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## Activation

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**Targets and Key Performance Indicators**  
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Dear friends,

Challenges in the field of human rights and the environment are gaining importance in society and football. Awareness of these issues is growing within member associations, fan groups, clubs, and leagues. As UEFA and European football form an intrinsic part of society, they are being called upon to contribute to the solution. And we can, because football has the unique ability to activate an enormous reach within one of the largest communities in Europe. This strategy is titled **Strength through Unity** to signify that these complex issues can only be addressed and solved if we work in close collaboration with all our football stakeholders, agree on a shared agenda, use a common language, and adopt a consistent approach.

I am convinced that if football comes together and bundles its power to drive sustainable change, it will be able to have a strong and long-lasting positive impact. As UEFA, we need to set the right example towards sustainable change and inspire and mobilise others to follow.

It is the first time that our organisation has presented such a comprehensive and ambitious sustainability strategy. It includes commitments based on robust policies with measurable targets and KPI’s and builds on the foundation of solidarity that has characterised our European football community for so many years. To show that we mean business, we have set a scope of ten years as human rights and environmental issues require a long-term commitment.

I am deeply supportive of these ambitions and am liaising closely with European and global partners to define partnerships and initiate regulatory frameworks to provide our strategy and its implementation with additional strength.

We need to take our responsibility within the context of European football to help solve urgent issues that threaten our society and our sport. This can only be successful if we lead the way and invite our stakeholders to closely collaborate with us. Only in unity, we can achieve the strength to unlock the unique power of football and inspire millions of others to drive positive sustainable change.

Aleksander Čeferin
UEFA President
FOREWORD: DIRECTOR OF FOOTBALL AND SOCIAL RESPONSIBILITY

ACCELERATOR OF CHANGE

Researching and developing football’s sustainability strategy, arguably the most discussed topic at all levels in our world, is an extraordinary task.

We combined ambition and realism, outlining a 10-year journey and keeping in mind what UEFA can realistically do through its strong platform. Our aim is to provide European football with a common base and language, clearly defined targets and KPIs. We started from our inspiration, our North Star. We analysed the context linking football to sustainability, aligned with UEFA’s principles and with the demands of global institutions and civil society.

We recognised that sustainability requires a right balance between socially responsible and environmentally friendly actions and practices to preserve the long-term viability of football.

Next, we agreed the core fundamentals underpinning our future that will always direct our journey and lead to our mission: Inspire, activate and accelerate collective action to respect human rights and the environment within the context of European football.

Activation is the focal point of our strategic process. A simple strategic model built for UEFA but aimed at helping national associations, leagues, and clubs. UEFA cannot and must not act alone. Collaboration will be a key ingredient to deliver direct positive impact, as well as to prevent and mitigate risks that weigh on the football ecosystem.

We will accelerate our journey with 11 policies, aligned with the pillars of human rights and environment, together with the five areas of action. Each policy is described in detail and every one of them has a clear 2030 ambition and plan linking topics to targets to KPIs with the understanding that these will evolve to keep up with the fast-moving world of sustainability.

ESG criteria are included in our strategy, conscious of the critical role these will play in the development of activities within football team organisations. This document is not a final destination but the jumping point to operationalise the strategy, a difficult yet fascinating task ahead. We will create guidelines and support programmes to help member associations, leagues and clubs develop their own strategies.

We will create a community of managers experts in sustainability to rally their teams and share best practice. Measuring and reporting will be decisive to demonstrate how football is using its powerful platform to improve sustainability.

Now is the time to accelerate. Strength through unity is the real heart of this strategy, designed for everyone, and owned by everyone.

Michele Uva
Director of Football and Social Responsibility
IT’S ABOUT FOOTBALL AND SUSTAINABILITY

Our societies are facing social and environmental challenges. As an intrinsic part of these communities, UEFA feels the obligation to address these concerns in close cooperation with its European football stakeholders. This includes socially responsible and environmentally friendly practices which will be addressed in this strategy under the term sustainability, in close alignment with international standards.

Acknowledging the relevance of sustainability can benefit football while inspiring and mobilising the wider society. This will require a shared vision and set of objectives to mobilise the expansive football fan community and create strong impacts.

DRIVING CHANGE TOGETHER

The rising awareness of environmental and societal priorities needs to turn into concrete action, with a particular focus on achieving tangible results.

The scale of our challenges calls for coordinated, joint action by multiple players and constant adaptation. No one acting in isolation can hope to find the necessary answers and ensure their implementation. It’s going to take teamwork!

FOOTBALL NEEDS TO ACCELERATE

In a context of increased stakeholder expectations, UEFA and European football should not only embrace this call to action but also accelerate its response. The mobilising power of the sport will help in making a positive and credible contribution to a sustainable future for the next generations of football players and fans, at international, national and local levels.

TOGETHER FOR THE FUTURE OF FOOTBALL

The sustainability agenda is embedded into the responsibility chapter of UEFA’s strategy Together for the Future of Football. This reflects the organisation’s desire to ensure that football is trusted, engaging and responsible vis-à-vis all stakeholders.
UEFA’S APPROACH IS GROUNDED IN A SET OF UNCHANGING, FUNDAMENTAL CONVICTIONS THAT GUIDE THE FOOTBALL AND SUSTAINABILITY STRATEGY AND ITS IMPLEMENTATION.

WE FOCUS ON FOOTBALL AND ITS IMPACT ON SOCIETY
We prioritise issues that are relevant for European football, working with partners and institutions based on mutual convictions and trust, using our voices to raise awareness about the issues that matter.

WE BELIEVE SUSTAINABILITY SUPPORTS THE SUCCESS OF EUROPEAN FOOTBALL
We underscore the importance of managing sustainability in UEFA’s core activities as an investment in football’s future prosperity. As part of this, we actively pursue opportunities with host cities, partners and other stakeholders to source, experiment and roll out product and service innovations.

WE ACT IN LINE WITH TRANSPARENT, LONG-TERM OBJECTIVES
We commit to a long-term plan up to 2030, communicating on progress year-by-year. This lays the ground for a trust-based dialogue and collaboration with all stakeholders.

