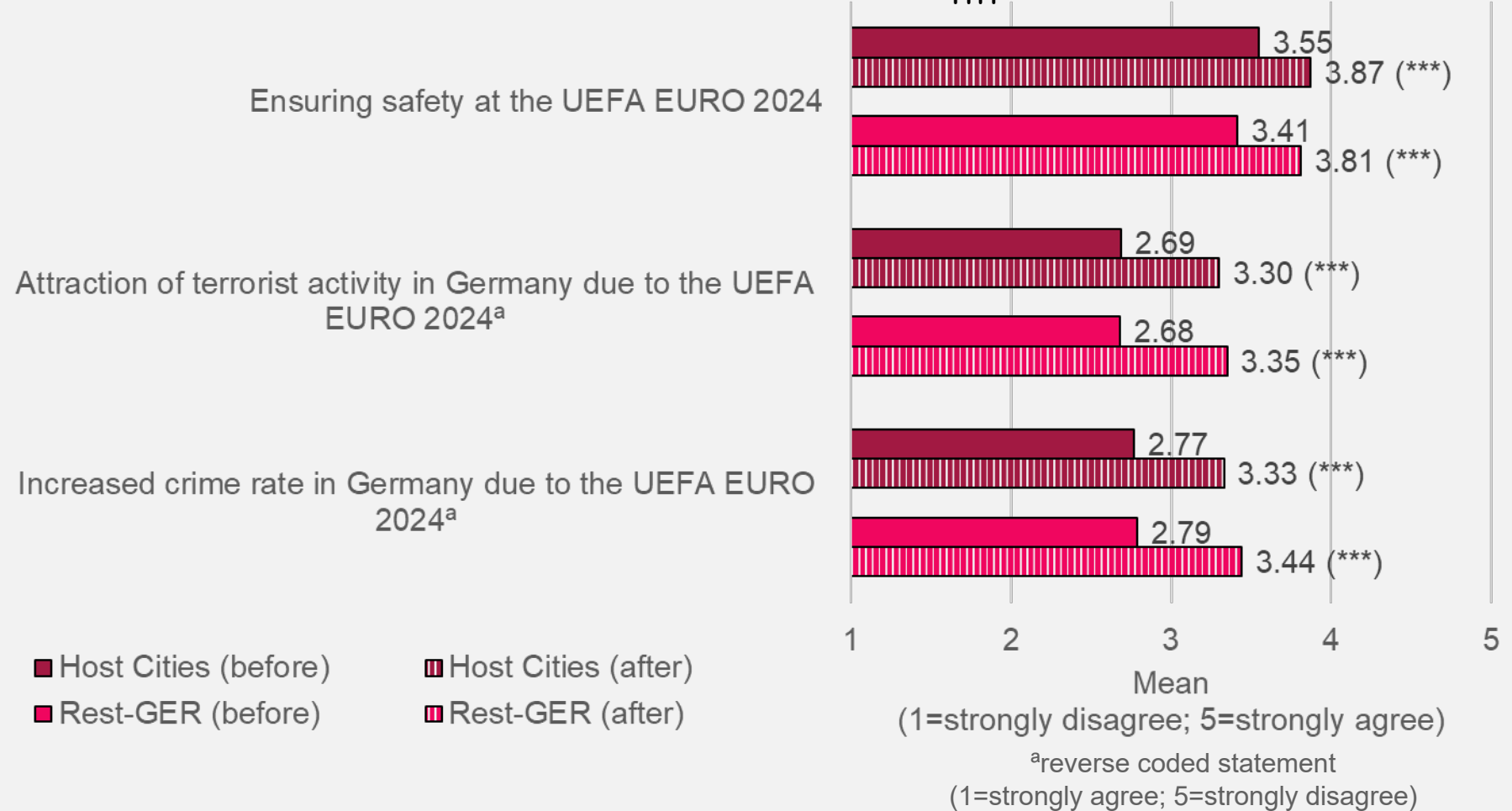


Societal participation and understanding

Safety

Safety at the UEFA EURO 2024 is rated much better after the event than before the event.

Safety at the UEFA EURO 2024



Population

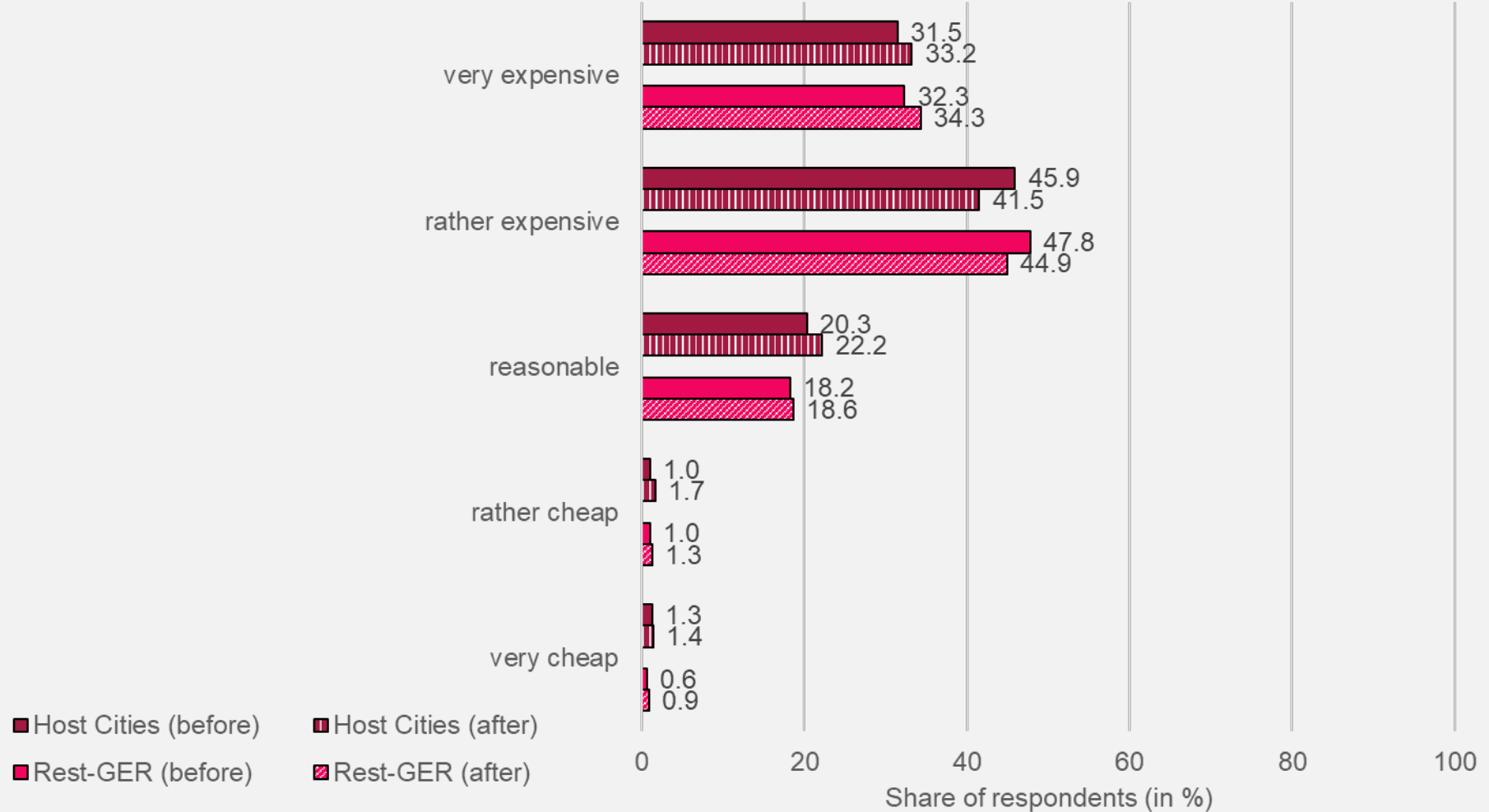
Societal participation and understanding

Economic barriers

Around one fifth of the population perceived the ticket prices for the UEFA EURO 2024 as reasonable.

Market mechanisms are at work here and the (high) demand influences the (expensive) supply.

Assessment of ticket prices (** HCs; *** Rest-GER)



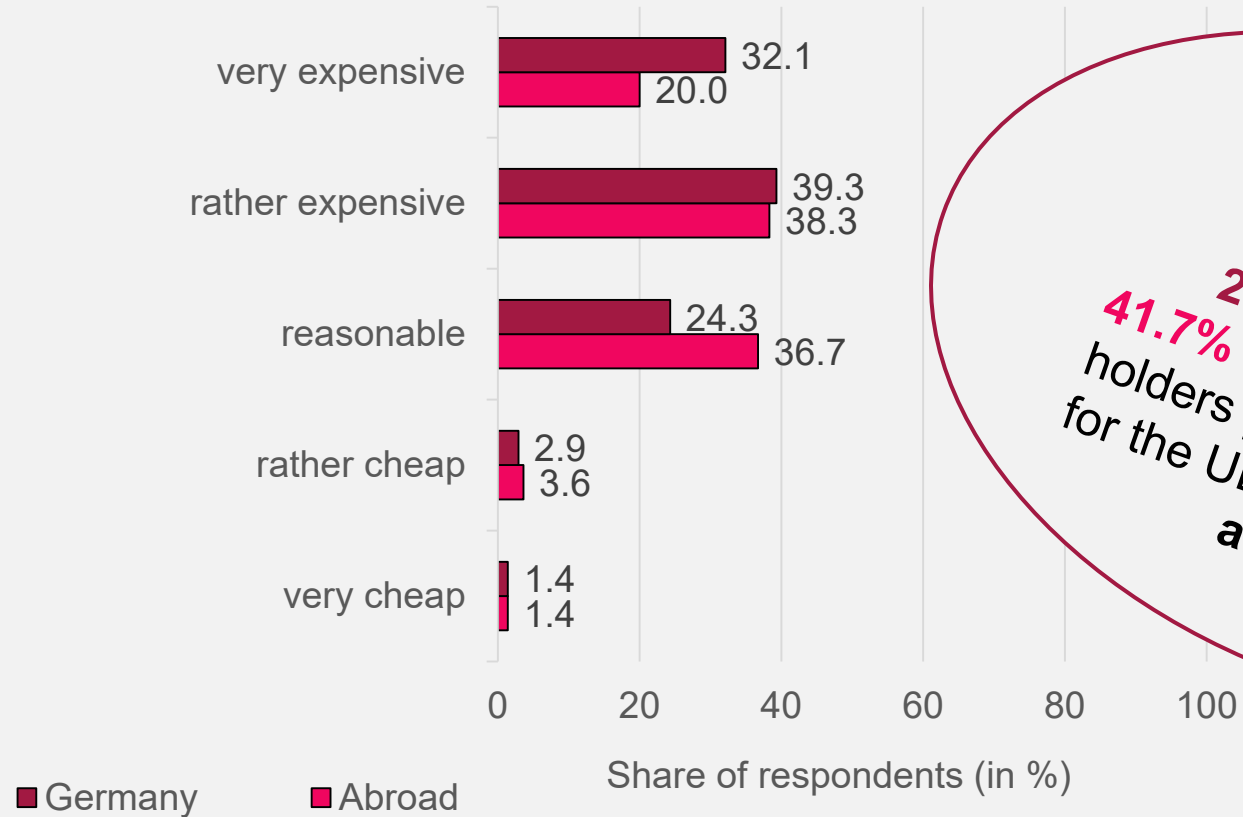
Ticket holders

Societal participation and understanding

Economic barriers

The majority of ticket holders perceives the total costs for attending a match as (rather) expensive, but has (nevertheless) attended a match.

For me, the total costs (transportation, parking, ticket, food, etc.) for attending a match at the UEFA EURO 2024 were ... (***)



28.6% (GER) resp. 41.7% (Abroad) of the ticket holders perceived total costs for the UEFA EURO 2024 as affordable.

Societal participation and understanding

Cohesion and community

The population has a stronger sense of closeness to the German and/or another men's national football team after the event.

Population

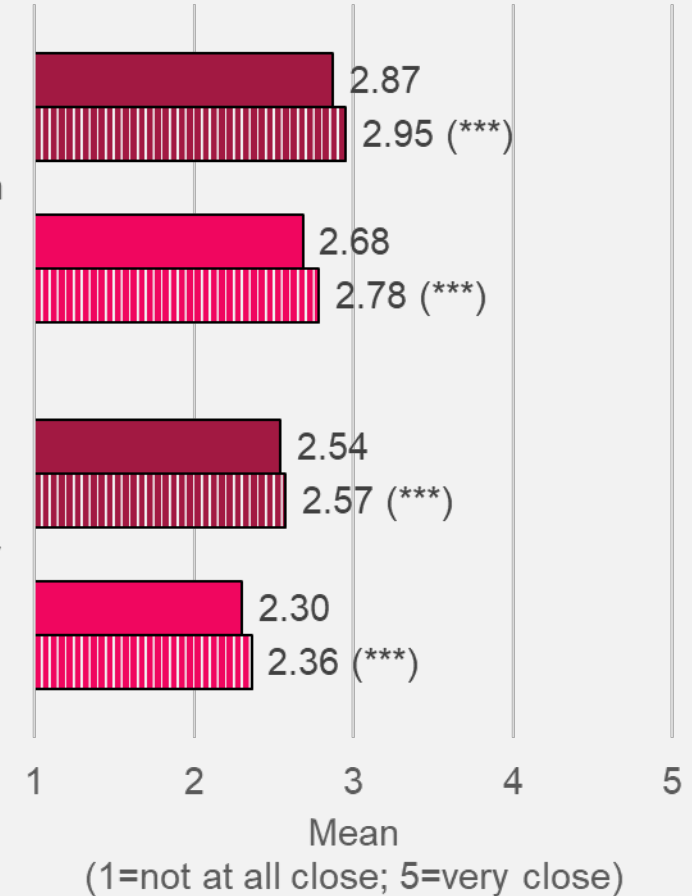
Sense of closeness to ...



German men's national football team

men's national football team of another country

■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)



Evaluation

Social sustainability

Societal participation and understanding

Inclusion



After the event, the population perceives the society's sensitivity to the inclusion of people with disabilities as slightly higher, while the existence of inclusive communication channels is perceived as lower.



After the event, the population in the Host Cities and Rest-GER perceived the society's sensitivity to the integration of people with a migration background as slightly higher.

After the event, the population is more aware of measures to reduce racism and discrimination.

Open-minded and tolerant society, pluralism



Looking back, the population thinks that the event contributed to a better understanding of other cultures.

Most ticket holders perceived the atmosphere in Germany and the Host Cities as (very) good and the people as (very) hospitable.

Integration



After the event, the population shows a consistently high level of participation in social life concerning the most common activities (meeting family, friends, and acquaintances, visiting cafés, pubs, or restaurants, strolling through the city or shopping).

International networks and understanding, dialogue, relation to Europe



After the event, the population's attitude towards international football fans is much more positive than before the event.

The population's attitude towards Europe is somewhat more positive in some areas after the event.

Population

Societal participation and understanding

Inclusion

After the event, the population rated the society's sensitivity to the inclusion of people with disabilities as slightly higher.

The existence of inclusive communication channels is rated slightly higher in Rest-GER after the event.

Perceived inclusion of people with disabilities (Part 1): In Germany, ...

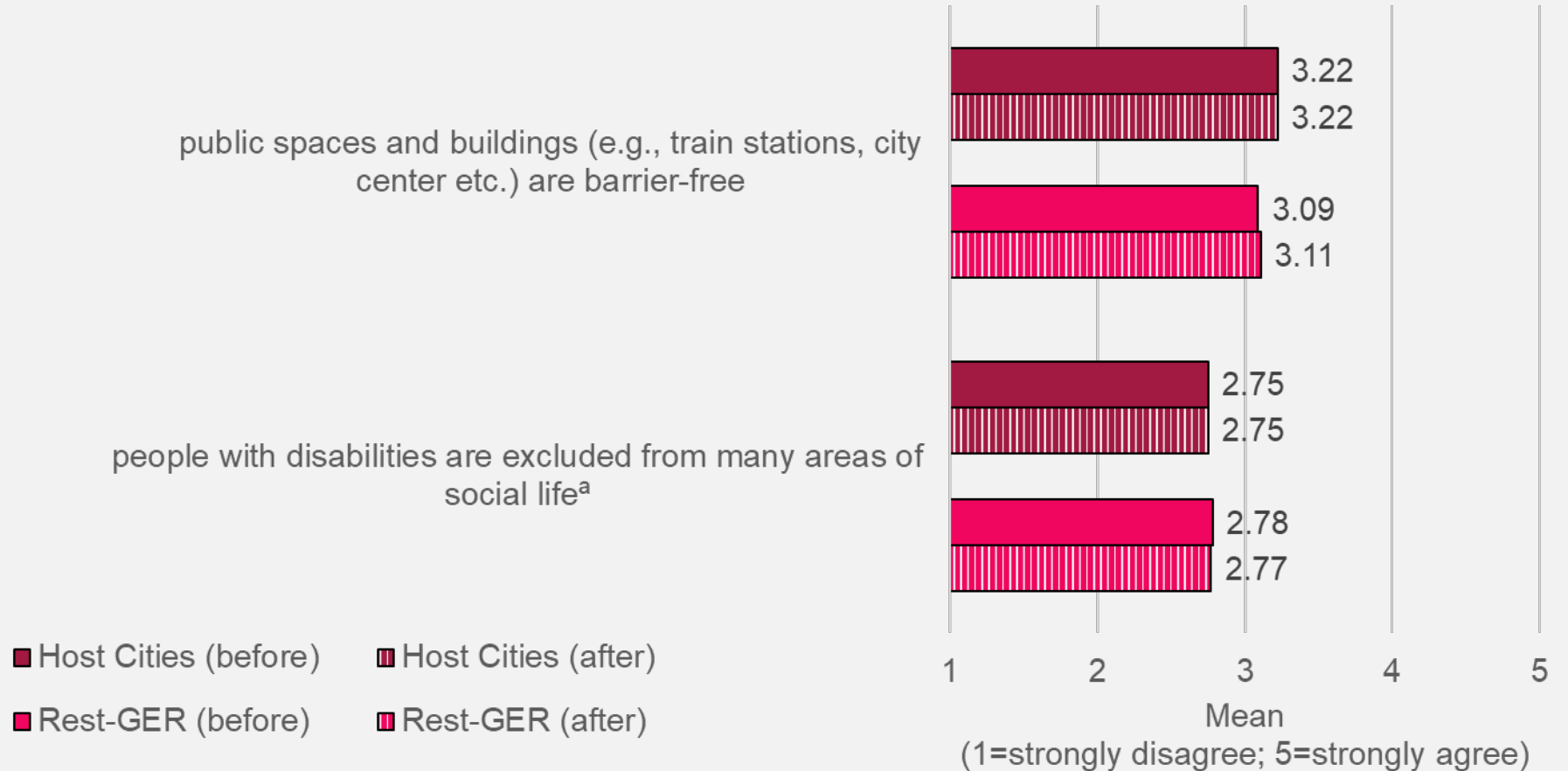


Societal participation and understanding

Inclusion

Constructional accessibility and the general exclusion of people with disabilities were assessed similarly before and after the event.

Perceived inclusion of people with disabilities (Part 2): In Germany, ...



■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Mean
(1=strongly disagree; 5=strongly agree)

^areverse coded statement
(1=strongly agree; 5=strongly disagree)

Population

Societal participation and understanding

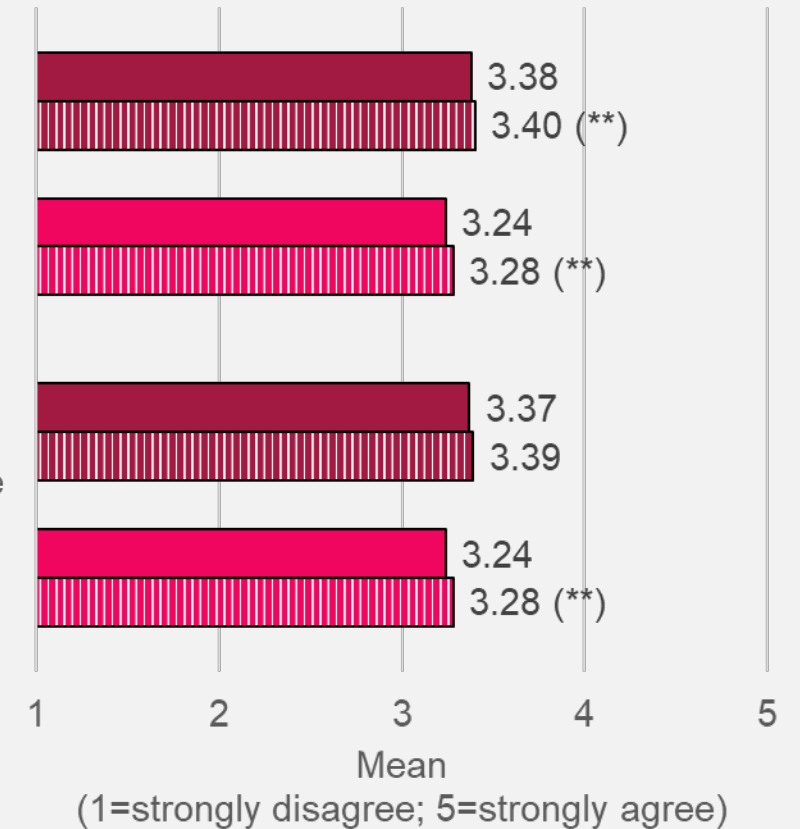
Integration

After the event, the population is more aware of measures to reduce racism and discrimination.

Perceived integration of people with a migration background (Part 1): In Germany, ...

measures exist to reduce racism against people with a migration background

measures exist to reduce discrimination against people with a migration background



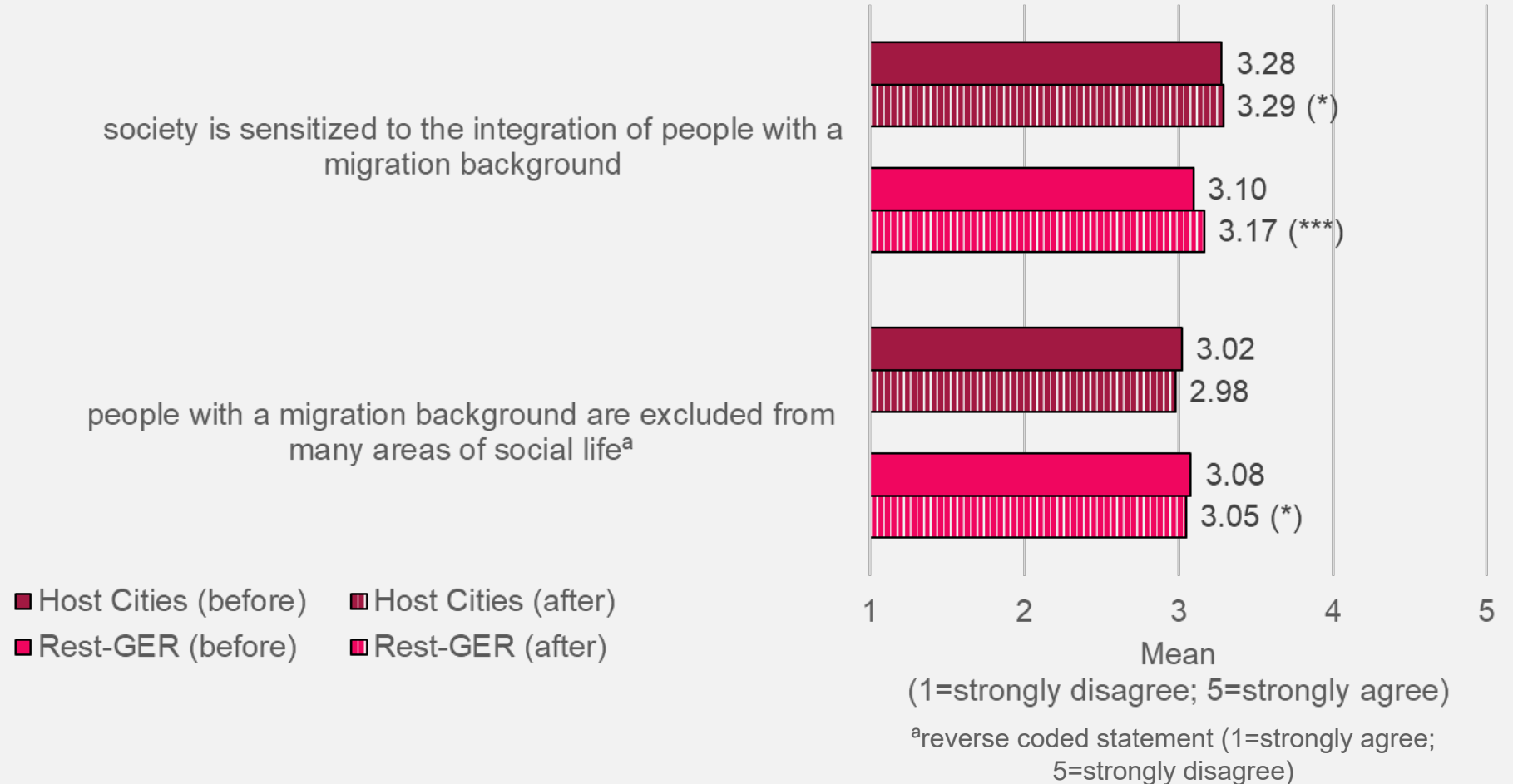
■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Societal participation and understanding

Integration

After the event, the population in the Host Cities and in Rest-GER rated the society's sensitivity to the integration of people with a migration background as slightly higher.

Perceived integration of people with a migration background (Part 2): In Germany, ...



Population

Societal participation and understanding

Open-minded and tolerant
society, pluralism

The population in the
Host Cities and in
Rest-GER perceived
that the UEFA
EURO 2024 has
contributed to a
better understanding
of other cultures.

Contribution of the UEFA EURO 2024 to the understanding of other cultures



Ticket holders

Societal participation and understanding

Open-minded and tolerant society, pluralism

Most ticket holders perceived the people in Germany as hospitable and liked the atmosphere.

Ticket holders from Germany agree slightly more than fans from foreign countries.

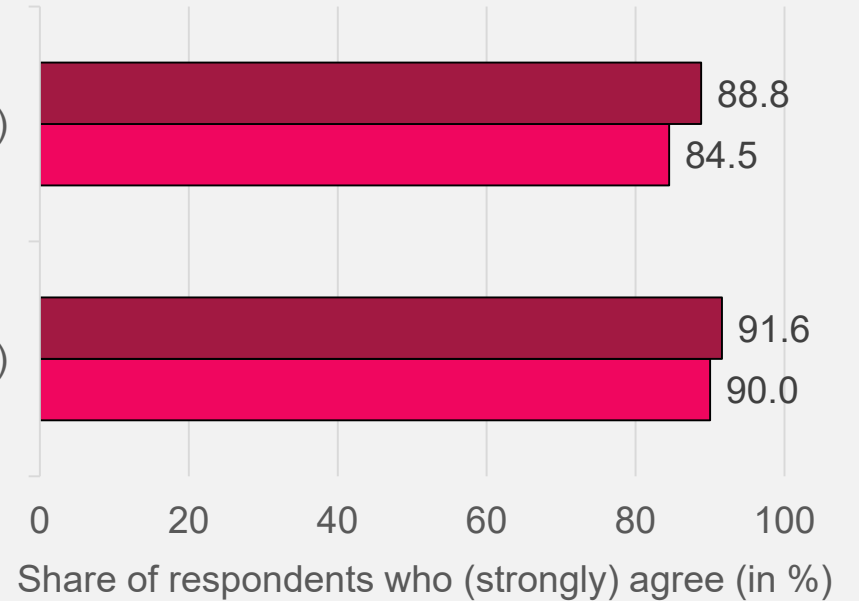
Hospitality and atmosphere in Germany during the UEFA EURO 2024



The people in Germany were hospitable (***)

I liked the atmosphere in Germany (***)

■ Germany ■ Abroad



Ticket holders

Societal participation and understanding

Open-minded and tolerant society, pluralism

The majority of ticket holders perceived the people in the Host City as hospitable and liked the atmosphere.

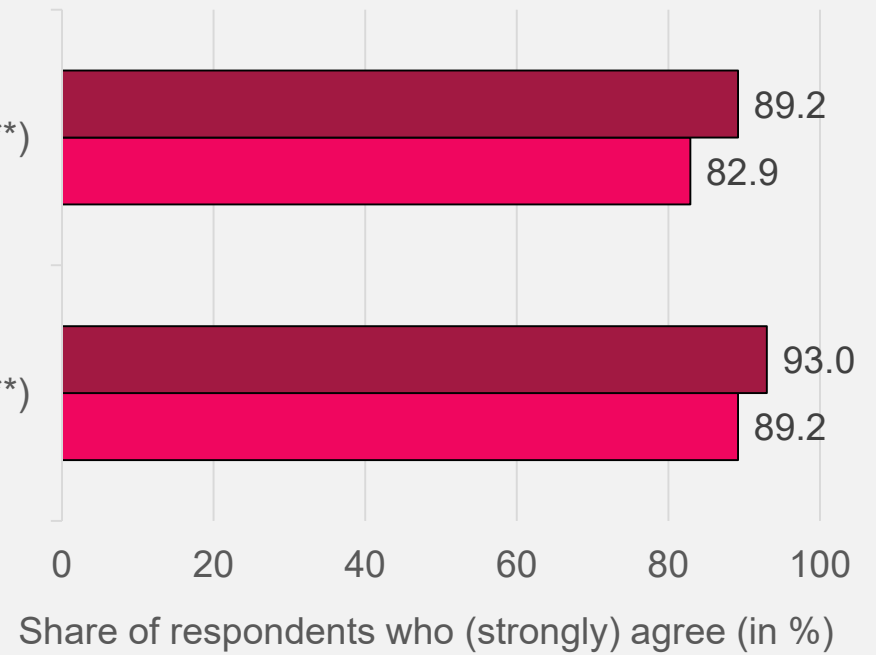
Ticket holders from Germany agree slightly more than fans from foreign countries.

Hospitality and atmosphere in the Host City during the UEFA EURO 2024



The people in the Host City were hospitable (***)

I liked the atmosphere in the Host City (***)

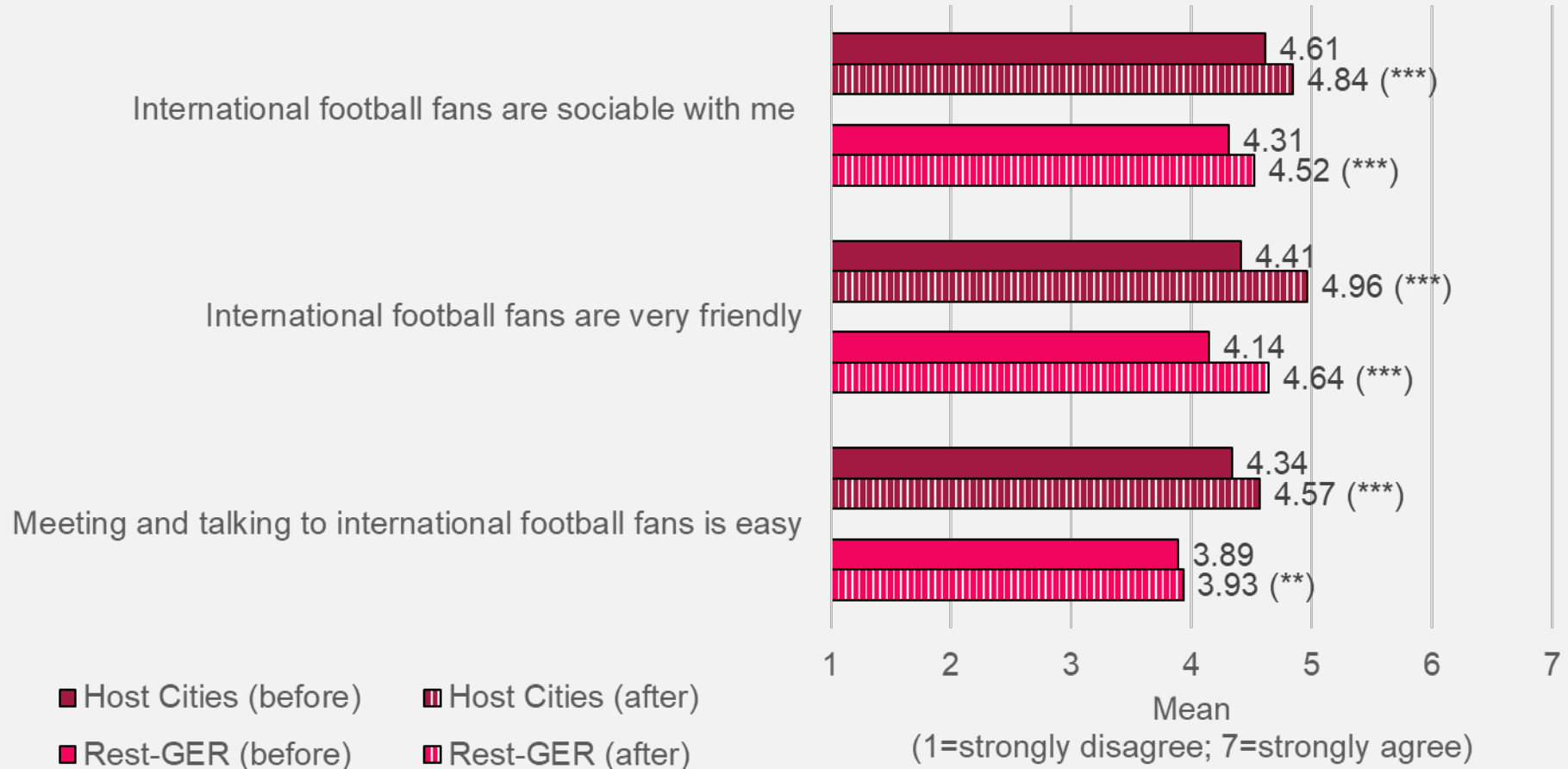


Societal participation and understanding

International networks and understanding, dialogue, relation to Europe

After the event, the population's attitudes towards international football fans are much more positive than before the event.

Attitudes towards international football fans (Part 1)



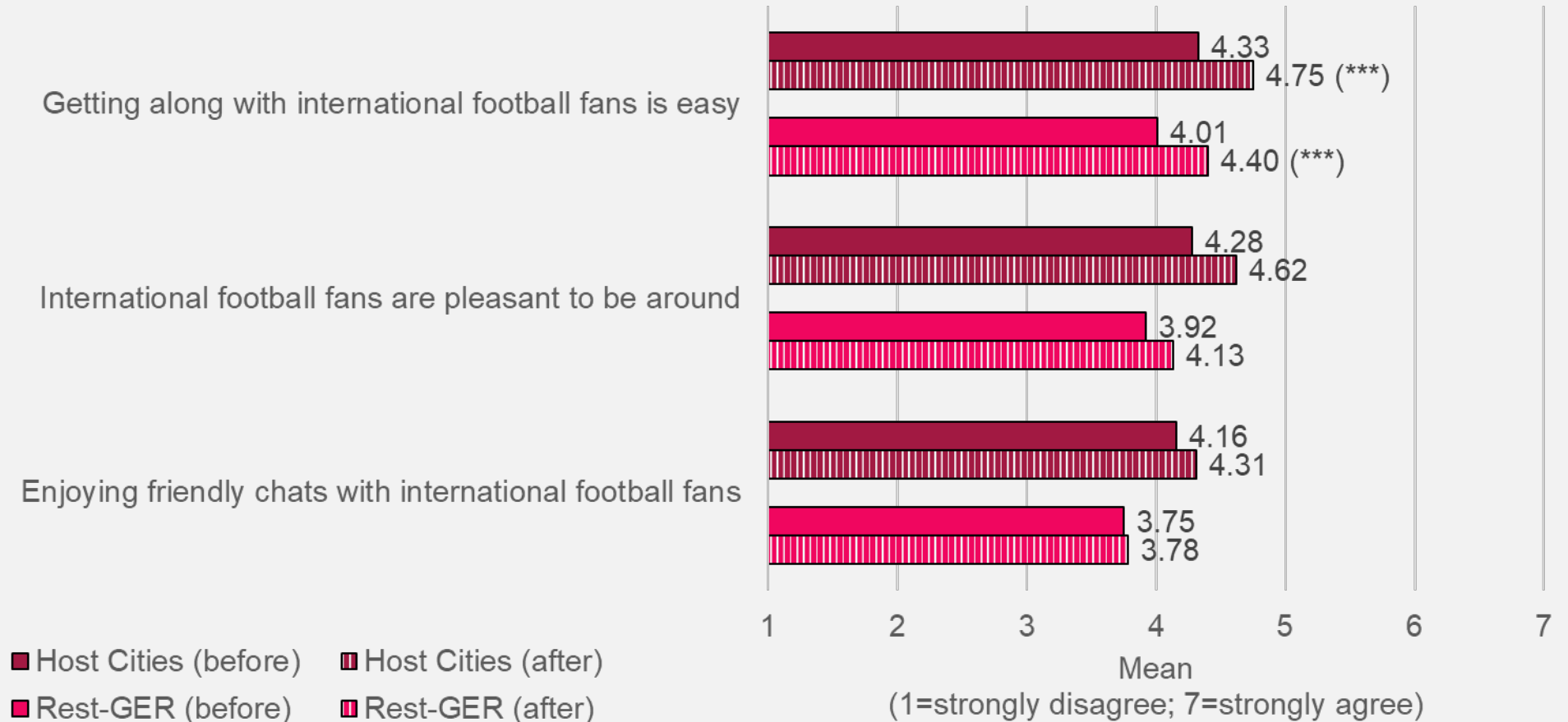
Population

Societal participation and understanding

International networks and understanding, dialogue, relation to Europe

After the event, the population's attitudes towards international football fans are much more positive than before the event.