WE WORK AS ONE TEAM, WITH ONE COMMON LANGUAGE AND APPROACH
We work in synergy with all partners to amplify football’s positive impact and make the most of our collective efforts

WE ADVOCATE RESPECT FOR HUMAN RIGHTS AND THE ENVIRONMENT
We portray our actions with a blue respect logo for human rights and a green respect logo for the environment.
UEFA has a longstanding commitment to manage all its activities and events based on the core value of respect and the principles of sustainability, leading by example and ensuring a positive legacy for the future.

We want to:

INSPIRE, ACTIVATE AND ACCELERATE COLLECTIVE ACTION TO RESPECT HUMAN RIGHTS AND THE ENVIRONMENT WITHIN THE CONTEXT OF EUROPEAN FOOTBALL.

To succeed in this mission and fulfil this commitment, the following objectives have been defined in connection with the UEFA strategy Together for the Future of Football:

ROLE MODEL
To be recognised as a guide for others, through responsible actions in support of sustainable development.

RESPECT
To ensure respect is maintained as our guiding value, encouraging inclusive practices and activities.

SAFEGUARDING
To guarantee the safety of all, building on the principles of human rights.

PROTECTING
To conserve the game for future generations by fostering economically viable and sustainable operations.
**APPROACH**

The strategy is formulated around 11 policies, each supported by a 2030 ambition, targets and key performance indicators (KPIs), and will be implemented in five areas of action. The issues covered by the policies are interconnected.

**AGILITY**

UEFA’s approach is likely to evolve through periodical reviews and assessments of progress. This may lead to consolidating some of the policies. An integrated and flexible method is essential to tackle human rights and environmental considerations and balance all aspects of sustainability. A review of the strategy’s effectiveness and architecture is envisaged for 2025.

**ESG**

Environmental, social and governance (ESG) standards and mechanisms will be applied to link the sustainability, operational and financing strategies of European football, and accelerate the sustainability ambitions of the football industry.

**RISK MANAGEMENT**

UEFA’s enterprise risk management system identifies sustainability risks and formulates mitigation actions covering financial, operational, reputational and strategic dimensions.

**CONFORMITY**

The strategy aligns with UEFA’s statutes, strategy, regulations and guidelines. It also concurs with internationally recognised frameworks and standards, including, among others, the UN Sustainable Development Goals, the UN Sports for Climate Action Framework, the European Green Deal, the Universal Declaration of Human Rights, the UN Guiding Principles on Business and Human Rights, the UN Global Compact Principles and the Global Reporting Initiative.

The strategy and its implementation are overseen by the UEFA Executive Committee and the UEFA Fair Play and Social Responsibility Committee.
ACTIVATION

STRATEGIC PROCESS: THE ROAD TO 2030

COLLABORATION IS KEY: STAKEHOLDERS

IMPACT AT ALL LEVELS: AREAS OF ACTION

P.20

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THE ROAD TO 2030

STRATEGIC PROCESS

UEFA has undertaken a transparent, structured process to develop the strategy and gather the required commitment for its effective deployment.

THE 6 STEPS IN DEFINING THE ROADMAP ARE:

1. **ANALYSIS OF CONTEXT**
   - Connecting the strategy to international frameworks and wider efforts to tackle global sustainability challenges, focusing on relevant issues for football. Taking stock of the current situation and existing initiatives.

2. **IDENTIFICATION OF GUIDING PRINCIPLES, FUNDAMENTALS AND MISSION**
   - Defining the strategy’s purpose based on core values, convictions, and ambitions around sustainability.

3. **ARTICULATION OF POLICIES AND AREAS OF ACTION**
   - Identifying and describing the policies that will drive respect for human rights and the environment, in addition to designating the areas of collaborative action. Stakeholder consultation, including through specialist input, is required to increase acceptance and credibility of the policies.

4. **DEFINITION OF TOPICS, TARGETS AND KPIs**
   - Outlining the ambitions for each policy, backed by SMART targets and indicators for performance measurement.

5. **EXECUTION VIA AN ACTION PLAN**
   - Defining appropriate activities, responsibility and budget for each policy - alongside an assessment of risks in view of managing and mitigating them.

6. **MEASUREMENT AND REPORTING**
   - Creating a database to provide insight into performance and progress, in addition to laying the ground for annual reporting.

**STAKEHOLDER CONSULTATION**

**ONE LANGUAGE AND ONE PROCESS TO ALIGN EFFORTS**

The process provides a template for other football organisations to develop their own strategies or align existing commitments with the UEFA framework.

As part of its own action plan, UEFA will develop guidelines to help member associations, other football organisations and clubs to develop, implement and communicate their own sustainability approach.

**UEFA STRATEGY PROCESS**

- Strategy development
- Strategy execution
STAKEHOLDERS

This strategy cannot be successful in splendid isolation – collaboration is necessary to maximise positive impacts and to prevent and mitigate risks.

COLLABORATION IS KEY

UEFA aims to rally the European football ecosystem to gather around a common agenda and create effective synergies. At the heart of European football, UEFA operates in tandem with its members – the 55 member associations – while leagues and clubs play an active role in organising games and competitions. Other stakeholders actively participate in UEFA competitions at each level of the game, from players and fans to coaches, referees, officials and volunteers. Sponsors, the media and different institutions complete the stakeholder field. In undertaking collaborative efforts with its stakeholders, UEFA can leverage the heartfelt, shared passion for football to offer a platform of collaboration, united by the positive values of the sport.

This is underpinned by the popularity of football, which enables UEFA to amplify the sustainable message to a global audience.

OUR FOOTBALL ECOSYSTEM:

UEFA Football Sustainability Strategy

OUR REACH

16.5 million
Football players across member associations

1.2 million
Coaches across member associations

6.2 billion
Euro 2020 cumulative global audience

300 million
Followers on UEFA social media channels

877 million
Reach of UEFA online campaign sign for an equal game

15 million
Audience of UEFA documentary outraged

321
Football social responsibility projects financed by UEFA since 2016

70%
Of European football fans think UEFA has a role to play in the area of sustainability
This strategy aims to create synergy between all stakeholders that can be translated into concrete, collaborative action based on each organisation’s specific context and resources, with the ultimate objective of forming a framework for the deployment of multiple but coordinated action plans, all contributing to an overall impact.

**THIS INTEGRATED AND COLLABORATIVE APPROACH WILL FOCUS ON AREAS OF ACTION:**

**UEFA INTERNAL ORGANISATION**
Aligning organisational management and work setting with the ambition set out in UEFA’s sustainability strategy.

WAYS TO WORK TOGETHER
Collaborate across all UEFA divisions to catalyse actions and processes across regulations, policies, communications, workforce and campus infrastructure.

**UEFA EVENTS**
Embed human rights and environmental principles, standards and practices across the lifecycle of all football-related events.

WAYS TO WORK TOGETHER
Ensure that UEFA’s event sustainability priorities are reflected across event bidding requirements and resulting plans laid out by local organising structures.

**UEFA MEMBERS**
Support all 55 member associations in their efforts to design and roll out sustainable organisation and event strategies based on their domestic priorities.

WAYS TO WORK TOGETHER
Leverage UEFA development programmes and governance system (e.g. HatTrick) to make conditional funding available for member associations’ efforts towards sustainability.

**FOOTBALL ECOSYSTEM**
Cascade sustainable action by the clubs and leagues, together with players, referees, officials, coaches and volunteers involved in the game.

WAYS TO WORK TOGETHER
Devise joint actions targeting dedicated human rights and/or environment policies in UEFA’s Football Sustainability Strategy.

**PARTNERS & SOCIETY**
Actively involve sponsors, fans, suppliers, media, local communities, governments and global institutions to work together on sustainability initiatives.

WAYS TO WORK TOGETHER
Co-develop innovative solutions that generate opportunities, visibility and value for all stakeholders involved.
ACCELERATION

COLLECTIVE ACTION OVERVIEW: AREAS AND POLICIES P.28
RESPECT HUMAN RIGHTS: POLICIES P.30
RESPECT THE ENVIRONMENT: POLICIES P.40
FROM STRATEGY TO ACTION: THE WAY FORWARD TO 2030 P.46
An integrated and collaborative approach between stakeholders will ensure impact on all levels.

Each area of action should bring concrete, tangible results.

Eleven policies, supported by specific topics, targets and KPIs, cover the two pillars of respecting human rights and the environment.

Each of these policies will be implemented in the five different areas of action, tailored to the specificities of these areas.
Football is all about people, a common passion that brings together individuals of different ages, backgrounds, nationalities and abilities. The divisions and discrimination that afflict our societies inevitably play out on and around the pitch, but at the same time the sport can be a powerful vehicle for overcoming them.

**HUMAN RIGHTS AND FOOTBALL**

Dignity, respect and equal rights and opportunities should be afforded to everyone involved in football in a spirit of freedom and justice.

This means that football is a community that welcomes everyone, with equal access, in a safe and secure environment.

Each individual should be able to be involved in football as their authentic self. And the value of sport towards healthy lifestyles, both physically and mentally, should be emphasised.

**OUR COMMITMENT TO ACT**

In accordance with the UEFA Human Rights Commitment approved in 2021, we strive for an inclusive culture in which no one is discriminated against or excluded based on any personal traits, whether playing, coaching, refereeing or organising the game, and including all aspects of the game itself and any activities connected to it. In addition, UEFA aspires for football to be a vehicle for human rights in broader society, engaging society and governments on key topics and providing information and education.

**THE FOLLOWING 7 POLICIES HAVE BEEN IDENTIFIED FOR THE STRATEGIC PERIOD OF 2021–30 AND ARE EXPLAINED IN THE FOLLOWING PAGES:**
**ANTI-RACISM**

**TOPICS**
- Anti-racism measures across UEFA regulations, policies, guidelines and communications
- Preventive and educational plans, with a particular focus on children and youth
- Collaborative action to identify, investigate and sanction racism in football
- Transparent reporting systems and access to remedy

**DESCRIPTION**
Prevent and fight all forms of racial discrimination in the football environment, from grassroots to the elite professional level.

**2030 AMBITION**
Eradicate racism in all its forms on and around the pitch across European football.

**EXISTING INITIATIVES**
- Consultation and dialogue through an independent UEFA anti-discrimination working group.
- Match observer scheme implementation within club and major national team competitions.
- Control, Ethics and Disciplinary Body ruling on all disciplinary, ethical and other matters that fall within its competence under UEFA’s statutes and regulations.
- Relationship building with global institutions in view of developing joint actions in the fight against discrimination.
- Campaigns to promote UEFA’s vision that everyone should be able to enjoy football.

**MOVING FORWARD**
UEFA conducts a review to further improve existing systems for reporting racism and racial discrimination across European football. Consequently, it ensures systems are developed and accessible to support victims. Furthermore, the structures and communications around the investigation and sanctioning of discrimination cases will be strengthened. Lastly, discriminatory actions and management procedures within stadiums as well as UEFA online platforms will be identified.

**CHILD AND YOUTH PROTECTION**

**TOPICS**
- Network and training of child and youth protection officers in European football
- Online UEFA child safeguarding platform
- Event-specific child and youth safeguarding arrangements and protocols, including access to remedy

**DESCRIPTION**
Provide a safe and empowering environment for all children and youth to play football.

**2030 AMBITION**
Protect the rights of children and youth playing football, preventing and responding to any form of harm.

**EXISTING INITIATIVES**
- Guidelines for member associations on child and youth protection.
- Series of courses providing training for all stakeholders managing child-related concerns.
- Online platform to enhance knowledge, skills and practices to create safer football environments.

**MOVING FORWARD**
UEFA continues to support dedicated practitioners across Europe in developing child and youth protection policies.

This includes event-specific safeguarding arrangements and protocols, reporting, case management, training of coaches, event workforce, and volunteers.

The organisation continuously updates the online UEFA child safeguarding platform to facilitate continuous learning.
**EQUALITY AND INCLUSION**

**DESCRIPTION**
Apply principles of equal rights and opportunities to all levels of European football to ensure that everyone feels respected and empowered to express themselves, enjoy and contribute to the game.

**2030 AMBITION**
Establish an inclusive football ecosystem that guarantees equal rights and opportunities to all active in the sport.

**TOPICS**
- **EQUALITY AND INCLUSION MEASURES ACROSS UEFA REGULATIONS, POLICIES, GUIDELINES AND COMMUNICATIONS**
- **UEFA ADVOCACY OF EQUAL OPPORTUNITIES FOR WOMEN IN THE FOOTBALL ECOSYSTEM**
- **MEASURES AGAINST DISCRIMINATION BASED ON GENDER, AGE, SEXUAL ORIENTATION, RELIGION, OR ABILITIES**
- **AWARENESS CAMPAIGNS ON EQUALITY AND INCLUSION**

**EXISTING INITIATIVES**
- Engaging with leading organisations and stakeholders to map the current situation, needs and gaps in the European football environment regarding inclusion.
- Development of training material, engagement and awareness across the football ecosystem.
- Continued work at UEFA to ensure an inclusive workplace via a staff compensation audit and diversity and inclusion survey.