Attitudes towards international football fans (Part 2)

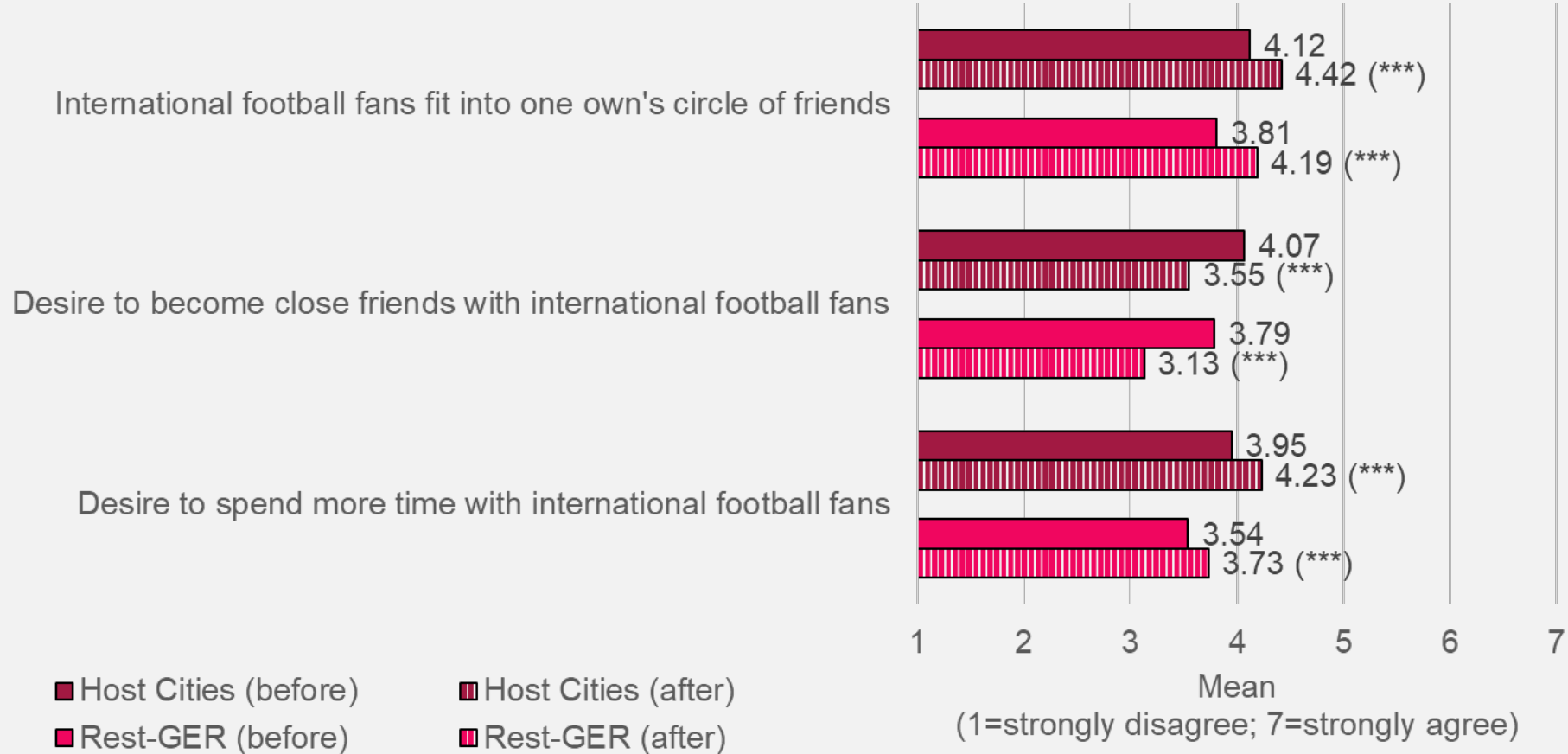


Societal participation and understanding

International networks and understanding, dialogue, relation to Europe

The population's attitudes towards international football fans is much more positive after the event than before the event.

Attitudes towards international football fans (Part 3)



Evaluation

Social sustainability

Education for sustainable development

Human rights



Several contact points ensured that human rights complaints were recorded shortly before, during, and after the event. The complaints were collected and evaluated by a reporting office.

A total of 561 complaints were submitted, mostly complaints about political statements, followed by complaints about discrimination (racism, lack of accessibility), and interpersonal violence.

More than 90% of the population thinks that human rights in general are partially or fully respected in Germany.

Conveying of values



After the event, the population attributes values such as tolerance, respect, and accepting defeat with dignity more strongly to football.

From the perspective of the German population, the German men's national football team has grown in its role model function for conveying numerous values.

These include values such as ambition, determination, fair play, adherence to rules, respect, togetherness, tolerance, and accepting defeat with dignity.

Further studies

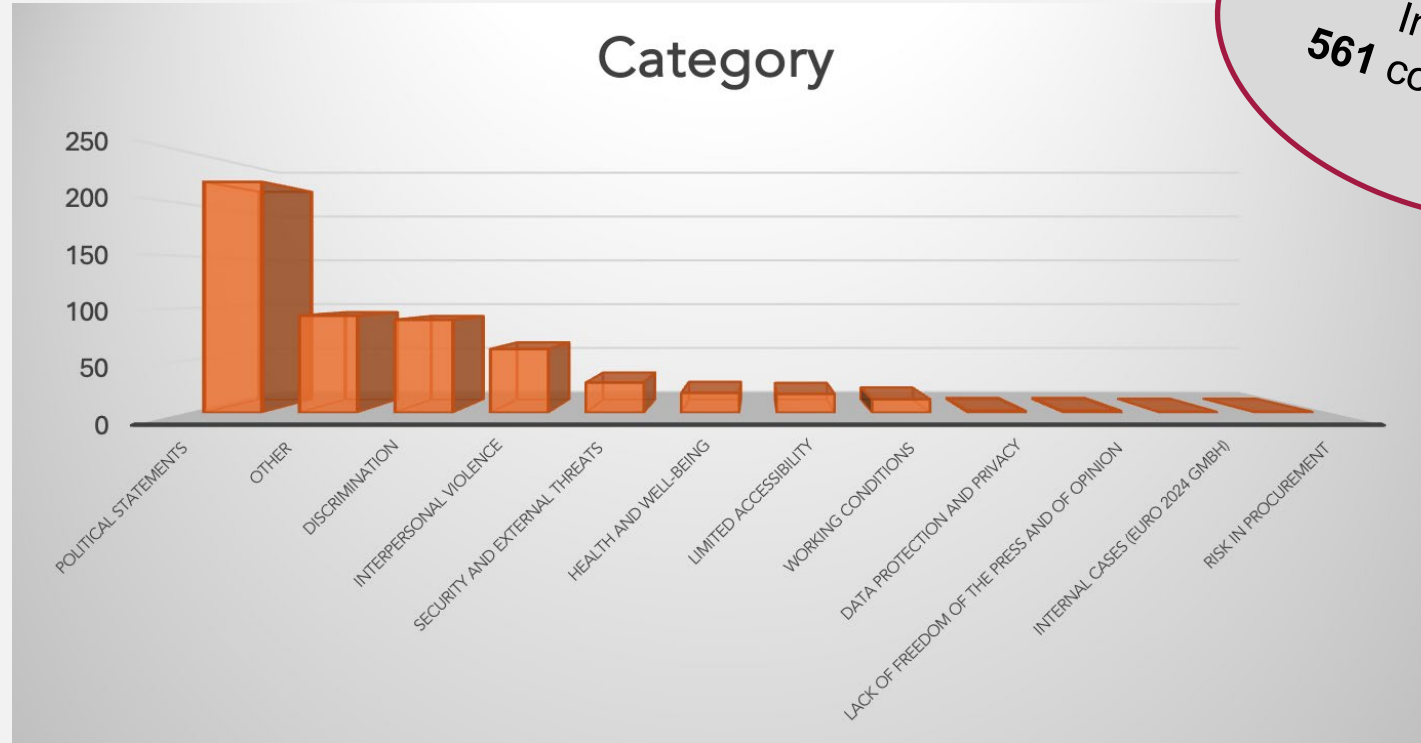
(Rettenmaier et al., 2024)

Education for sustainable development

Human rights

Contact possible via the UEFA EURO 2024 website and app (by telephone, email or digital channel) in 21 languages.
Complaints could be made confidentially and anonymously.

Submitted complaints by category



In total
561 complaints

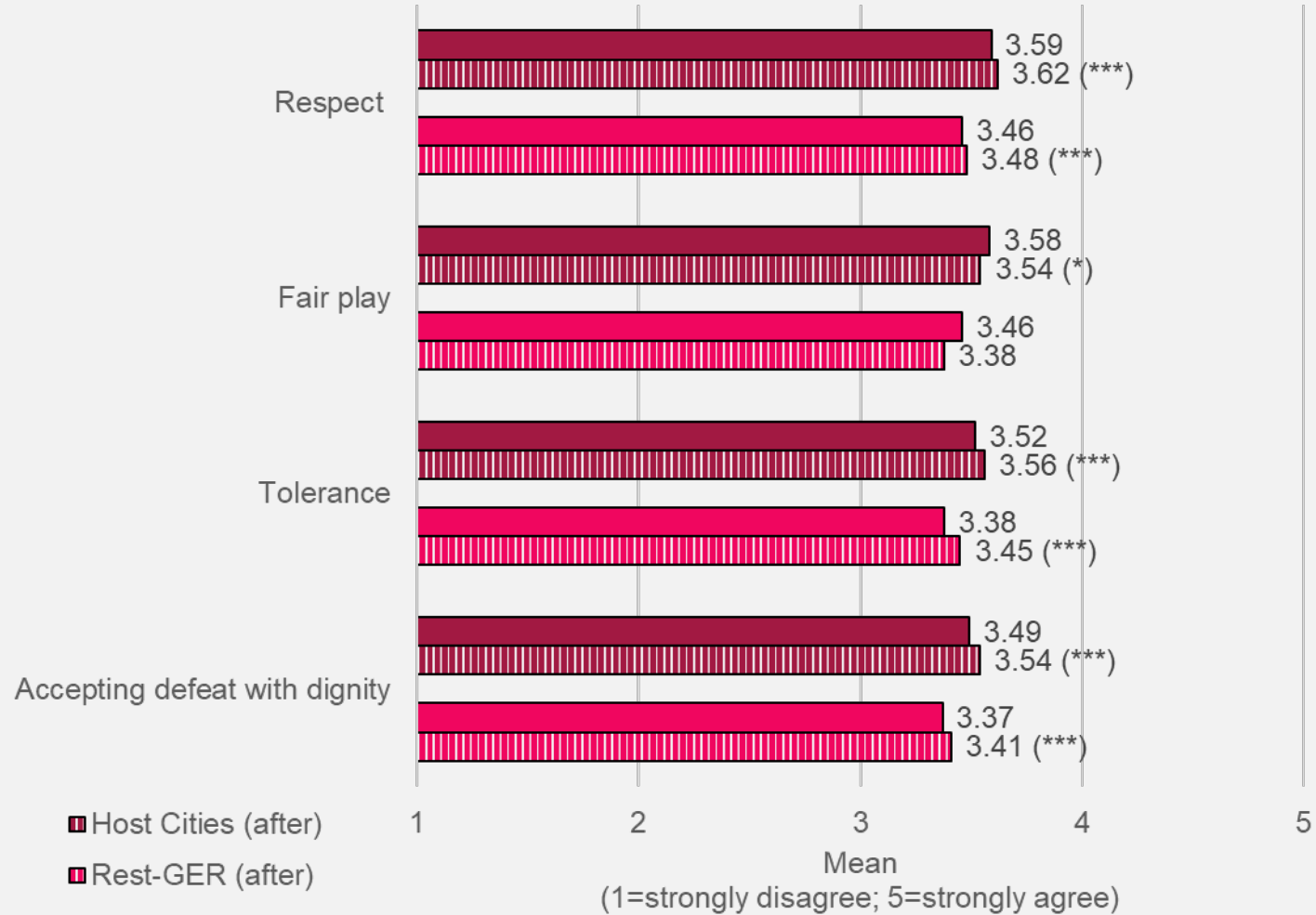
Education for sustainable development

Conveying of values

After the event, the values respect, tolerance, and accepting defeat with dignity are more strongly associated with football by the population than before the event.

Population

Values associated with football



■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Education for sustainable development

Conveying of values



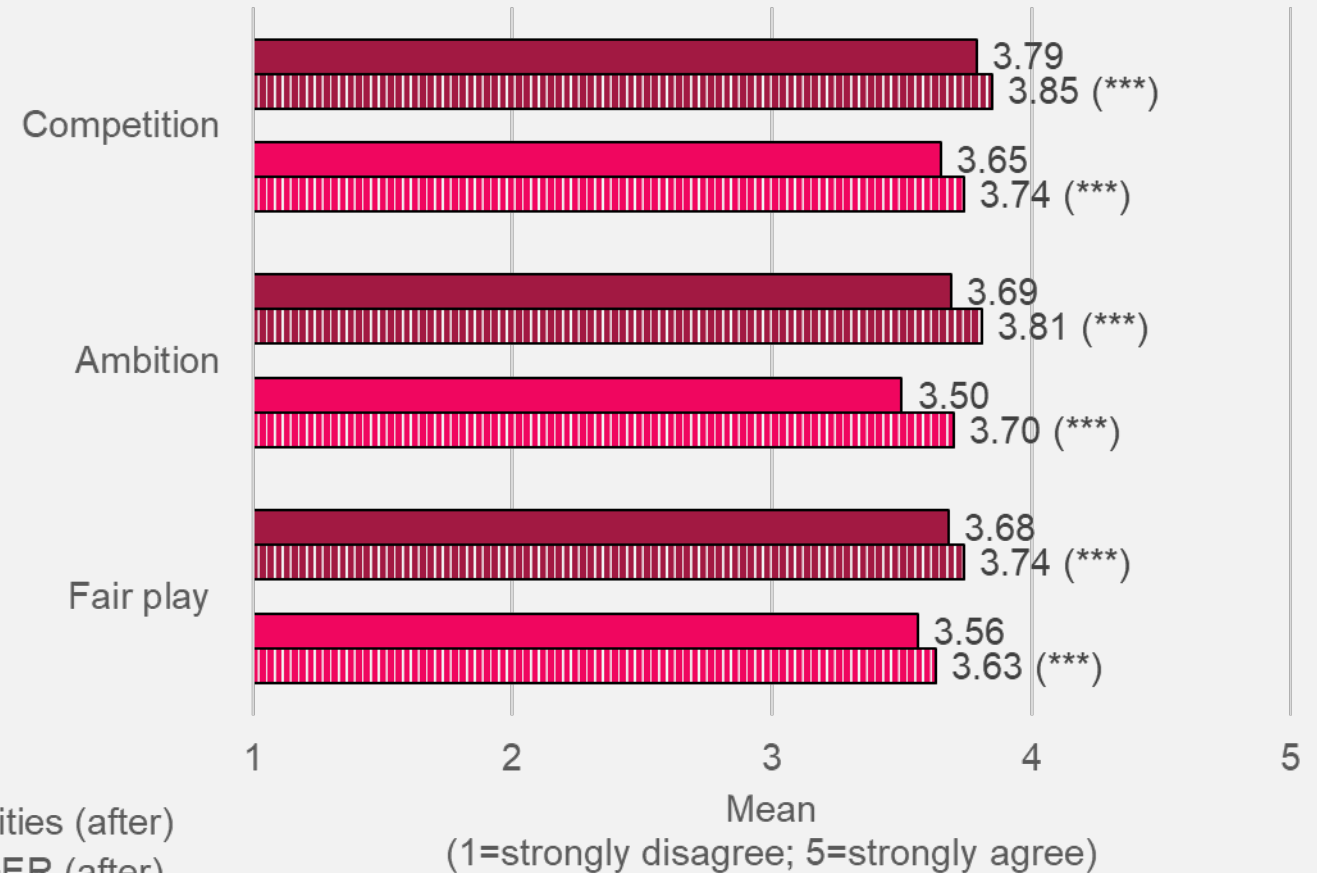
Inspiration/enthusiasm for sport, role models

After the event, the population perceives the German men's national football team more strongly as a role model for the values competition, ambition, and fair play.

■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Population

German men's national football team as a role model for values (Part 1)



Education for sustainable development

Conveying of values



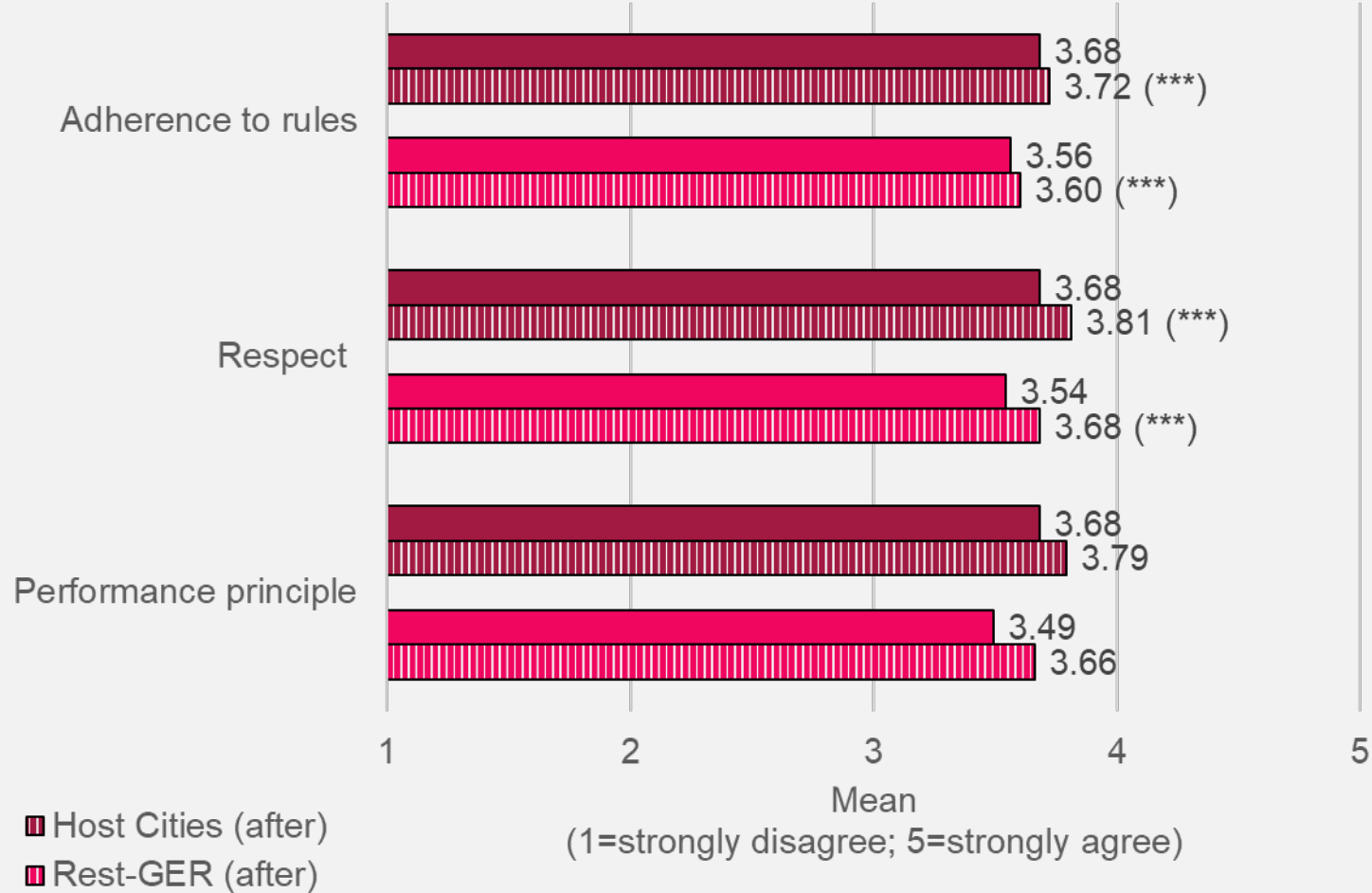
Inspiration/enthusiasm for sport, role models

After the event, the population perceives the German men's national football team more strongly as a role model for the values adherence to rules and respect.