**MOVING FORWARD**
UEFA continues to explore ways to encourage diversity and provide equal opportunities to each member of the football community. It sets governance standards for its own organisation and events regarding equal rights and opportunities.

Lastly, it trains and engages grassroots to elite-level coaches, players, officials and administrators on the importance of equal opportunities and inclusion.

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**FOOTBALL FOR ALL ABILITIES**

**DESCRIPTION**
Ensure that the football environment and its infrastructure are accessible for everyone who wants to take part, welcoming players and fans of all abilities.

**2030 AMBITION**
Guarantee barrier-free access for any individual wanting to play, attend events or work in football.

**TOPICS**
- **INCREASED ACCESS TO PLAYING OPPORTUNITIES AS WELL AS VOCATIONAL TRAINING, EMPLOYMENT AND VOLUNTEERING**
- **IMPROVED ACCESSIBILITY FOR DISABLED PEOPLE TO STADIUMS, FOOTBALL FACILITIES AND TELEVISIONED MATCHES**
- **DEDICATED FOOTBALL FOR ALL ABILITIES UNITS ACROSS MEMBER ASSOCIATIONS**

**EXISTING INITIATIVES**
- Continued partnerships with European disability football associations and other stakeholders.
- Share good practice to inspire the entire football community.
- Leverage UEFA’s media platforms to create increased visibility and recognition.

**MOVING FORWARD**
UEFA engages football coaches by including Football for All Abilities in its coach education programmes. Furthermore, the organisation actively addresses barriers by continuing to raise accessibility levels at stadiums and events, and by offering employment, vocational training or volunteering opportunities.

Lastly, it fosters enhanced collaboration between football stakeholders, such as member associations and European expert organisations.
HEALTH AND WELL-BEING

DESCRIPTION
Safeguard health and well-being through football activities across all age groups and through awareness-raising activities around non-communicable diseases.

2030 AMBITION
Mobilise the football community to promote better health, active lifestyles and widen the engagement of players across age groups, particularly older people.

TOPICS
- PROGRAMMES TARGETING FOOTBALL FOR OLDER PEOPLE
- GUIDANCE AND RECOMMENDATIONS TO IMPROVE COMPETENCES ON HEALTH AND WELL-BEING TOPICS AND PROMOTING PREVENTION
- YOUTH-FOCUSED AWARENESS-RAISING CAMPAIGNS

MOVING FORWARD
UEFA operationalises topics such as physical activity, nutrition, mental health and avoidance of substance abuse into campaigns that leverage world and international days across each calendar year.

This includes competence building across the target groups of staff, managers, coaches, trainers, mentors and referees. In addition, UEFA continues to enable access to healthy food at its own events.

EXISTING INITIATIVES
- Coaches for Health, the UEFA health and well-being programme, will be implemented by its 55 member associations, in particular by the coaches of their national men’s and women’s teams. It advocates the benefits of a healthy lifestyle across Europe for youth aged 13 to 17.
- Tobacco-free policy and healthier food options at UEFA, at matches and host stadiums, including guidance and training for stadium owners and event staff.

REFUGEE SUPPORT

DESCRIPTION
Help refugees, asylum seekers and internally displaced people to remain physically and mentally healthy and become part of their host community through the power of football.

2030 AMBITION
Be a driving organisation and advocate the protection and inclusion of refugees through sport.

TOPICS
- AVAILABILITY AND ACCESS TO ORGANISED FOOTBALL ACTIVITIES, INITIATIVES AND EVENTS IN HOST COMMUNITIES
- OPPORTUNITIES FOR YOUNG ATHLETES TO ACCESS AMATEUR AND ELITE SPORT SUPPORT PROGRAMMES
- ADVOCACY OF FOOTBALL’S ROLE IN STRENGTHENING TIES AND INTERACTIONS BETWEEN HOST COMMUNITIES AND REFUGEES

MOVING FORWARD
UEFA, together with UNHCR, collaborates with European football stakeholders to operationalise the above focus areas. Furthermore, the organisation will continue to roll out a grants-based programme providing dedicated funding to member associations.

Lastly, UEFA collects and shares good practices to inspire the entire football community around tangible ways to support refugees through football.

EXISTING INITIATIVES
- Operationalisation of the cooperation agreement with UNHCR, the UN Refugee Agency.
- UEFA Football and Refugees Grant Scheme, in which more than 34 member associations have participated since its launch in 2017.
- Use of UEFA’s media platforms to raise awareness about refugees, asylum seekers and internally displaced people.
SOLIDARITY AND RIGHTS

DESCRIPTION
Afford dignity, respect and equal rights to everyone involved in football and the opportunity to play the game in a spirit of freedom and solidarity.

2030 AMBITION
Embed human rights principles into all strategic decisions and business relationships and be recognised for valuable initiatives of solidarity in the European football ecosystem.

PROMOTION AND APPLICATION OF UEFA’S HUMAN RIGHTS COMMITMENT ACROSS THE ORGANISATION’S REGULATIONS, POLICIES, GUIDELINES AND BUSINESS RELATIONSHIPS

RAPID RESPONSE MECHANISMS THAT PROVIDE RELIEF, VIA SOLIDARITY GRANTS, IN EMERGENCY SITUATIONS

TOPICS
PROMOTION AND APPLICATION OF UEFA’S HUMAN RIGHTS COMMITMENT ACROSS THE ORGANISATION’S REGULATIONS, POLICIES, GUIDELINES AND BUSINESS RELATIONSHIPS

EXISTING INITIATIVES
- UEFA Human Rights Commitment, approved in 2021, serving as the basis for the development of the specific policies laid out in the 2030 Football Sustainability Strategy.
- Natural disaster grants, open to all 55 UEFA member associations to apply for on behalf of their football community.
- Working group examining issues surrounding workers’ rights in the context of the 2022 FIFA World Cup.

MOVING FORWARD
UEFA continues to operationalise its Human Rights Commitment by catalysing actions across regulations, policies, guidelines and business relationships.