■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Population

German men's national football team as a role model for values (Part 2)



Education for sustainable development

Conveying of values



Inspiration/enthusiasm for sport, role models

After the event, the population perceives the German men's national football team more strongly as a role model for the values togetherness, determination, tolerance, and accepting defeat with dignity.

■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Population

Funded by

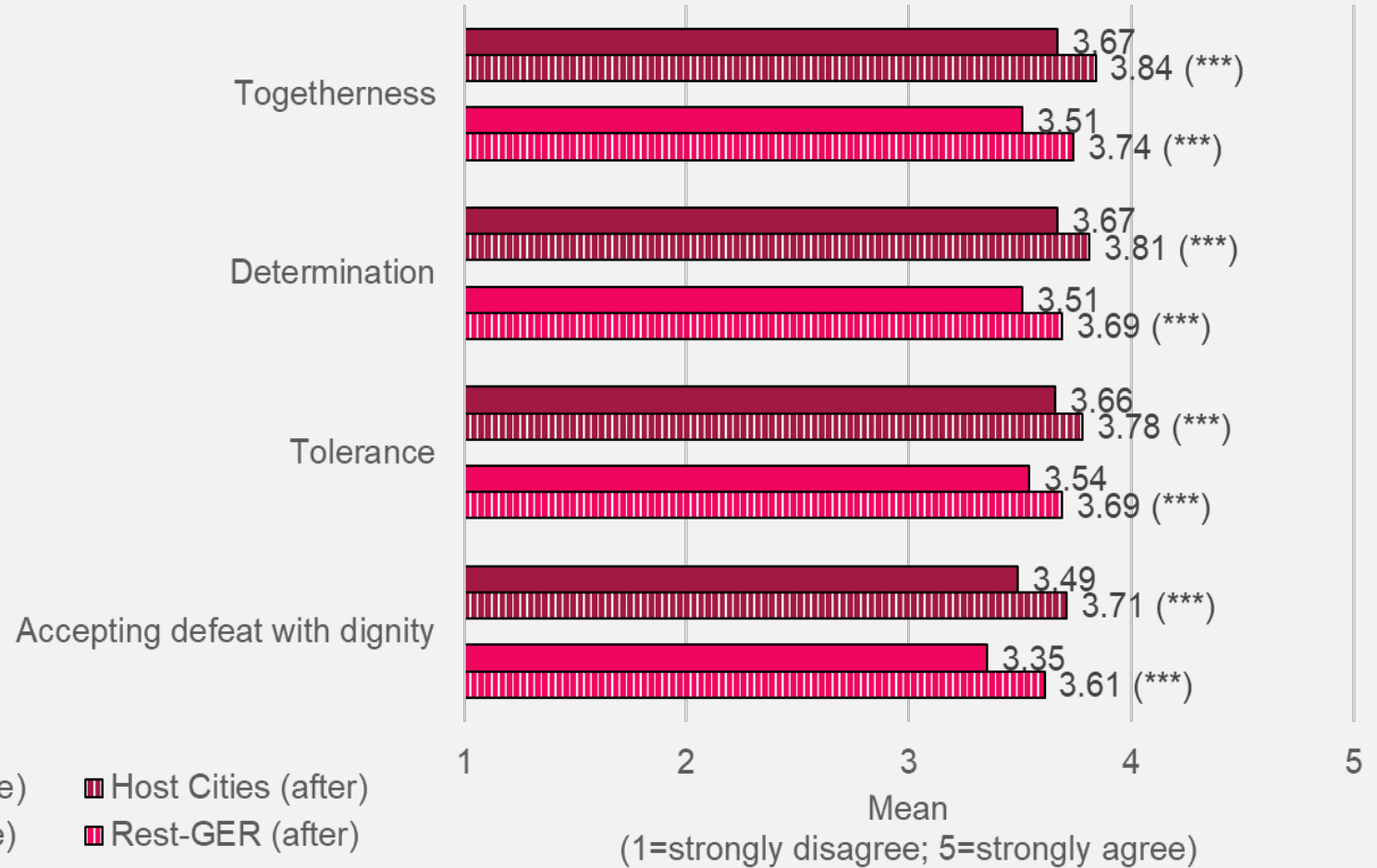


Federal Ministry of the Interior and Community



SustainEURO
Evaluation 2024

German men's national football team as a role model for values (Part 3)



Evaluation

Social sustainability

Education for sustainable development

Understanding of democracy



After the event, the Host City population's satisfaction with the functioning of democracy is at the same level as before the event, while it has risen slightly in Rest-Germany.

Sport clubs attach more importance to democratic participation in the club after the event.

Education (doping, betting, drugs)



Before and after the event, the population feels well informed about various intoxicants (alcohol, nicotine, cannabis) as well as about other drugs, sports betting, and doping substances.

A change attributable to the event cannot be identified.

Attitude towards sustainable behavior



Ticket holders have a more positive attitude towards economic and social sustainability in particular. On average, ticket holders from Germany have a more positive attitude towards social and ecological sustainability than fans from foreign countries.

Among the population, economic and social sustainability were considered more important than ecological sustainability. Attitudes towards economic and social sustainability, which were already high before the event, are only slightly less pronounced after the event.

Sport clubs in Germany act more socially sustainable than economically and ecologically sustainable. After the event, most sport clubs act in a more ecologically and economically sustainable way than before the event.

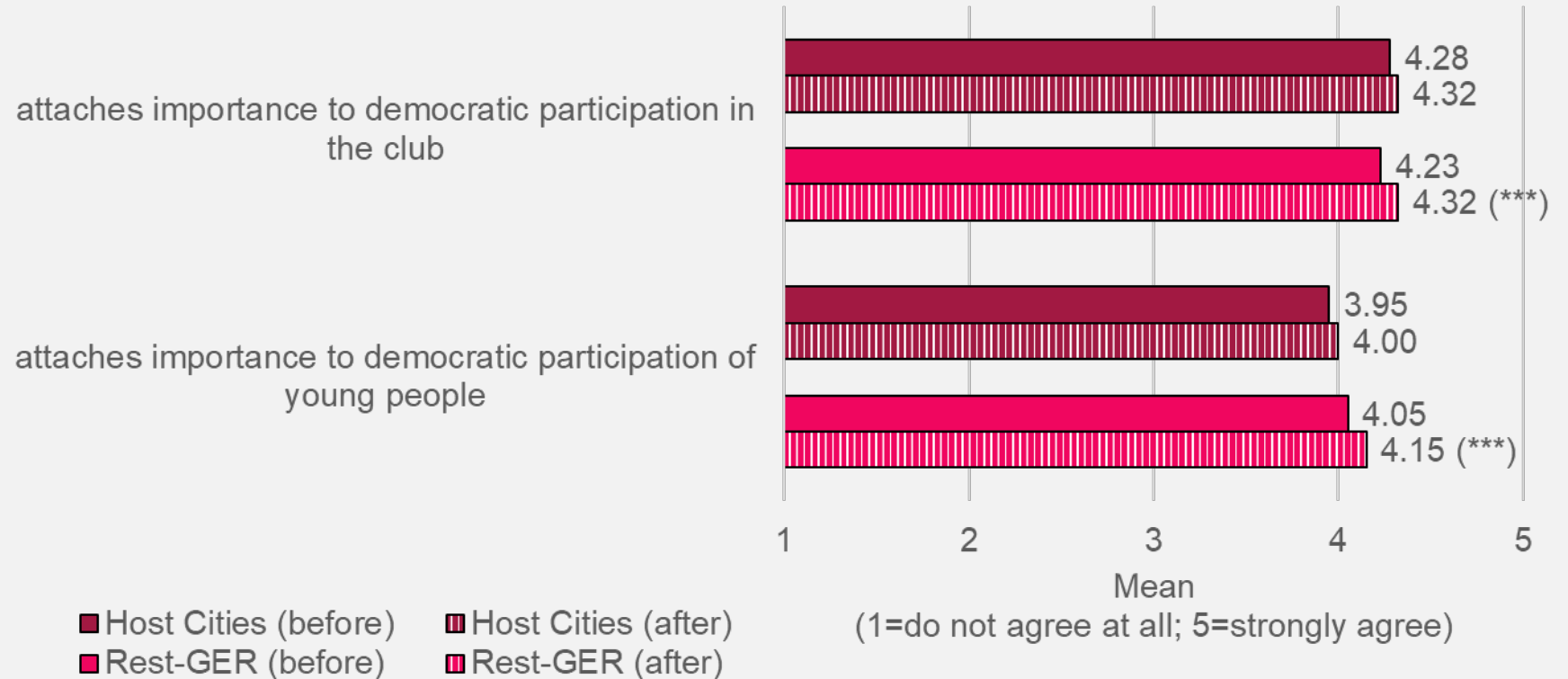
Sport clubs

Education for sustainable development

Understanding of democracy

After the event, sport clubs attach slightly more importance to democratic participation.

Contribution to democratic participation in Host Cities and Rest-GER: Our club ...



Education for sustainable development

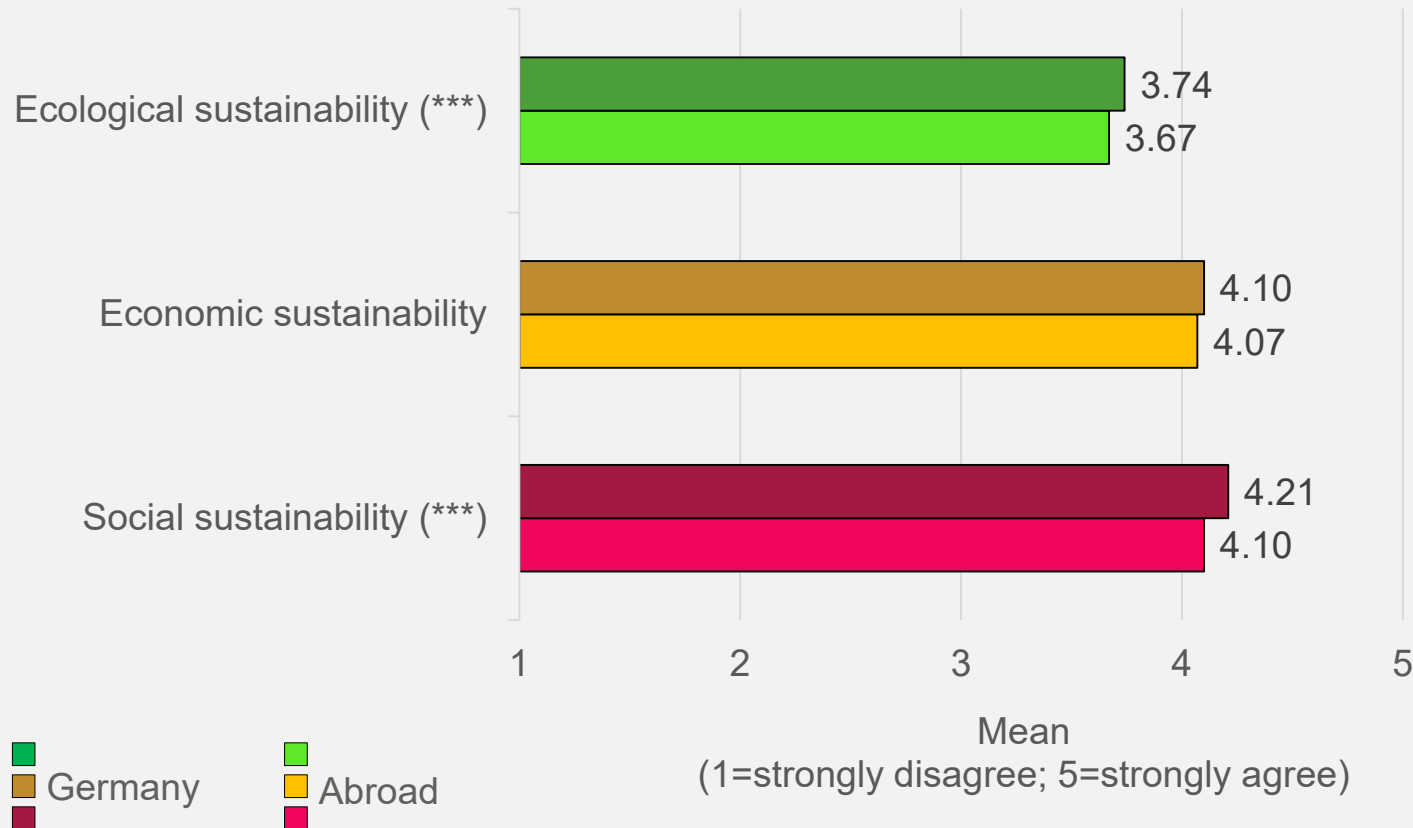
Attitude towards sustainable behavior

Attitudes towards social and economic sustainability are more positive than towards ecological sustainability.

Ticket holders from Germany have slightly more pronounced attitudes towards sustainability compared to fans from foreign countries.

Ticket holders

Attitudes towards sustainability



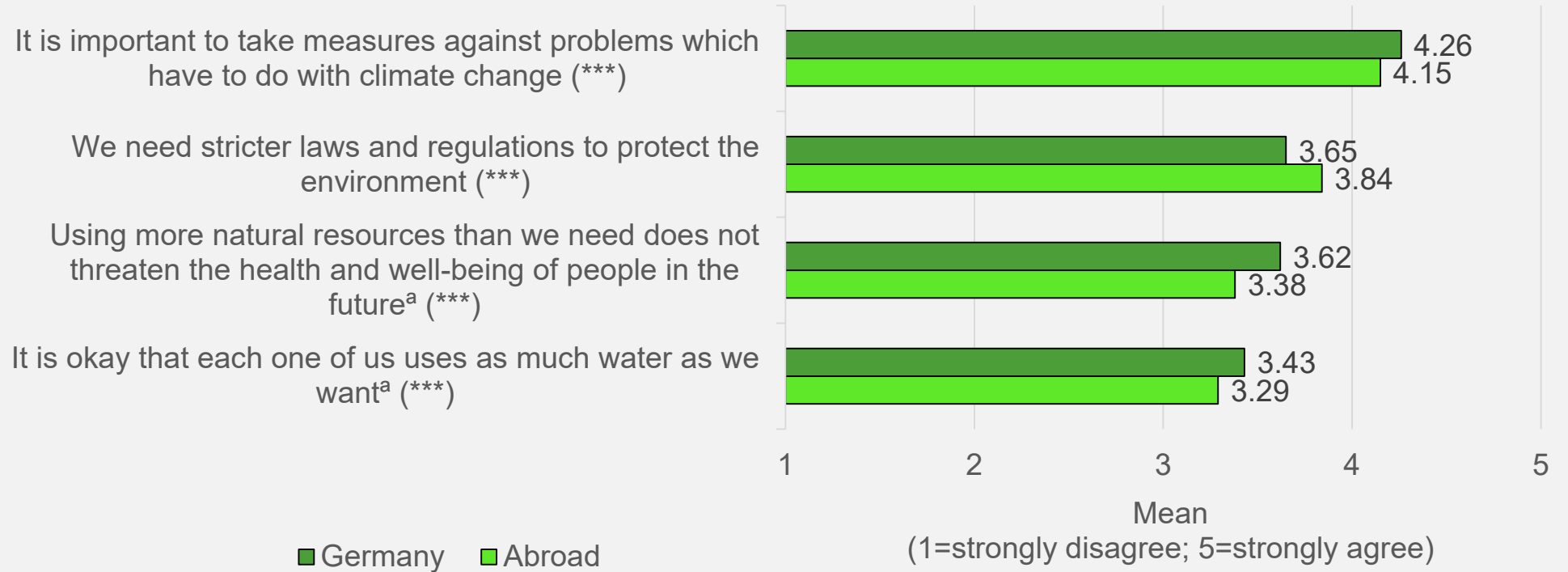
Ticket holders

Education for sustainable development

Attitude towards sustainable behavior

Ticket holders from Germany have a more positive attitude towards ecological sustainability than fans from foreign countries, except for the wish for stricter laws and regulations to protect the environment.

Attitudes towards ecological sustainability



^areverse coded statement (1=strongly agree; 5=strongly disagree)

Ticket holders

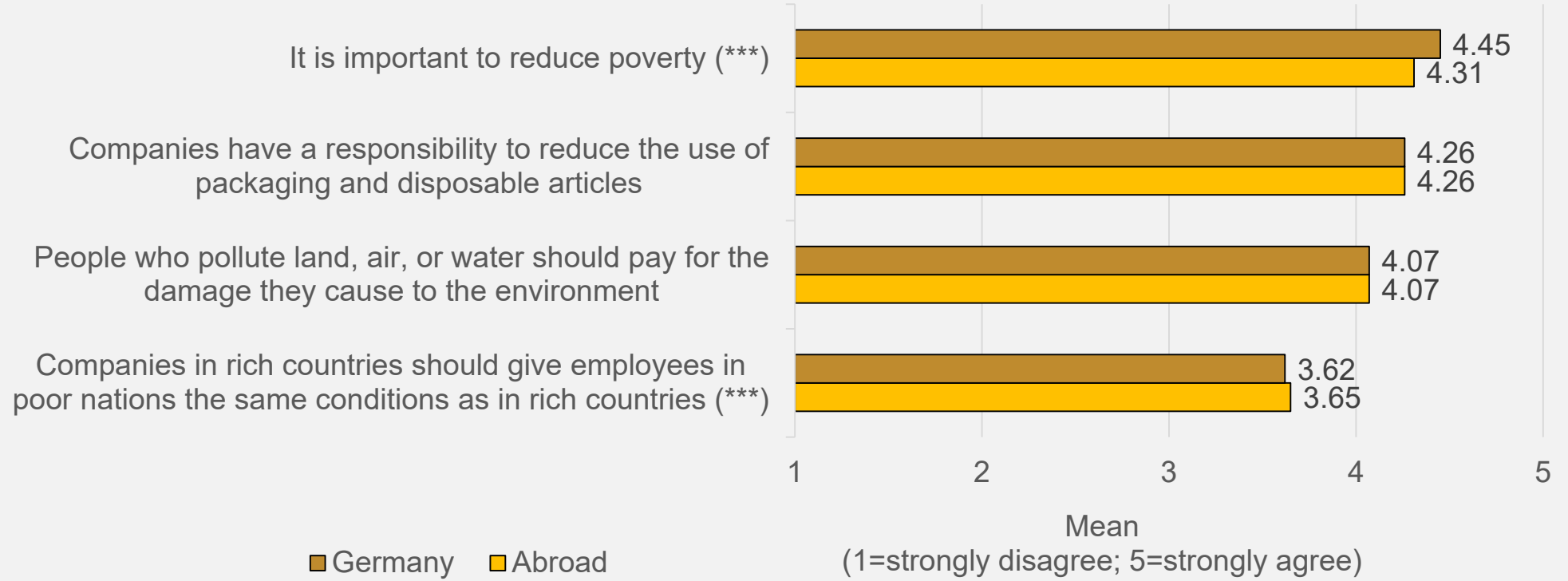
Education for sustainable development

Attitude towards sustainable behavior

Ticket holders from Germany perceive the reduction of poverty as more important than ticket holders from abroad.