In addition, UEFA continuously improves solidarity mechanisms (including natural disaster grants) that contribute to the restoration of football assets through seed funding.
ENVIRONMENT AND FOOTBALL

Environmental issues represent a potential risk for football. For instance, climate-related episodes such as flooding and extreme weather have already damaged football infrastructure and negatively impacted leagues in both professional and amateur football. Likewise, air pollution impairs football performance and can have long-lasting physical effects. Football’s environmental impact is mainly related to the organisation of events as well as infrastructure construction and management, with impacts across travel, transport, energy, and waste management, for example.

OUR COMMITMENT TO ACT

In accordance with the Environmental Commitment approved in 2021, UEFA is determined to be part of the solution to preserve and regenerate the environment and leverage the power of football to raise awareness and catalyse action.

Along the way, it measures progress on how it prevents, minimises and remediates the impact of football on the environment.
**CIRCULAR ECONOMY**

**DESCRIPTION**
Optimise the consumption and life cycle of products, most notably food, packaging and branded items throughout UEFA operations and events.

**TOPICS**
- 4R PROCESSES AND TOOLS EMBEDDED IN FOOTBALL INFRASTRUCTURE REGULATIONS
- 4R APPROACH FOR UEFA OPERATIONS AND EVENTS
- KNOWLEDGE TRANSFER AROUND UEFA CIRCULAR ECONOMY PILOT PROJECTS

**2030 AMBITION**
Embed the 4R approach – built around Reducing, Reusing, Recycling, and Recovering – in all operations to minimise the impact of football on the environment and drive resource efficiency and cost savings.

**EXISTING INITIATIVES**
- Identifying best practices for food and beverage packaging in collaboration with PepsiCo, UEFA Champions League partner for the 2021/22 to 2023/24 seasons.
- UEFA innovation hub start-up challenge to source scalable solutions to waste reduction challenges around match days.

**MOVING FORWARD**
UEFA catalyses circular economy solutions together with partners and stadium/event venues, with a particular focus on product packaging, plastics, single-use items, food loss and waste. Furthermore, it integrates circularity criteria in the UEFA Stadium Infrastructure Regulations as well as in UEFA campus facility management. The organisation also creates and continuously updates a repository of best practices targeting football, capturing innovations and lessons learned across member associations, leagues and clubs.

**CLIMATE AND ADVOCACY**

**DESCRIPTION**
Prevent or reduce the degradation of the environment by football-related activities, while leveraging the sport’s reach and visibility to advocate the urgency of action.

**TOPICS**
- REDUCTION OF DIRECT AND INDIRECT CARBON EMISSIONS RELATED TO UEFA’S OPERATIONS AND EVENTS
- PREVENTION AND MONITORING OF UEFA’S ENVIRONMENTAL IMPACTS
- PROMOTION AND APPLICATION OF UEFA’S ENVIRONMENTAL COMMITMENT ACROSS THE ORGANISATION’S REGULATIONS, POLICIES, GUIDELINES AND BUSINESS RELATIONSHIPS
- AWARENESS-RAISING AND ADVOCACY OF CLIMATE ACTION AND ENVIRONMENTAL PROTECTION ACROSS THE FOOTBALL COMMUNITY

**EXISTING INITIATIVES**
- Signatory to the UN Sport for Climate Action Framework.
- Launch of The World’s Best Trick advertisement campaign with the European Commission, promoting the EU Green Deal’s Call to Action.
- Cleaner Air, Better Game campaign focused on the impact of air pollution on young footballers.
- Embedding sustainability principles and practices at the UEFA campus in Nyon.

**MOVING FORWARD**
UEFA transitions from a reliance on compensation to a focus on reducing emissions from its carbon footprint. Furthermore, it leverages the global popularity of UEFA’s elite competitions to communicate about the urgency of climate action. Alongside, a repository of best practices and lessons learned. Lastly, UEFA continues efforts to minimise its internal organisational footprint.

UEFA transitions from a reliance on compensation to a focus on reducing emissions from its carbon footprint. Furthermore, it leverages the global popularity of UEFA’s elite competitions to communicate about the urgency of climate action. Alongside, a repository of best practices and lessons learned. Lastly, UEFA continues efforts to minimise its internal organisational footprint.
EVENT SUSTAINABILITY

DESCRIPTION
Design, plan and implement events in ways that prevent or reduce negative environmental impacts on host cities and surrounding communities.

2030 AMBITION
Setting a new benchmark for zero-impact sporting events by developing and rolling out UEFA’s own sustainable event management system.

TOPICS
- DEVELOPMENT OF UEFA SUSTAINABLE EVENT MANAGEMENT SYSTEM
- PROMOTION OF THE SYSTEM ACROSS EUROPE, INCLUDING CAPACITY BUILDING AT MEMBER ASSOCIATION, LEAGUE AND CLUB LEVEL

EXISTING INITIATIVES
- Running carbon neutral UEFA events across the European Under-21 finals in 2021, UEFA EURO 2020, the UEFA Champions League and UEFA Europa League finals.
- Piloting the UEFA sustainable event management system (SEMS) at Women’s EURO 2022. The first full implementation will take place at EURO 2024 in Germany.
- Ensuring that UEFA’s event sustainability priorities are reflected in event bidding requirements and resulting plans laid out by local organizing structures.

MOVING FORWARD
The creation of the UEFA sustainable event management system (SEMS) will enable the measurement and benchmarking of event sustainability in football and provide end-to-end traceability of UEFA’s impacts across its events. In the further implementation of the system, UEFA will collaborate closely with member associations, leagues and clubs. This will result in a process of continuous improvement around areas such as carbon footprint measurement, sustainable procurement and waste management. Lastly, this will lead to further cooperation and innovation with host cities, partners and other football stakeholders to shape a sustainable legacy for events.

INFRASTRUCTURE SUSTAINABILITY

DESCRIPTION
Football infrastructure provides long-term financial and environmental benefits to operators and strengthens the legacy of common spaces for local communities.

2030 AMBITION
Continue to raise the bar for European football infrastructure by setting criteria and sharing best practices for a new generation of sustainable football venues.

TOPICS
- GUIDELINES FOR SUSTAINABLE FOOTBALL VENUES
- PROMOTION AND APPLICATION OF INFRASTRUCTURE SUSTAINABILITY CRITERIA ACROSS UEFA’S GOVERNANCE, POLICIES AND GUIDELINES
- KNOWLEDGE TRANSFER AROUND BEST PRACTICES IN STADIUM INFRASTRUCTURE

EXISTING INITIATIVES
- Participation in Greenfoot, an EU project run alongside member associations using crowdfunding schemes to finance energy efficient renovations and renewable energy installations in sport buildings.
- Engagement in Life Tackle, an international project co-funded by the EU to improve the environmental management of football matches and the overall level of environmental awareness.

MOVING FORWARD
UEFA produces a Guide to Sustainable Stadiums, which integrates best practices in a wide range of areas (e.g. pitch treatment, energy, water, materials, electricity, mobility).

Furthermore, UEFA integrates sustainability criteria into its Stadium Infrastructure Regulations as part of the UEFA club licensing system.
TURNING THE UEFA FOOTBALL SUSTAINABILITY STRATEGY INTO CONCRETE ACTION REQUIRES A WILLINGNESS TO ADAPT FROM ALL PARTIES INVOLVED.

Difficult trade-offs might have to be discussed and made concerning short term versus long term, profit versus purpose, risks versus opportunities and priority setting. UEFA will accelerate the process by implementing the following priority steps:

- Football-related action plans for each policy.
- A community of sustainability managers connected by a common process and common terminology.
- Guidelines and support programmes for developing sustainability strategies at member associations and other football stakeholders.
- Measurement and monitoring for (annual) reporting on actions and results.
- ESG (environmental, social and governance) criteria linking sustainability, operational and financing strategies.

This journey will present challenges on the way. To overcome these, the European football ecosystem must acknowledge the urgency for action and collaborate around a common agenda.

As the future of football is close to all our hearts, UEFA calls upon the entire football community to play their part.

Strength through unity!
TARGETS AND KEY PERFORMANCE INDICATORS

As shown in the following pages, for each of the 11 policies, topics have been translated into targets and key performance indicators (KPIs) which will guide the action plan. Recognising where we are today, we have developed aspirational and operational targets to demonstrate our commitment towards the long-term ambitions of our 11 policies. Aspirational targets pertaining to seven specific policies represent the ultimate sustainable impacts to be achieved by 2030 by UEFA within its organisation and with reference to its events, as well as collaboratively across European football.

Operational targets represent the drivers of our aspirations and are related to the levers that UEFA can mobilise to inspire, activate and accelerate sustainable change. These targets are further qualified in terms of timing (short, medium and long term) and level of difficulty (increasing from 1 to 5). To ensure transparency and accountability, we have defined specific KPIs to continuously monitor our progress against both aspirational and operational targets. Lastly, a link to specific Sustainable Development Goals (SDGs) is also provided to integrate our targets and the SDG framework.

2030 ASPIRATIONAL TARGETS

- **ANTI-RACISM**: Zero racist incidents across all UEFA events and collaboratively across European football by 2030.
- **CHILD & YOUTH PROTECTION**: Zero episodes of abuse, with reference to UEFA events and collaboratively across European football played by children and youth, by 2030.
- **EQUALITY & INCLUSION**: Zero episodes of discrimination within UEFA, with reference to UEFA events and collaboratively across European football, by 2030.
- **FOOTBALL FOR ALL ABILITIES**: Triple the number of football players with disabilities collaboratively across European football and double the number of people with disabilities working within UEFA and for UEFA events by 2030.
- **CIRCULAR ECONOMY**: Zero plastic waste and food waste – within UEFA, across UEFA events and collaboratively across European football – by 2030.
- **CLIMATE AND ADVOCACY**: Cut greenhouse gas emissions by 50% by 2030 – in view of achieving net zero carbon by 2040 within UEFA, across UEFA events and collaboratively across European football.
- **EVENT SUSTAINABILITY**: Continuously improve each UEFA event’s sustainability index score to optimise it by 2030.
### Anti-Racism

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>SDGs</th>
<th>Timing &amp; Difficulty*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALL</strong></td>
<td>Zero racist incidents across all UEFA events and collaboratively across European football by 2030</td>
<td>Number of incidents</td>
<td></td>
<td>LS</td>
<td></td>
</tr>
<tr>
<td>1. Anti-racism measures across UEFA regulations, policies, guidelines and communications</td>
<td>UEFA regulations, policies and guidelines as applicable embed anti-racism criteria by 2024</td>
<td>% of applicable regulations, policies and guidelines including anti-racism criteria</td>
<td></td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UEFA communications and awareness campaigns aligned with anti-racism principles</td>
<td>Number of communications</td>
<td>Number of people reached by the campaign</td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td>2. Preventive and educational plans and actions, with a particular focus on children and youth</td>
<td>Develop a plan for a preventive and educational programme (including online abuse and hate speech) by 2024</td>
<td>Activity status</td>
<td></td>
<td>M3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% of member associations reached by educational programmes by 2024</td>
<td>% of member associations</td>
<td></td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td>3. Plans and collaborative action to identify, investigate and sanction racism in football</td>
<td>Respect management system developed by 2025</td>
<td>Activity status</td>
<td></td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Monitoring of at-risk matches through the match monitoring scheme</td>
<td>Number of matches monitored</td>
<td></td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td>4. Transparent reporting systems and access to remedy</td>
<td>Reporting and remedy structures in place across all UEFA competitions by 2024, and for all 55 member associations by 2030</td>
<td>% of UEFA competitions</td>
<td>% of member associations</td>
<td>M4</td>
<td>L4</td>
</tr>
</tbody>
</table>