Fans from foreign countries are more in favor of equal working conditions in poor and rich countries than ticket holders from Germany.

Attitudes towards economic sustainability



Ticket holders

Education for sustainable development

Attitude towards sustainable behavior

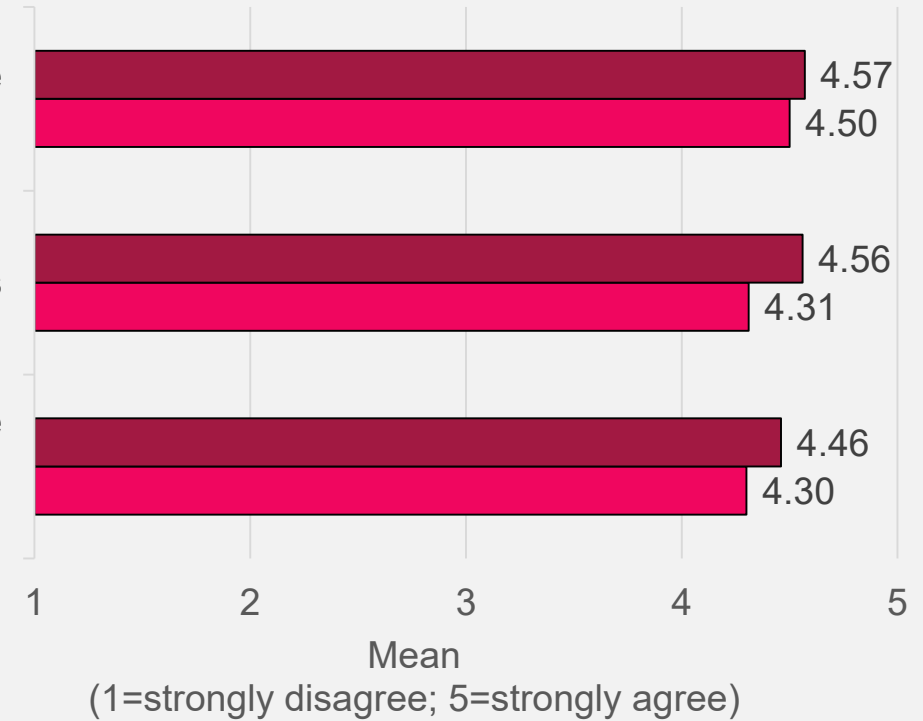
Ticket holders from Germany have stronger attitudes towards social sustainability in many areas than fans from foreign countries.

Attitudes towards social sustainability (Part 1)

Women and men throughout the world must be given the same opportunities for education and employment (***)

It is important that people in society exercise their democratic rights and become involved in important issues (***)

Everyone ought to be given the opportunity to acquire the knowledge, values and skills that are necessary to live sustainably (***)



■ Germany ■ Abroad

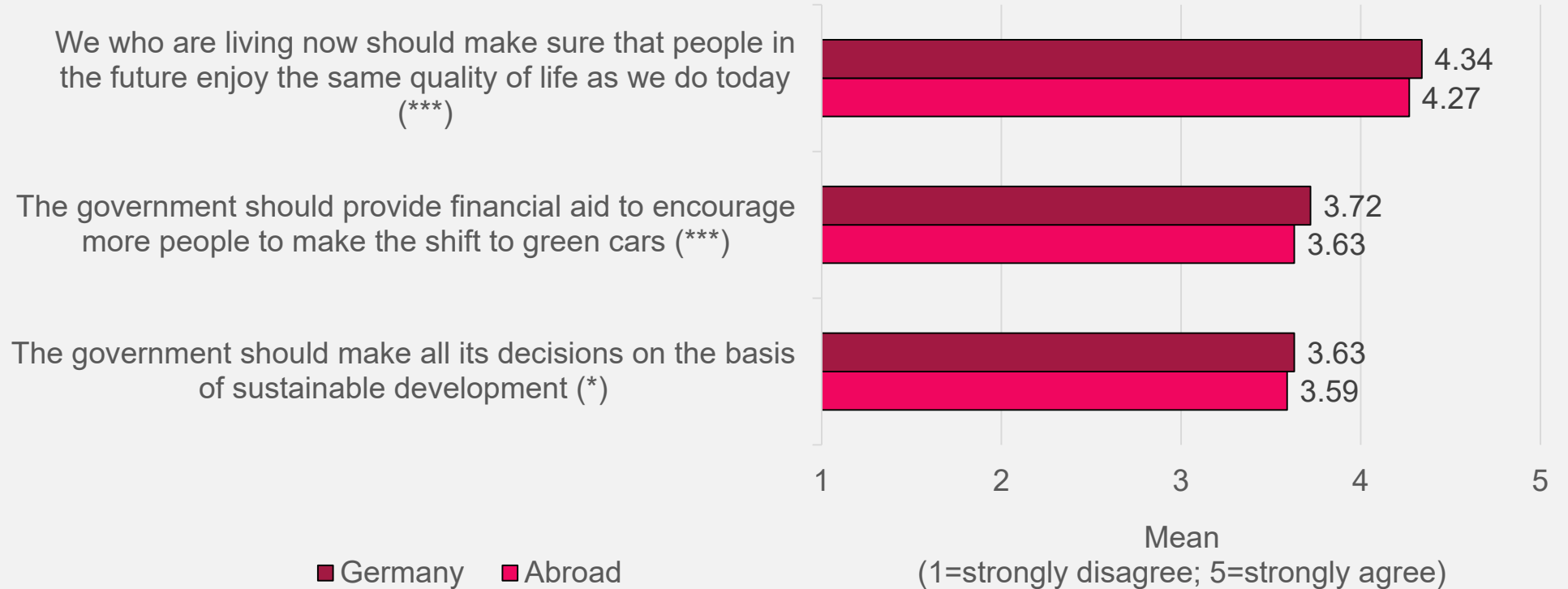
Ticket holders

Education for sustainable development

Attitude towards sustainable behavior

Ticket holders from Germany have stronger attitudes towards social sustainability in many areas than ticket holders from foreign countries.

Attitudes towards social sustainability (Part 2)



Education for sustainable development

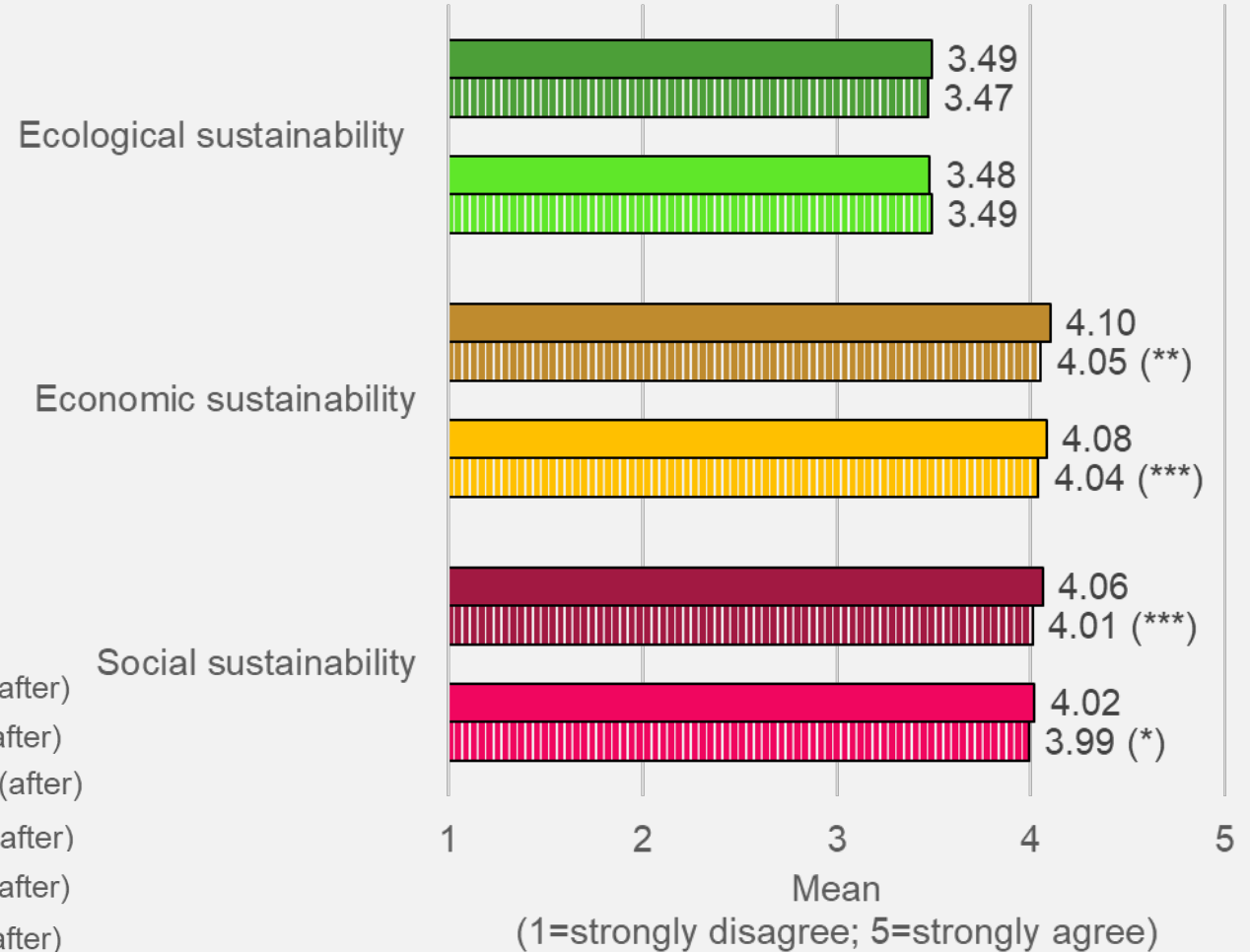
Attitude towards sustainable behavior

Economic and social sustainability are considered more important than ecological sustainability by the population.

Attitudes towards economic and social sustainability, which were already high before the event, are somewhat less pronounced after the event.

Attitudes towards sustainability

- Host Cities (before)
- Rest-GER (before)
- Host Cities (before)
- Rest-GER (before)
- Host Cities (before)
- Rest-GER (before)
- Host Cities (after)
- Rest-GER (after)
- Host Cities (after)
- Rest-GER (after)
- Host Cities (after)
- Rest-GER (after)



Sport clubs

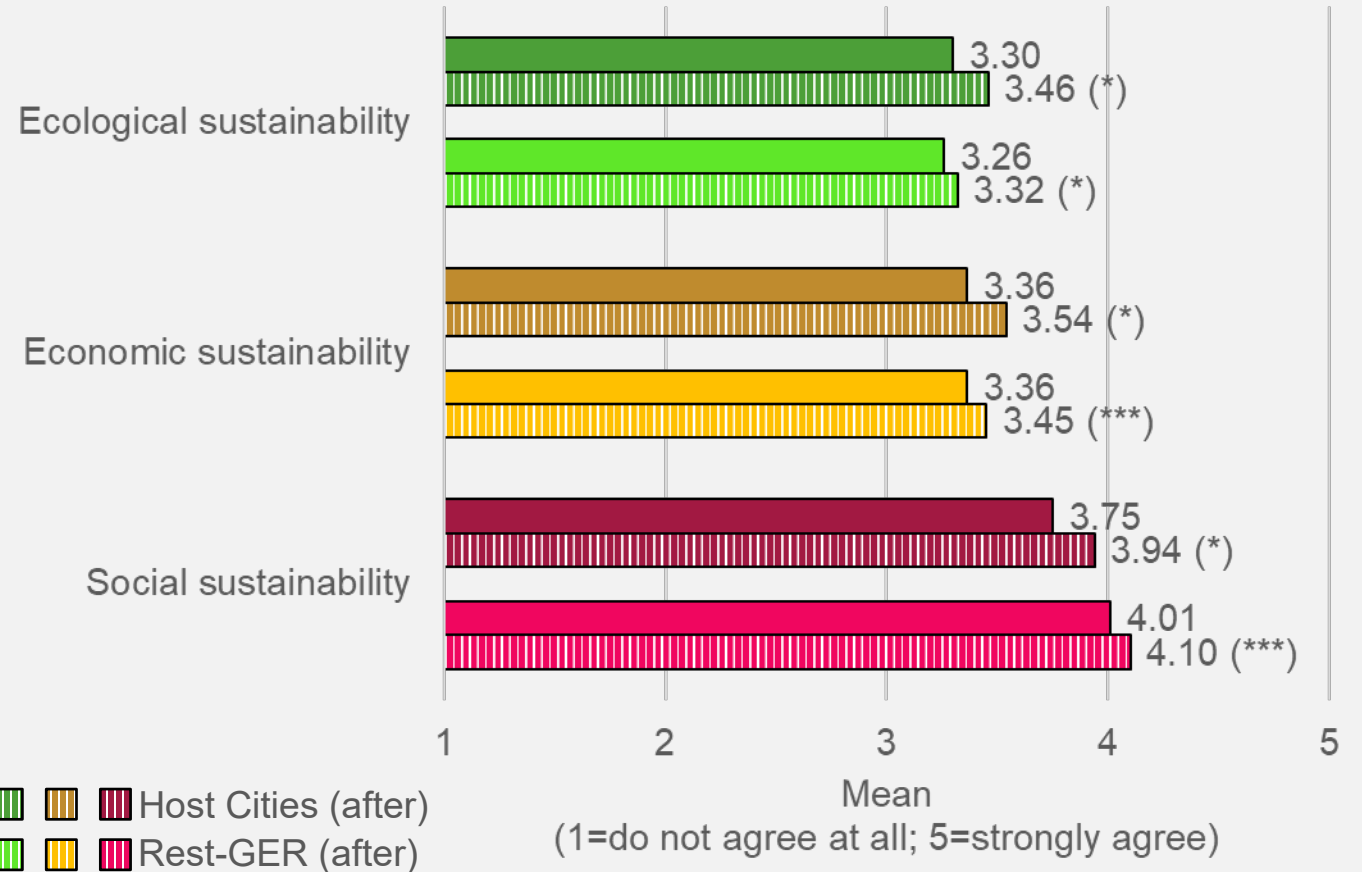
Education for sustainable development

Attitude towards sustainable behavior

Sport clubs act more socially sustainable than economically and ecologically sustainable.

After the event, sport clubs act more sustainable in all dimensions than before the event.

Sustainability practices in Host Cities and Rest-GER



■ ■ ■ Host Cities (before)
 ▨ ▨ ▨ Host Cities (after)
■ ■ ■ Rest-GER (before)
 ▨ ▨ ▨ Rest-GER (after)

Evaluation

Social sustainability

Sport and club development

Meaning of/participation in the event



The population has a greater interest in the German national football team and the UEFA EURO 2024 after the event. The sporting performance of the German national football team is considered more important after the event than before the event. The population in the Host Cities is more satisfied with the sporting performance of the German national team than the population in Rest-Germany.

For both the population and ticket holders, television broadcasts played a major role for their participation in the event – around 80% of the population watched matches on television, more than intended before the event.

Popular activities in relation to the event included watching matches at live sites and in the stadium, as well as visiting a fan zone, a football village, and a “stadium of dreams”. In the Host Cities, more people visited a fan zone than intended before the event.

Demand for all event-related activities was higher among fans from foreign countries than among fans from Germany.



Participation in the event also happened in the form of volunteering: Over 13,000 volunteers worked a total of 850,000 hours during the event, corresponding to about 64 hours per volunteer on average.

Football clubs in particular actively used the UEFA EURO 2024 to offer various event-related activities and initiate measures.

For example, 44% of football clubs organized social events during the event and 24% took part in campaigns and activities organized by the state football associations and the German Football Association (DFB).

Population

Sport and club development

Meaning of/participation in the event

After the event, the population has a greater interest in the German men's national football team and the UEFA EURO 2024.

The sporting performance of the German men's national football team is considered more important after the event.

Interest in the German men's national football team and the UEFA EURO 2024



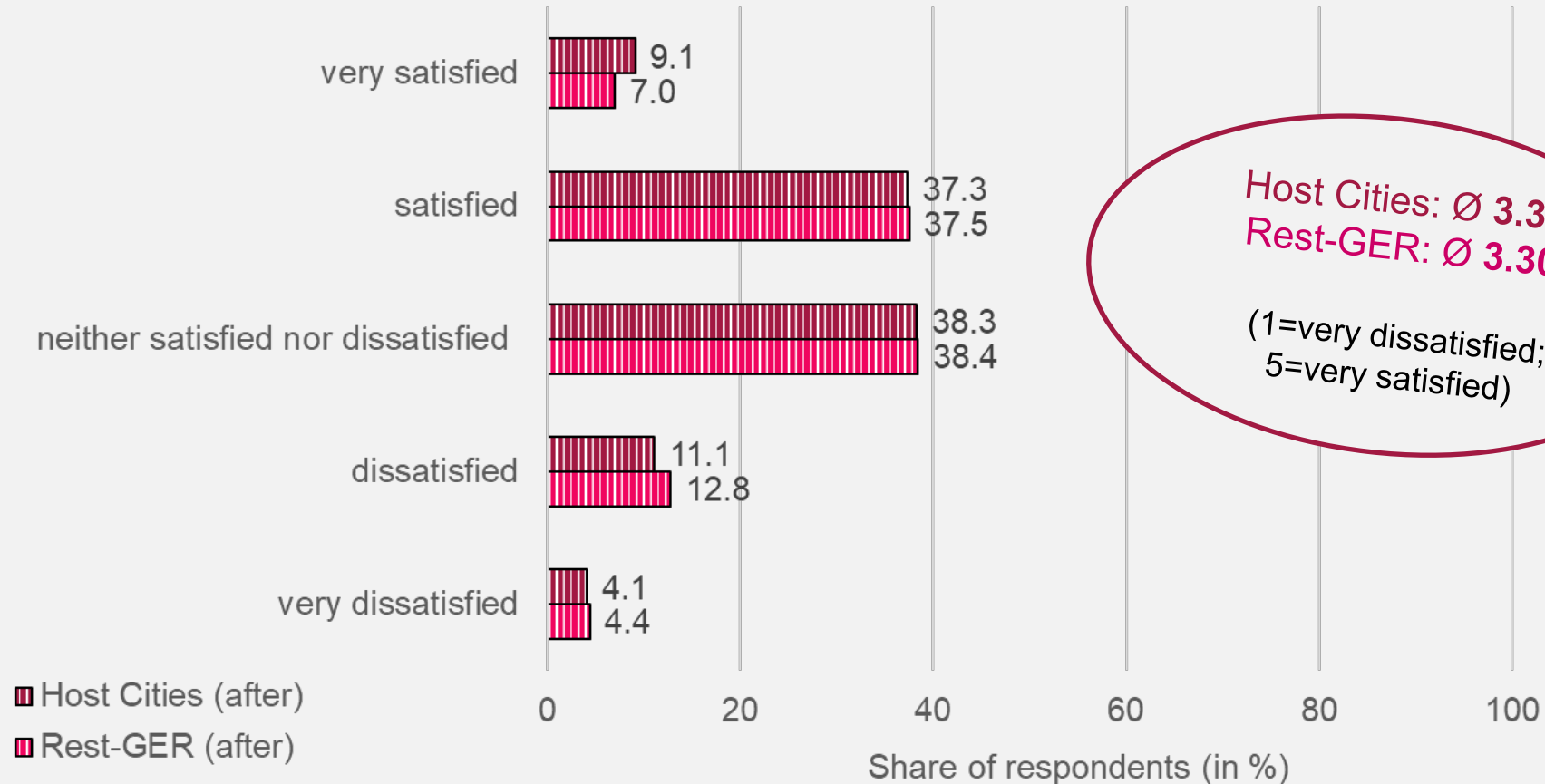
Population

Sport and club development

Meaning of/participation in the event

The population in the Host Cities is more satisfied with the sporting performance of the German men's national football team than the population in Rest-GER.

Satisfaction with the sporting performance of the German men's national football team (*)



Population

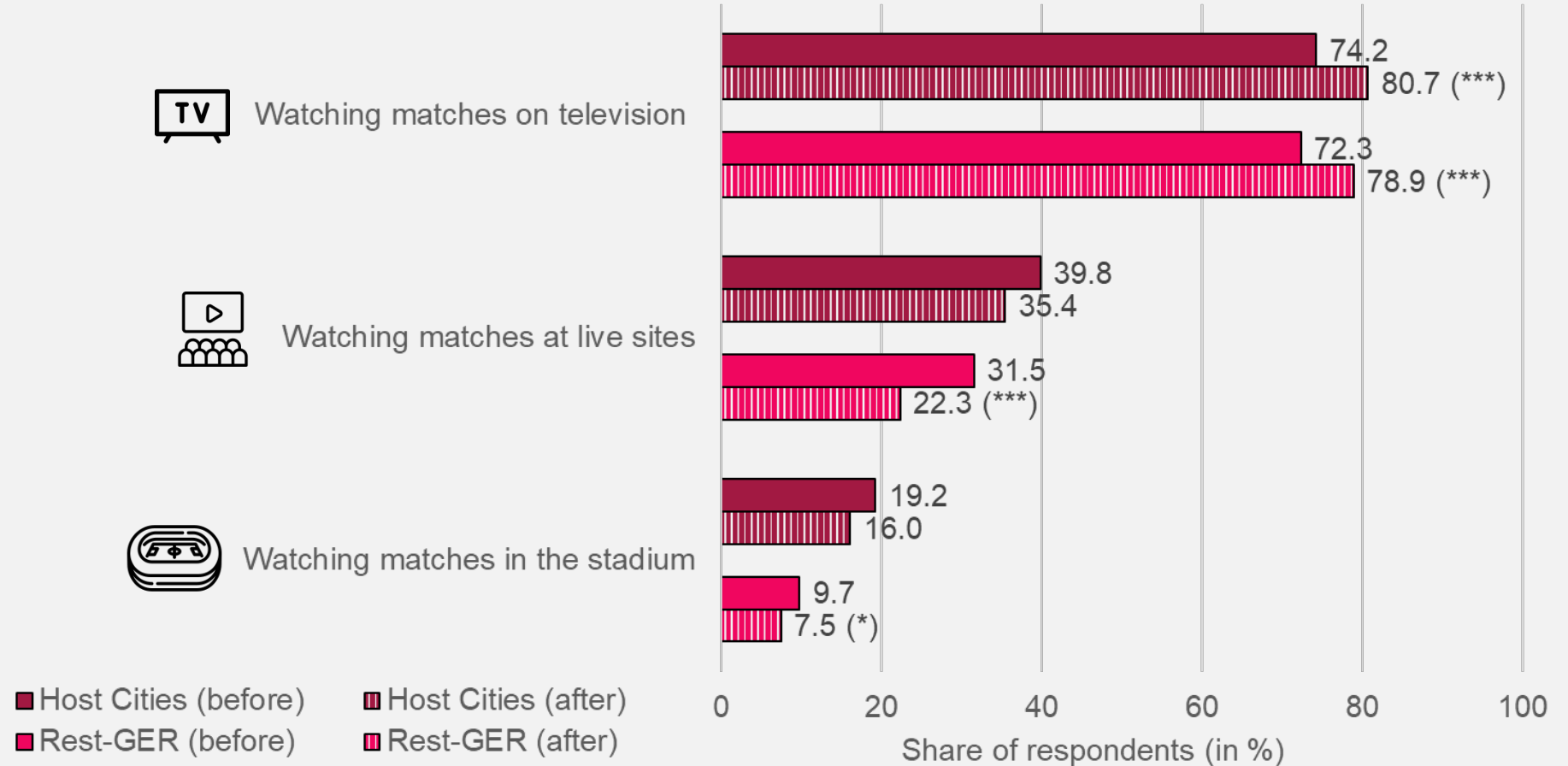
Sport and club development

Meaning of/participation in the event

A higher proportion of the population watched matches on television than planned before the event.

In Rest-GER, fewer people watched matches at live sites than planned before the event.

Participation in the UEFA EURO 2024 (Part 1)



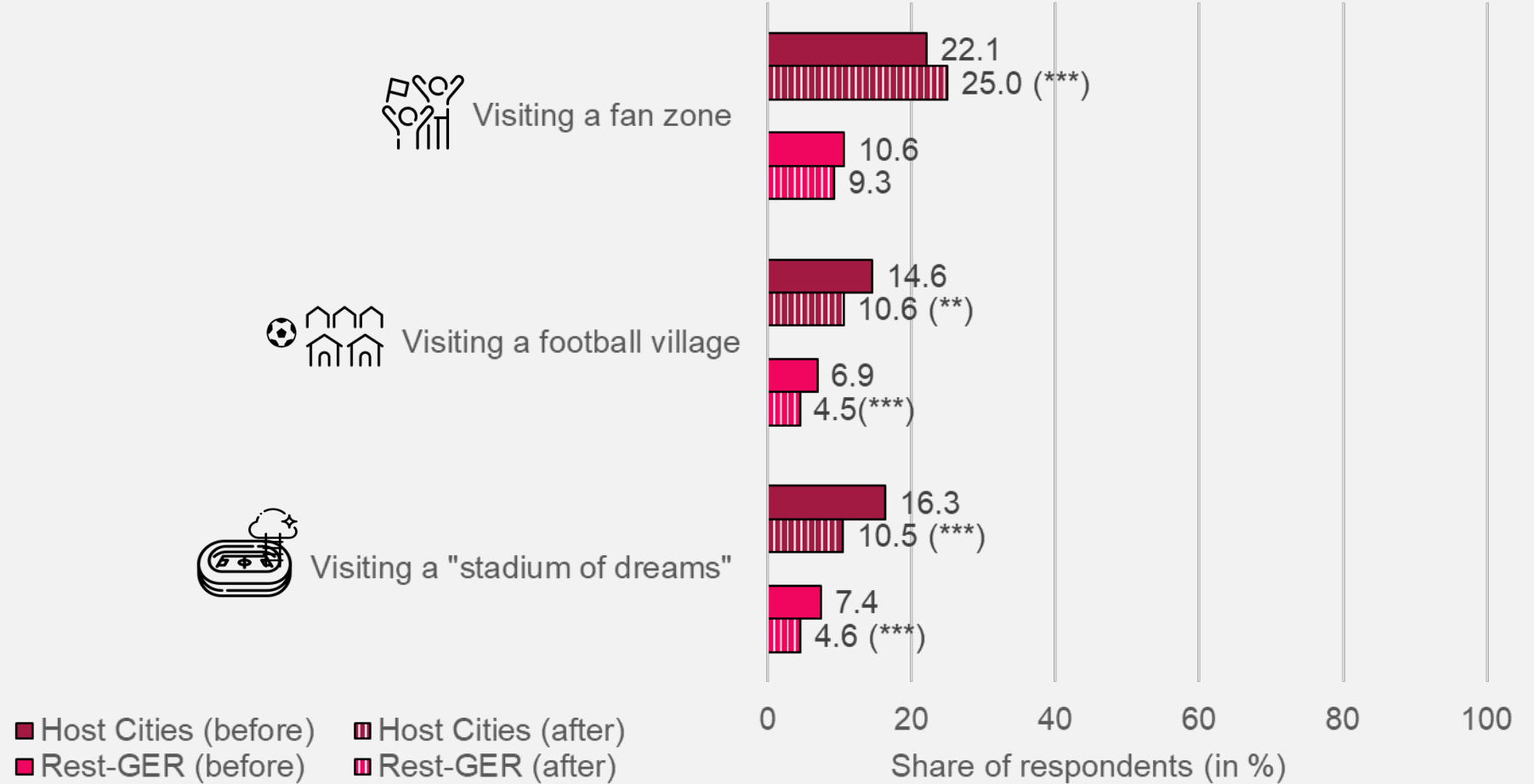
Sport and club development

Meaning of/participation in the event

A higher proportion of the Host City population visited a fan zone than planned before the event.

About 10% of the Host City population visited a football village or a "stadium of dreams".

Participation in the UEFA EURO 2024 (Part 2)



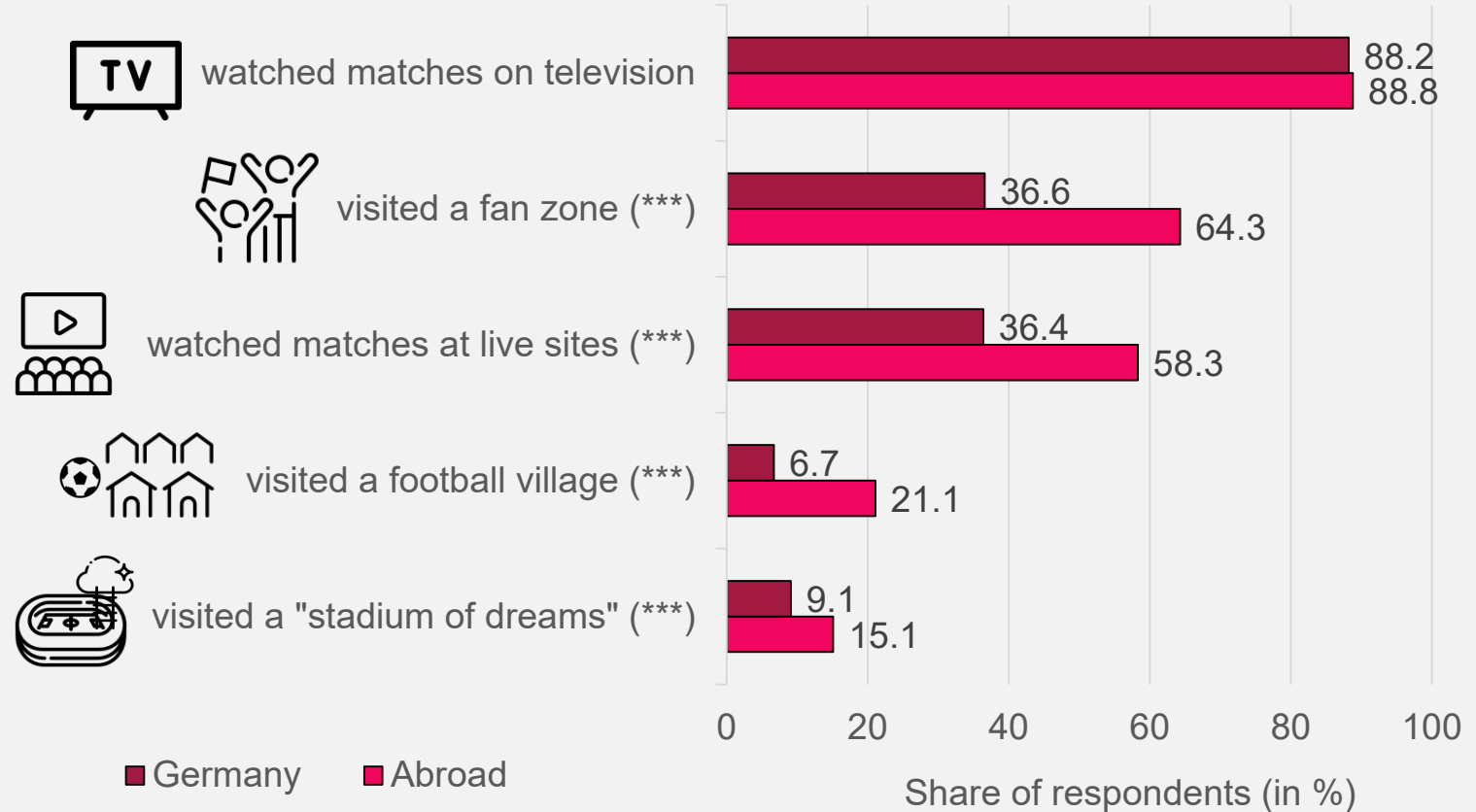
Ticket holders

Sport and club development

Meaning of/participation in the event

The share of fans who have participated in various event-related activities is higher among ticket holders from abroad than among fans from Germany.

Participation in the UEFA EURO 2024: I have ...



Nationwide impact analysis

(Nielsen Sports, 2024)

Sport and club development

Meaning of/participation in the event



Economic benefit

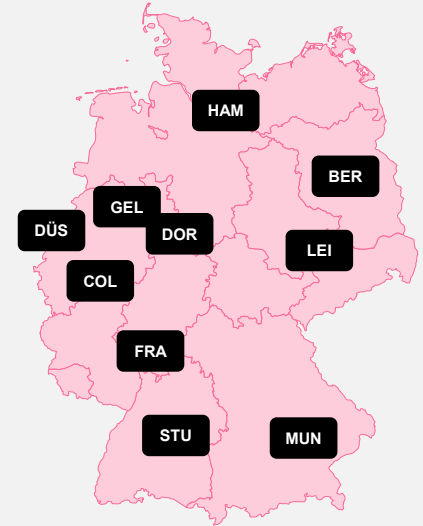
The volunteers contributed to the economic benefit of the event through their voluntary work.

Volunteering

	Host Country
Volunteers	13,247
Avg. event days per volunteer	8
Avg. daily hours per volunteer	8
Volunteering hours per volunteer	64
Minimum wage*	€ 12.41
Volunteering - Value	€ 10.1M



SOCIAL VALUE VOLUNTEERING:
€ 10.1M



* In a conservative approach, the current minimum hourly wages in Germany were applied to calculate the value of volunteering
Source: UEFA accreditation data

Sport clubs

Sport and club development

Meaning of/participation in the event

Football clubs in Germany have started numerous activities to promote participation in the event and attract new members.

Activities during the UEFA EURO 2024 in football clubs and clubs with other sports



Social sustainability

Sport and club development

Inspiration/enthusiasm for sport, role models



The Host City population feels more inspired and motivated for sport by the event than the population in Rest-Germany.

In the Host Cities, the event had an inspiring effect on playing football: More people play football during and after the event than before the event.

Overall, there were mainly motivating effects on the frequency and duration of sport participation after the event: The population in the Host Cities and in Rest-Germany practices sport more frequently and more hours during and after the event than before the event.



Many event-related activities (including stadium visit, watching matches at live sites, visits of a fan zone, football village, and “stadium of dreams”) and experiences (including inspiration and motivation through the German team, contacts with international fans, sense of safety during the event) contributed to an increased football participation as well as an increased frequency and duration of sport participation during and after the event.

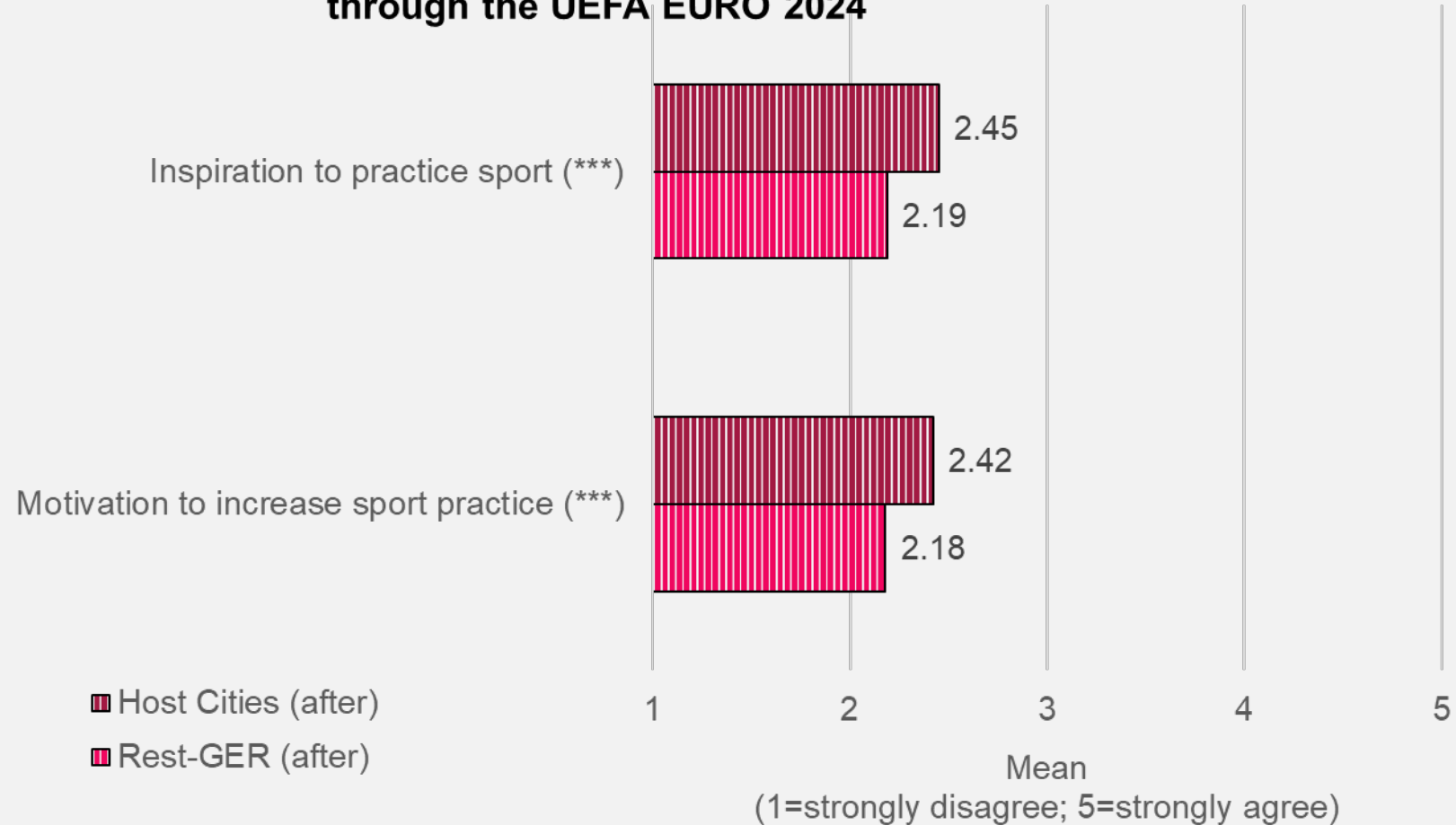
Population

Sport and club development

Inspiration/enthusiasm for sport, role models

The Host City population feels more inspired and motivated by the event to participate in sport than the population in Rest-GER.