### Child and Youth Protection

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>SDGs</th>
<th>Timing &amp; Difficulty*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALL</strong></td>
<td>Zero episodes of abuse, with reference to UEFA events and collaboratively across European football played by children and youth by 2030</td>
<td>Number of abuse episodes</td>
<td></td>
<td>LS</td>
<td></td>
</tr>
<tr>
<td>1. Network and training of child and youth protection officers in European football</td>
<td>100% of member associations nominate focal points by 2022</td>
<td>% of member associations</td>
<td></td>
<td>S1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implement focal point requirement in UEFA Club Licensing Regulations by 2023</td>
<td>Activity Status</td>
<td></td>
<td>S3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% of member association focal points trained by 2024</td>
<td>Total number of training participants (entity or individual)</td>
<td></td>
<td>M2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100% of member associations have a child and youth protection policy in place by 2025</td>
<td>% of member associations</td>
<td></td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td>2. Online UEFA child safeguarding platform</td>
<td>Increase by 50% coverage of the digital UEFA child safeguarding platform by 2023 (compared with season 2020/21)</td>
<td>Platform coverage %</td>
<td></td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td>3. Event-specific child and youth safeguarding protocol standard for member associations available by 2024</td>
<td>Event-specific child and youth safeguarding protocol standard for member associations available by 2024</td>
<td>Activity status</td>
<td></td>
<td>M2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Risk analysis across all the countries of UEFA’s member associations available by 2022</td>
<td>Number of countries covered</td>
<td></td>
<td>S4</td>
<td></td>
</tr>
</tbody>
</table>

*Timing: S = short, M = medium, L = long term. Difficulty from 1 (lowest) to 5 (highest).
## Equality and Inclusion

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>Timing &amp; Difficulty*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Zero episodes of discrimination within UEFA, with reference to UEFA events and collaboratively across European football, by 2030</td>
<td>Number of incidents</td>
<td>L5</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Equality and inclusion measures across UEFA regulations, policies, guidelines and communications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UEFA regulations, policies and guidelines as applicable embed equality and inclusion criteria by 2024</td>
<td>Number of communications</td>
<td>M4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UEFA communications and awareness campaigns aligned with equality and inclusion criteria</td>
<td>Number of people reached by the campaign</td>
<td>S2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>UEFA advocating equal opportunities for women in the football ecosystem</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UEFA regulations, policies and guidelines as applicable embed equality and inclusion criteria by 2024</td>
<td>% of applicable regulations, policies and guidelines including equality and inclusion criteria</td>
<td>M4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UEFA communications and awareness campaigns aligned with equality and inclusion criteria</td>
<td>Number of communications</td>
<td>S2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Measures against discrimination based on gender, age, sexual orientation, religion, or abilities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equality and inclusion awareness toolkits for member associations distributed by 2024</td>
<td>% of member associations</td>
<td>M2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Awareness campaigns on equality and inclusion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equality and inclusion permanent working group officially recognised by 2022</td>
<td>Activity status</td>
<td>S2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run equality and inclusion surveys across European football reaching at least 60% of response by 2025</td>
<td>Response rate</td>
<td>Average Equality and Inclusion score</td>
<td>M4</td>
<td></td>
</tr>
</tbody>
</table>

## Football for All

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>Timing &amp; Difficulty*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Triple the number of football players with disabilities collaboratively across European football and double the number of people with disabilities working within UEFA and for UEFA events by 2030</td>
<td>Number of new players with disabilities</td>
<td>L4</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Increased access to playing opportunities as well as vocational training, employment and volunteering</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% of member associations offer playing opportunities for everyone who wants to take part by 2028</td>
<td>% of member associations</td>
<td>L4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% of member associations offer specific training programmes for coaches by 2026</td>
<td>Number of trained coaches</td>
<td>M4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Improved accessibility for disabled people to stadiums, football facilities and televised matches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% of UEFA events stadiums and televised matches comply with UEFA infrastructure and accessibility requirements by 2028</td>
<td>% of venues and matches complying with UEFA accessibility requirements</td>
<td>M5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Dedicated football for all abilities units across member associations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>80% of member associations roll out football for All Abilities units by 2030</td>
<td>% of member associations</td>
<td>L5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Timing: S = short, M = medium, L = long term. Difficulty from 1 (lowest) to 5 (highest).
## Health and Well-Being

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>Timing &amp; Difficulty</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Programmes Targeting Football for Older People</td>
<td>UEFA plan dedicated to involvement of older people in football, in place by 2024</td>
<td>Activity status</td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50% of member associations organise football activities for older people by 2027</td>
<td>% of member associations</td>
<td>L3</td>
<td></td>
</tr>
<tr>
<td>2. Guidance and Recommendations to Improve Competences on Health and Well-Being Topics and Promoting Prevention</td>
<td>Guidance material for UEFA staff, available by 2022</td>
<td>Number of people reached by material</td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Medical check-up dedicated for UEFA staff</td>
<td>% of staff attendance</td>
<td>S2</td>
<td></td>
</tr>
<tr>
<td>3. Youth-Focused Awareness-Raising Campaigns</td>
<td>80% of member associations collaborate with UEFA for awareness campaigns by 2024</td>
<td>% of member associations active</td>
<td>S3</td>
<td></td>
</tr>
</tbody>
</table>

## Refugee Support

<table>
<thead>
<tr>
<th>Topics</th>
<th>Targets</th>
<th>KPIs</th>
<th>Timing &amp; Difficulty</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Availability and Access to Organised Football Activities, Initiatives and Events in Host Communities</td>
<td>70% of member associations offering participation opportunities for refugees by 2025</td>
<td>Number of member associations</td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development of football tournaments across Europe by 2026</td>
<td>Activity status</td>
<td>M5</td>
<td></td>
</tr>
<tr>
<td>2. Opportunities for Young Athletes to Access Amateur and Elite Sport Support Programmes</td>
<td>50% of member associations offering football development initiatives for young refugees by 2027</td>
<td>% of member associations</td>
<td>L5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of initiatives</td>
<td>Number of players</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Advocacy of Football’s Role in Strengthening Ties and Interactions Between Host Communities and Refugees</td>
<td>50% of member associations publicly advocating social inclusion of refugees by 2025</td>
<td>Number of member associations working with a regional / national UNHCR agency</td>
<td>M3</td>
<td></td>
</tr>
</tbody>
</table>

*Timing: S = short, M = medium, L = long term. Difficulty from 1 (lowest) to 5 (highest).
### SOLIDARITY AND RIGHTS

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TARGETS</th>
<th>KPIs</th>
<th>TIMING &amp; DIFFICULTY*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PROMOTION AND APPLICATION OF UEFA’S HUMAN RIGHTS COMMITMENT ACROSS THE ORGANISATION’S REGULATIONS, POLICIES, GUIDELINES AND BUSINESS RELATIONSHIPS</td>
<td>UEFA regulations, policies and guidelines as applicable embed human rights criteria by 2024</td>
<td>% of applicable regulations, policies and guidelines including human rights criteria</td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>UEFA codes of conduct for business relationships aligned with Human Rights Commitment by 2024</td>
<td>% of business relationships aligned</td>
<td>M3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Advocacy and awareness network on human rights issues by 2024</td>
<td>Number of entities involved (organisations/individuals)</td>
<td>M3</td>
<td></td>
</tr>
<tr>
<td>2. RAPID RESPONSE MECHANISMS THAT PROVIDE RELIEF (VIA SOLIDARITY GRANTS) IN EMERGENCY SITUATIONS</td>
<td>100% of requests processed within one month</td>
<td>Response time</td>
<td>M3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of member associations aware of the UEFA grant scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CIRCULAR ECONOMY

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TARGETS</th>
<th>KPIs</th>
<th>TIMING &amp; DIFFICULTY*</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Zero plastic waste and food waste – within UEFA, across UEFA events and collaboratively across European football – by 2030</td>
<td>Plastic waste amount</td>
<td>L5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Food waste amount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. 4R PROCESSES AND TOOLS EMBEDDED IN FOOTBALL INFRASTRUCTURE REGULATIONS</td>
<td>UEFA infrastructure guidelines embed 4R criteria by 2025</td>
<td>% of UEFA applicable infrastructure guidelines embedding circular economy criteria</td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of member associations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. 4R APPROACH FOR UEFA OPERATIONS AND EVENTS</td>
<td>4R methodology for UEFA events with a particular focus on product packaging, plastics, single-use items, and food loss and waste available by 2024</td>
<td>Activity status</td>
<td>M4</td>
<td></td>
</tr>
<tr>
<td>3. KNOWLEDGE TRANSFER AROUND UEFA 4R PILOT PROJECTS</td>
<td>One circular economy pilot project per season until 2025</td>
<td>Number of entities involved in the project</td>
<td>S3</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>% of waste reduction</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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### Climate & Advocacy

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TARGETS</th>
<th>KPIs</th>
<th>TIMING &amp; DIFFICULTY</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. REDUCTION IN DIRECT AND INDIRECT CARBON EMISSIONS RELATED TO UEFA’S OPERATIONS AND EVENTS</td>
<td>Cut greenhouse gas emissions by 50% by 2030 – in view of achieving net zero carbon by 2040 within UEFA, across UEFA events, and collaboratively across European football</td>
<td>Events carbon emissions</td>
<td>L 5</td>
<td>*SDGs</td>
</tr>
<tr>
<td>2. PREVENTION AND MONITORING OF UEFA’S ENVIRONMENTAL IMPACTS</td>
<td>Measure the environmental impact of all UEFA events by 2024</td>
<td>Number of UEFA events monitored</td>
<td>Ma</td>
<td>*SDGs</td>
</tr>
<tr>
<td>3. PROMOTION AND APPLICATION OF UEFA’S ENVIRONMENTAL COMMITMENT ACROSS THE ORGANISATION’S REGULATIONS, POLICIES, GUIDELINES AND BUSINESS RELATIONSHIPS</td>
<td>UEFA regulations, policies and guidelines on applicable embed climate and advocacy criteria by 2024</td>
<td>% of applicable regulations, policies and guidelines including climate and advocacy criteria</td>
<td>Ma</td>
<td>*SDGs</td>
</tr>
<tr>
<td>4. AWARENESS-RAISING AND ADVOCACY OF CLIMATE ACTION AND ENVIRONMENTAL PROTECTION ACROSS THE FOOTBALL COMMUNITY</td>
<td>Campaign reach of over 2.5 billion TV audience by 2024</td>
<td>Number of people reached by the campaign</td>
<td>S3</td>
<td>*SDGs</td>
</tr>
</tbody>
</table>

### Event Sustainability

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TARGETS</th>
<th>KPIs</th>
<th>TIMING &amp; DIFFICULTY</th>
<th>SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DEVELOPMENT OF UEFA MANAGEMENT SYSTEM (SEMS) AVAILABLE BY 2023</td>
<td>UEFA sustainable event management system (SEMS) available by 2023</td>
<td>Activity status</td>
<td>S4</td>
<td>*SDGs</td>
</tr>
<tr>
<td>2. PROMOTION OF THE SYSTEM ACROSS EUROPE, INCLUDING CAPACITY BUILDING AT MEMBER ASSOCIATION, LEAGUE AND CLUB LEVEL</td>
<td>100% of bidding processes include requirements related to the 11 sustainability policies, by 2022</td>
<td>% of bidding processes</td>
<td>S3</td>
<td>*SDGs</td>
</tr>
<tr>
<td>3. PROMOTION OF THE SYSTEM ACROSS EUROPE, INCLUDING CAPACITY BUILDING AT MEMBER ASSOCIATION, LEAGUE AND CLUB LEVEL</td>
<td>Provide dedicated SEMS training to all member associations by 2025</td>
<td>% of member associations trained</td>
<td>M3</td>
<td>*SDGs</td>
</tr>
</tbody>
</table>

*Timing: S = short, M = medium, L = long term. Difficulty from 1 (lowest) to 5 (highest).
# INFRASTRUCTURE SUSTAINABILITY

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>TARGETS</th>
<th>KPIs</th>
<th>TIMING &amp; DIFFICULTY*</th>
<th>SDG(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. GUIDELINES FOR SUSTAINABLE FOOTBALL INFRASTRUCTURE</td>
<td>UEFA guidelines for sustainable infrastructure available by 2022</td>
<td>Activity status</td>
<td>S4</td>
<td></td>
</tr>
<tr>
<td>2. PROMOTION AND APPLICATION OF INFRASTRUCTURE SUSTAINABILITY CRITERIA ACROSS UEFA’S GOVERNANCE, POLICIES AND GUIDELINES</td>
<td>UEFA regulations, policies and guidelines as applicable embed infrastructure sustainability criteria by 2024</td>
<td>% of applicable regulations, policies and guidelines including infrastructure sustainability criteria</td>
<td>M3</td>
<td></td>
</tr>
<tr>
<td>3. KNOWLEDGE TRANSFER AROUND BEST PRACTICES IN STADIUM INFRASTRUCTURE</td>
<td>Knowledge sharing network in place by 2023</td>
<td>% of member associations involved</td>
<td>S2</td>
<td></td>
</tr>
</tbody>
</table>

*Timing: S = short, M = medium, L = long term. Difficulty from 1 (lowest) to 5 (highest).