Inspiration and motivation to practice sport through the UEFA EURO 2024

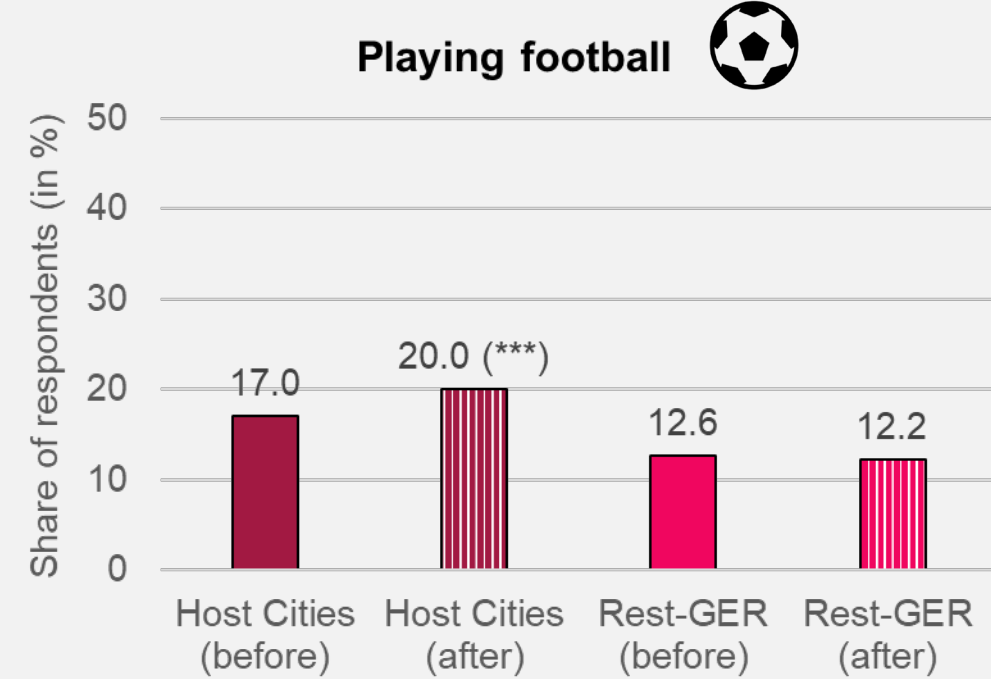
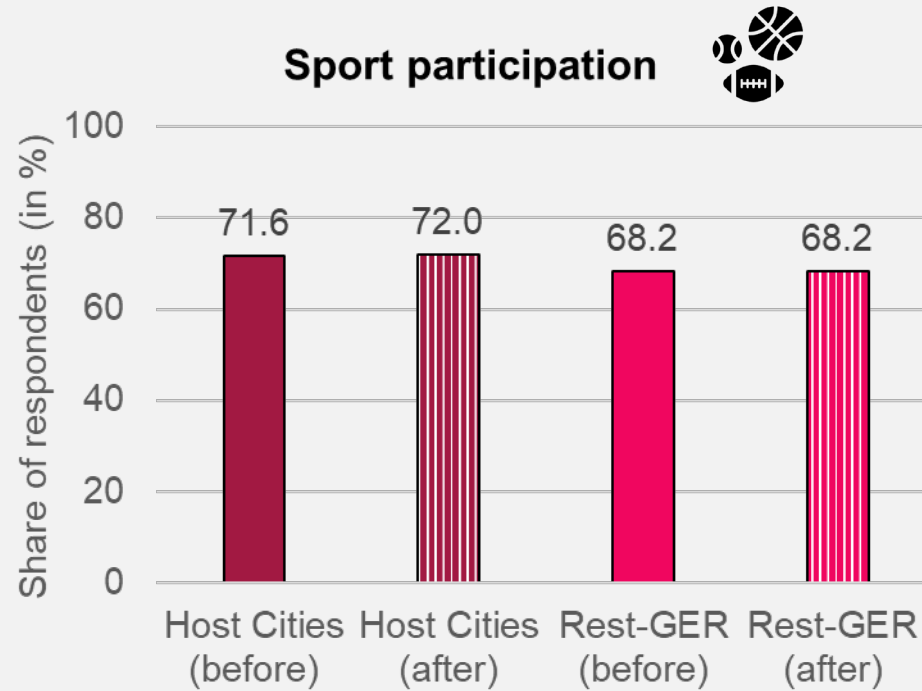


Sport and club development

Inspiration/enthusiasm for sport, role models

During and after the event, more people play football in the Host Cities than before the event.

Sport participation and playing football in the last two months

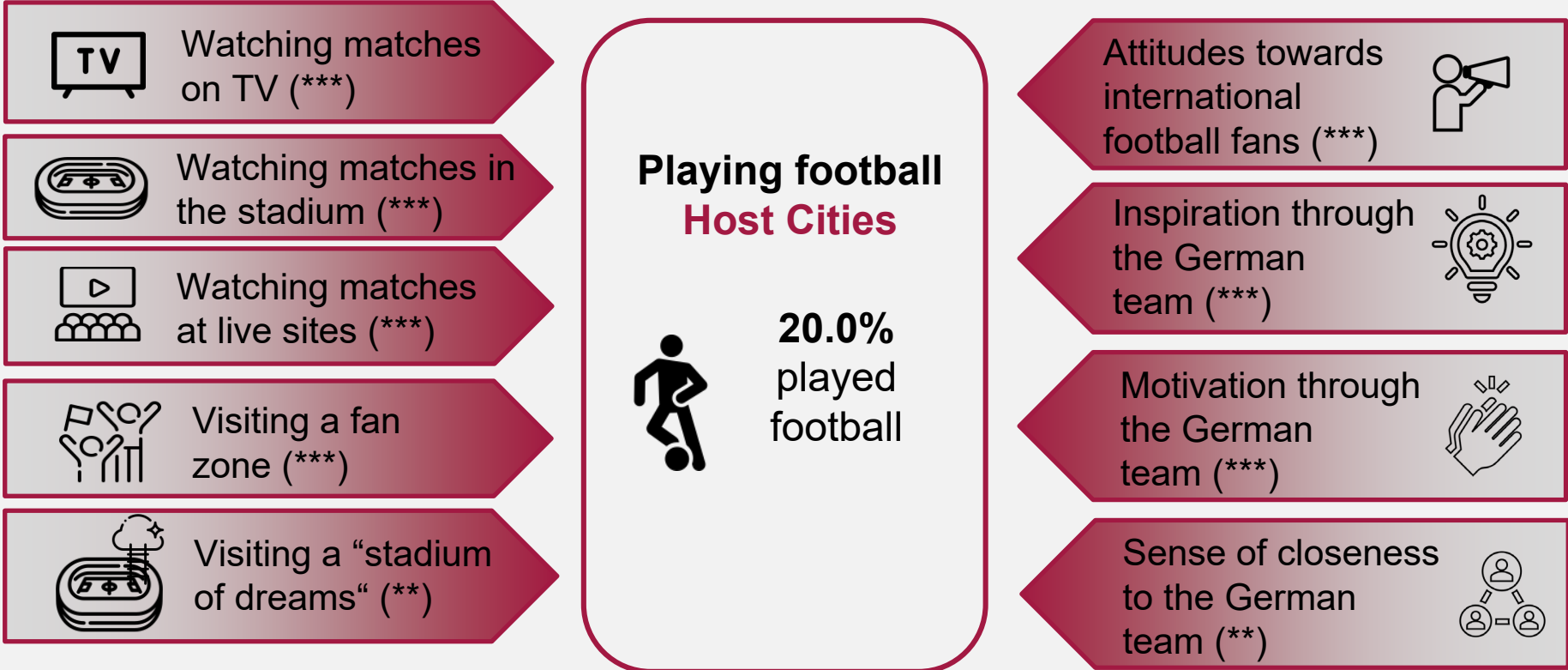


Sport and club development

Inspiration/enthusiasm for sport, role models

Several event-related activities and experiences are associated with increasing football participation during and after the event.

Which event-related activities and experiences are associated with playing football in the last two months?



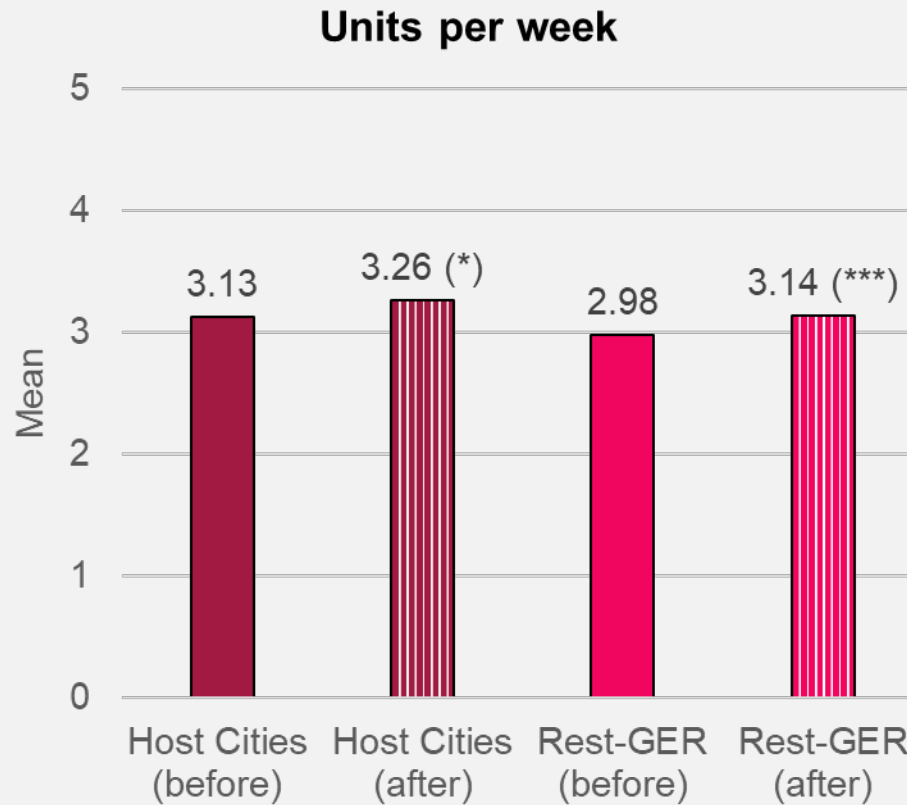
Population

Sport and club development

Inspiration/enthusiasm for sport, role models

The population in the Host Cities and in Rest-GER practices sport more frequently and more hours during and after the event than before the event.

Frequency and duration of sport participation in the last two months



Sport and club development

Inspiration/enthusiasm for sport, role models

Many event-related activities and experiences are associated with a longer duration of sport participation during and after the event.

Which event-related activities and experiences are associated with the duration of sport participation in the last two months?



-  Attending matches in the stadium (***)
-  Watching matches at live sites (***)
-  Visiting a fan zone (***)
-  Visiting a stadium of dreams“ (***)
-  Visiting a football village (***)

Duration of sport participation

Host Cities



Ø 5:13 hours/week

-  Inspiration through the German Team (***)
-  Motivation through the German team (***)
-  Attitudes towards international football fans (*)

Evaluation

**Social
sustainability**

**Sport and club
development**

Physical health through
sport



Many event-related activities (including stadium visit, watching matches at live sites, visiting a football village or a “stadium of dreams”) and experiences (including satisfaction with the German team's sporting performance, attitudes towards international fans, sense of safety during the event, inspiration and motivation through the German team, sense of closeness to the German team) have increased the population's satisfaction with their own health.

Mental health through
sport, well-being



Many event-related activities (including watching matches on TV, at live sites, or in the stadium, visiting a fan zone, a football village, and a “stadium of dreams”) have contributed to a higher well-being of the population.



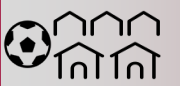

These activities as well as event-related experiences (including the atmosphere and hospitality in Germany) have also increased the well-being of ticket holders.

Sport and club development


Physical health through sport

Several event-related activities and experiences have increased the satisfaction with one own's health after the event.

Which event-related activities and experiences are associated with satisfaction with one own's health?

-  Watching matches in the stadium (***)
-  Watching matches at live sites (*)
-  Visiting a "stadium of dreams" (***)
-  Visiting a football village (***)
-  Satisfaction with the sporting performance of the German team (***)

Satisfaction with health
Host Cities

 Ø 6.98

Scale from 0-10

-  Attitudes towards international football fans (***)
-  Sense of safety during the UEFA EURO 2024 (***)
-  Inspiration through the German team (**)
-  Motivation through the German team (**)
-  Sense of closeness to the German team (***)

Feelgood factor

(Wicker & Breuer, 2024)

Well-being of the population through event-related activities: Anticipation

Sport and club development

Mental health through sport, well-being

Meaning of/participation in the event



Economic benefit

The wellbeing valuation method can be used to estimate the monetary value of the feelgood factor.

Watching matches on TV (*)

Watching matches at live sites (*)

Watching matches in the stadium (*)

Satisfaction with life

Ø 7.22

Host Cities

Scale from 0-10

Visiting a fan zone (*)

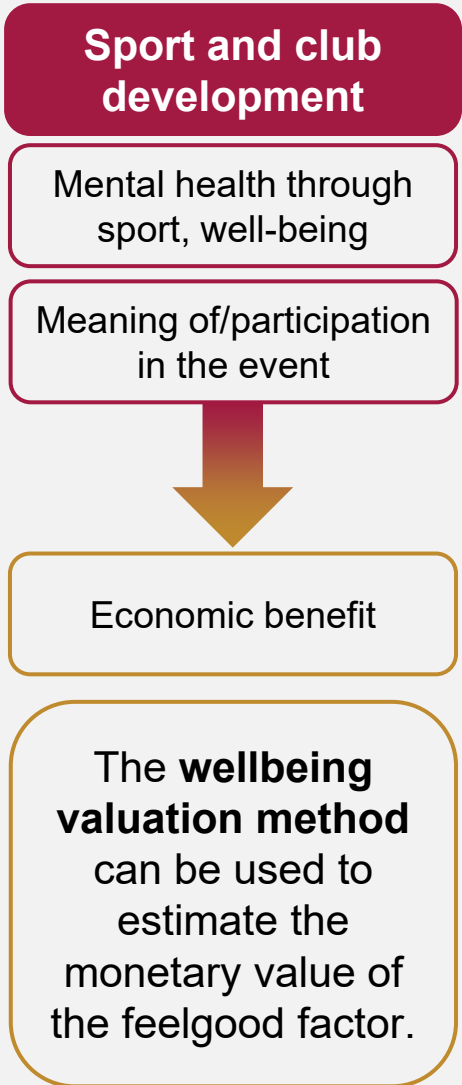
Visiting a football village (*)

Visiting a "stadium of dreams" (*)

Feelgood factor

(Wicker & Breuer, 2024)

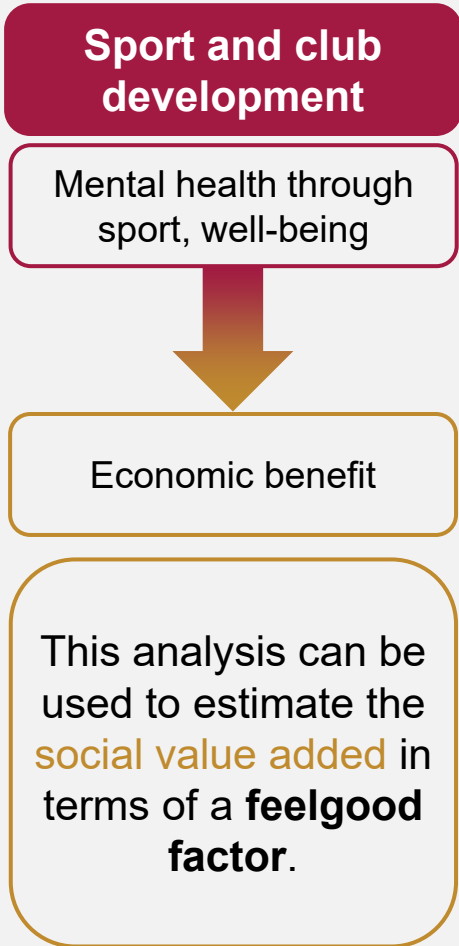
Well-being of the population through event-related activities: Experience value



Feelgood factor

(Wicker & Breuer, 2024)

Well-being of ticket holders through event-related activities and experiences

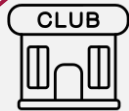


Evaluation

Social sustainability

Sport and club development

Participation in sport clubs



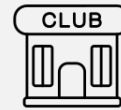
During and after the event, more people in the Host Cities actively participated in sport programs provided by a club. A higher share of the Host City population also attended sporting events as spectators during this period.

In the first half of 2024, sport club membership numbers were on average higher in the Host Cities for both adults and children/adolescents than in Rest-Germany.

Similarly, membership numbers in football clubs were higher in these age groups than in clubs providing other sports.

In addition, many clubs noticed an increased interest in memberships and test training sessions.

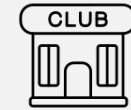
Volunteering in sport clubs



After the event, a higher share of the Host City population volunteers in a sport club.

In addition, the willingness to volunteer sporadically of members in Host City sport clubs and to receive training and further education for voluntary work in the club has increased more than in Rest-Germany.

Club development



Both football clubs and clubs with other sports rate the UEFA EURO 2024 after the event as more helpful for the development of their own club than before the event.

Football clubs are still rather satisfied with the development of their club. Nevertheless, many structural problems (e.g., recruitment, retention, training, and further education of referees, interest in volunteering) remain for these clubs after the event.

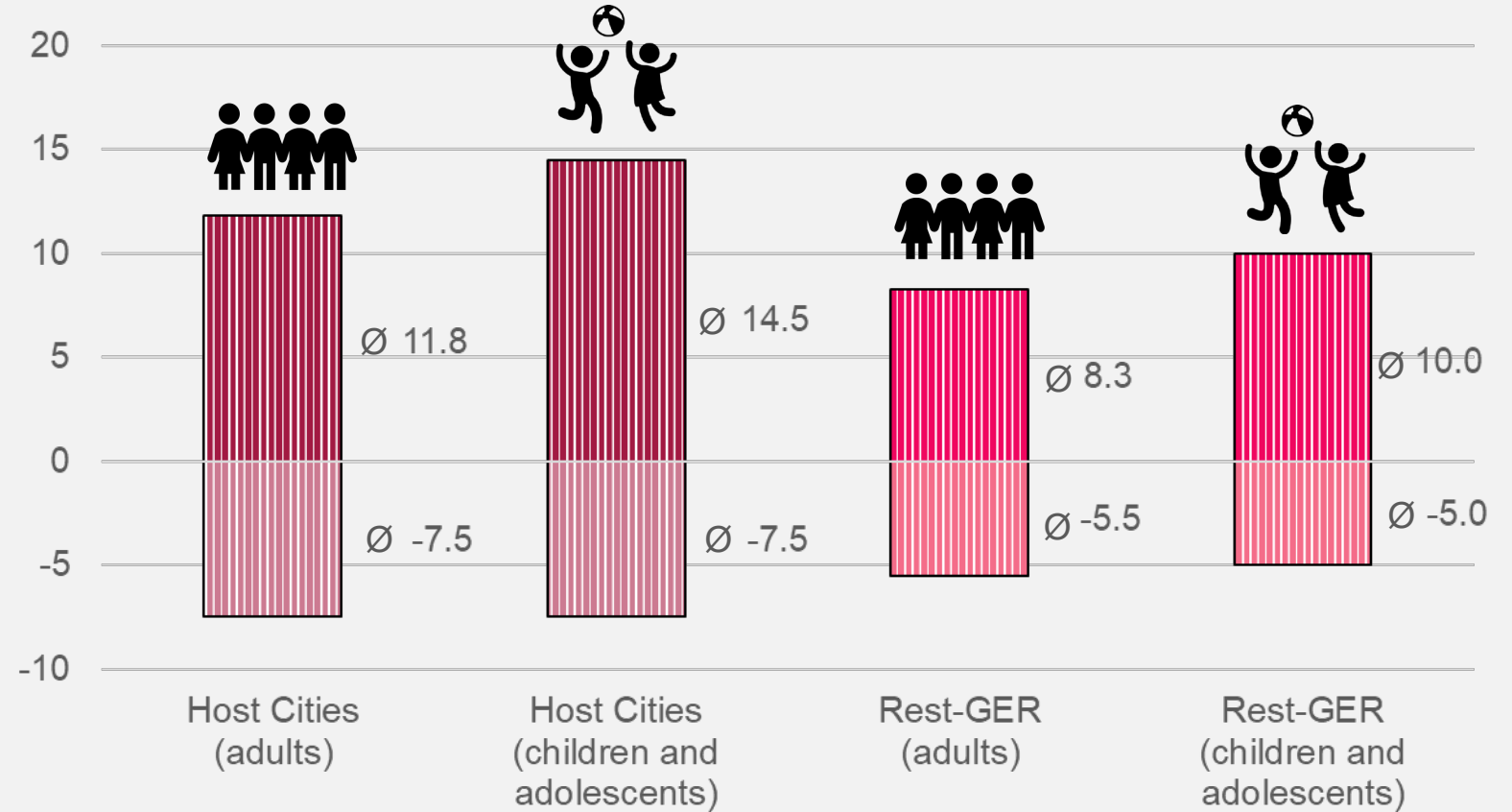
Sport clubs

Sport and club development

Participation in sport clubs

In the first half of 2024, the number of club entries was on average higher in the Host Cities for both adults and children/adolescents than in Rest-GER.

Member development from 2nd of January 2024 until 31st of July 2024 in Host-Cities and Rest-GER (entries and exits)



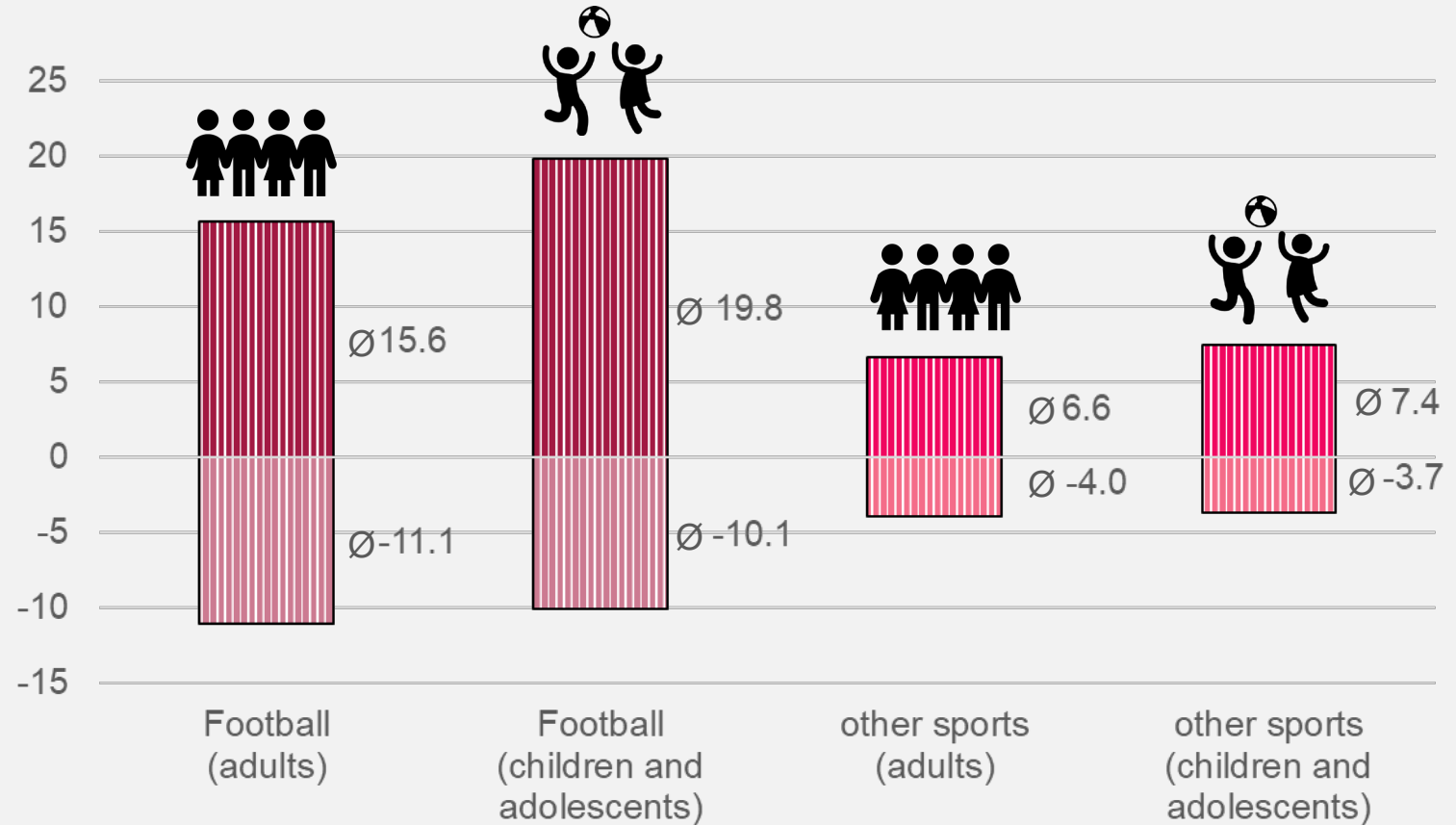
Sport clubs

Sport and club development

Participation in sport clubs

In the first half of 2024, the number of club entries was on average higher in football clubs for both adults and children/adolescents than in clubs with other sports.

Member development from 2nd of January 2024 until 31st of July 2024 in football clubs and clubs with other sports (entries and exits)



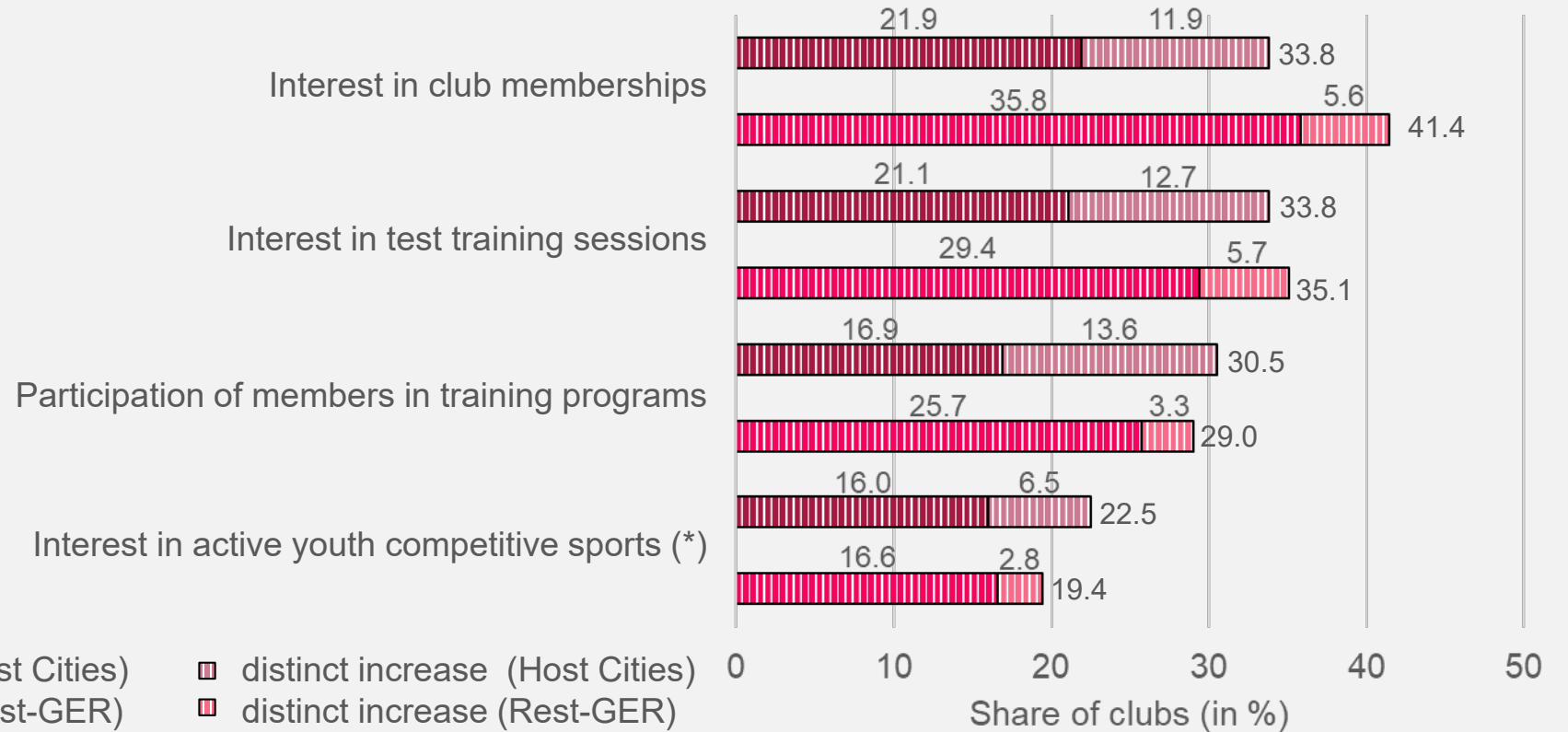
Sport clubs

Sport and club development

Participation in sport clubs

In the first half of 2024, about one third of sport clubs reported an increased interest in club memberships and test training sessions.

Club development from 1st of January 2024 until 31st of July 2024 compared to the previous year in Host Cities and Rest-GER



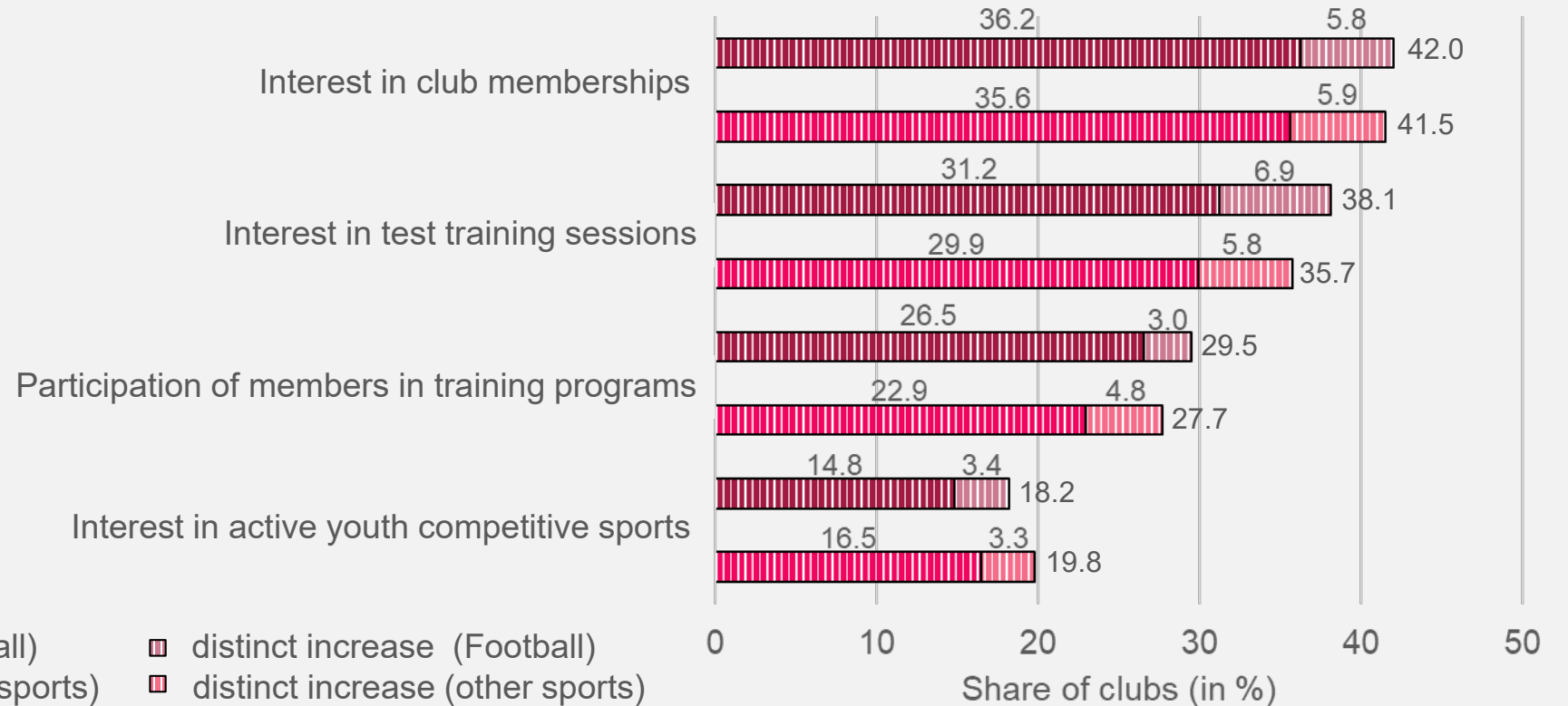
Sport clubs

Sport and club development

Participation in sport clubs

More than one third of football clubs reported an increased interest in club memberships and test training sessions in the first half of 2024.

Club development from 1st of January 2024 until 31st of July 2024 compared to the previous year in football clubs and clubs with other sports



Sport clubs

Sport and club development

Volunteering in sport clubs

Every fifth sport club noticed an increase in volunteering in the first half of 2024.

Club development from 1st of January 2024 until 31st of July 2024 compared to the previous year in Host Cities and Rest-GER



- slight increase (Host Cities)
- slight increase (Rest-GER)
- distinct increase (Host Cities)
- distinct increase (Rest-GER)

Sport clubs

Sport and club development

Club development

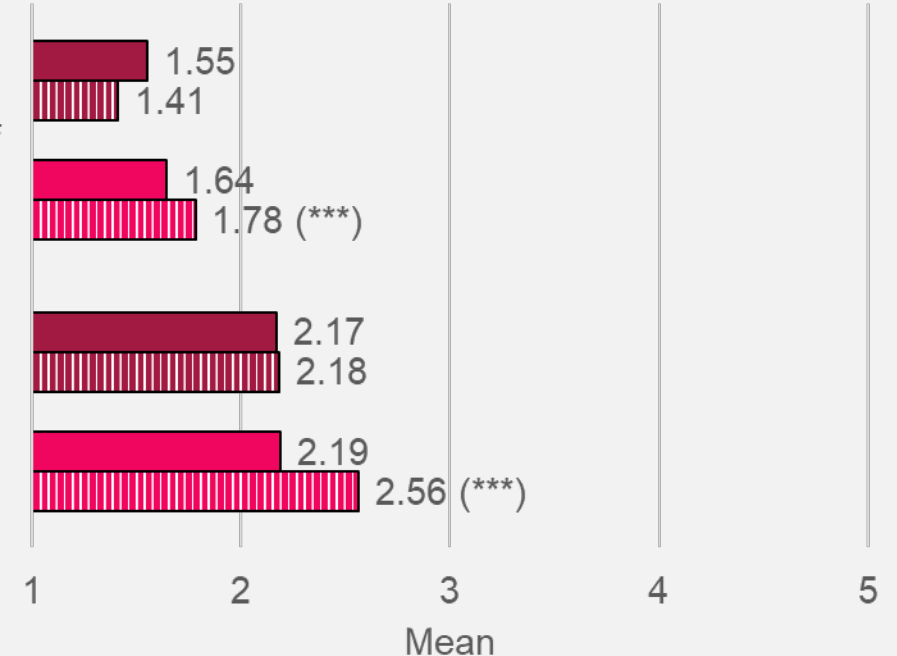
After the event, sport clubs in Rest-GER consider the UEFA EURO 2024 clearly more helpful for the development of their own club than before the event.



The European Football Championship "UEFA EURO 2024" is/was helpful for the development of our club



Olympic and Paralympic Games in Germany would be helpful for the development of our club



■ Host Cities (before) ■ Host Cities (after)
■ Rest-GER (before) ■ Rest-GER (after)

Sport clubs

Sport and club development

Club development

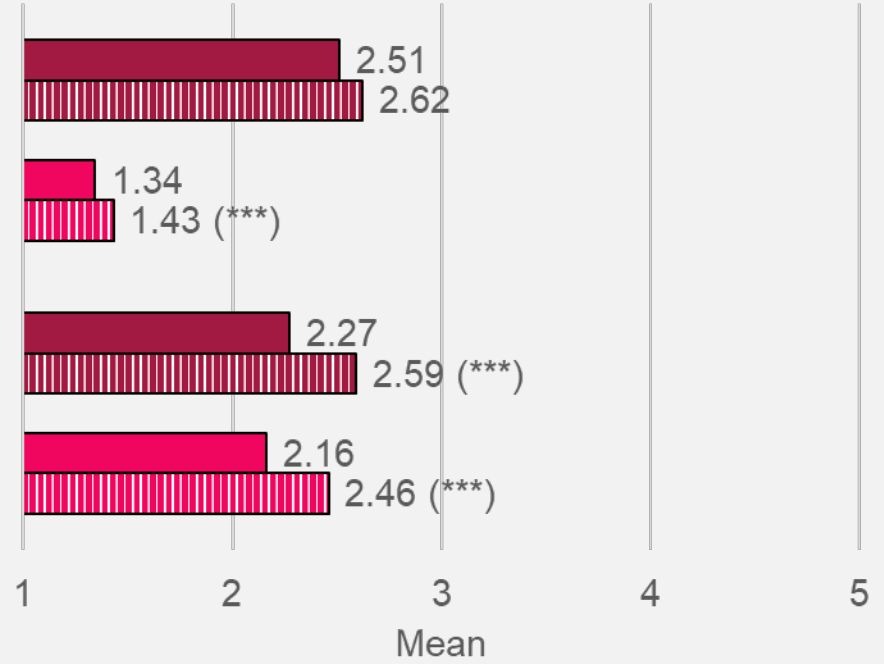
After the event, clubs providing other sports consider the UEFA EURO 2024 clearly more helpful for the development of their own club than before the event.



The European Football Championship "UEFA EURO 2024" is/was helpful for the development of our club



Olympic and Paralympic Games in Germany would be helpful for the development of our club



■ Football (before) ■ Football (after)
■ other sports (before) ■ other sports (after)

(1=do not agree at all; 5=strongly agree)

Project team

Project Lead (PIs)

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Project website:

<https://www.uni-bielefeld.de/fakultaeten/sportwissenschaft/arbeitsbereiche/ab-iii/forschung/evaluationeuro2024/>