

UEFA

CIRCULAR ECONOMY

EVENT CHECKLIST



RESPECT

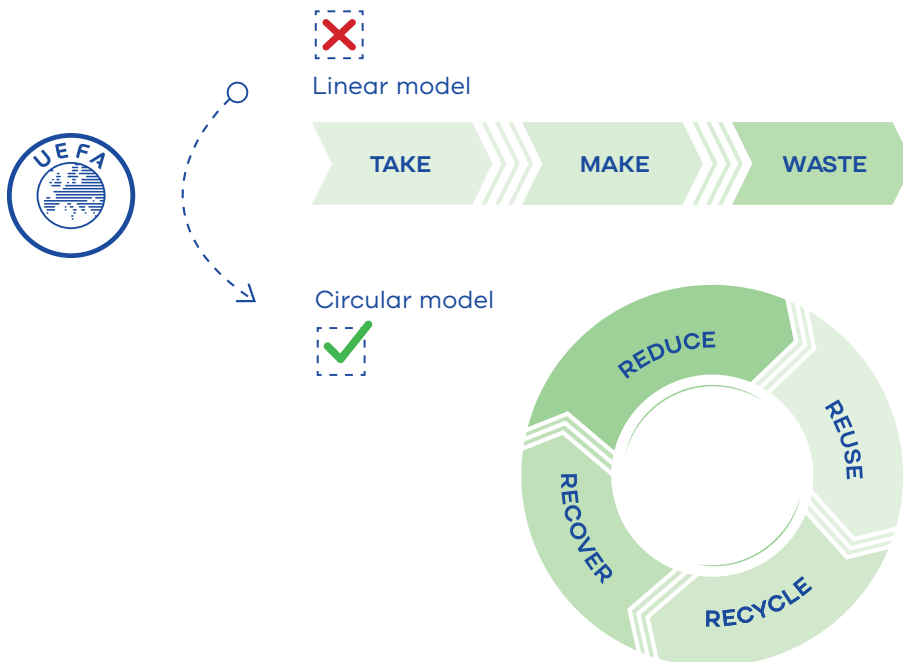
UEFA CIRCULAR ECONOMY EVENT CHECKLIST

PURPOSE

THE PURPOSE OF THIS DOCUMENT IS TO SUPPORT NATIONAL ASSOCIATIONS, LEAGUES AND CLUBS IN **ASSESSING THE CIRCULARITY OF THE FOOTBALL EVENTS THEY HOST.**

CIRCULAR ECONOMY is a concept that aims at shifting from the current linear consumption model ("**Take-Make-Waste**") to a circular one called the **4R approach** ("**Reduce, Reuse, Recycle, Recover**").

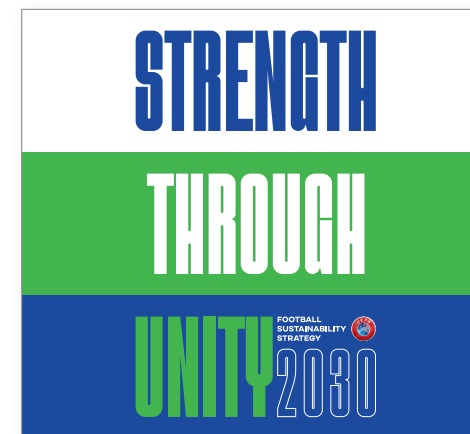
This framework serves as a guide, applying the principles of Circular Economy to the context of football.



CIRCULAR ECONOMY is one of the 11 Policies currently being deployed as part of [UEFA's Football Sustainability Strategy 2030 'Strength through Unity'](#).

In the UEFA context, Circular Economy refers to the optimisation of the consumption and life cycle of products, most notably food, packaging and branded items throughout football operations and events.

The organisation's 2030 ambition is to embed the "4R approach" in all operations to minimise impact and drive resource efficiency and cost savings.





The [UEFA Circular Economy Guidelines](#) help national associations, leagues, clubs, event organisers and other football stakeholders to **accelerate the uptake of targeted investments and measures in line with the 4R approach.**

In terms of content, the document most notably proposes a strategic approach to implementing the 4R framework effectively across four football-related focus areas:

- **FOOD AND BEVERAGES** – dissecting existing legislation, the application of the 4R framework and priority actions and offering practical implementation data sheets for various solutions.
- **APPAREL AND FOOTBALL EQUIPMENT** – exploring the life cycle of these products, relevant legislation and the 4R framework in the context of the clothing and textile sector and emphasising the urgent need to reduce waste and promote sustainability in this sector.
- **EVENT MATERIALS** – applying the 4R framework to the signage materials, branded products, furniture and ICT equipment used at events and underlining the importance of integrating circularity criteria in this area.
- **ENERGY AND WATER** – proposing the adoption of the 4R framework to guide effective measures designed to reduce energy and water usage, promote sustainability and start the transition to renewable energy sources.

UEFA is actively engaging with the sustainability managers of national associations and clubs to support the implementation of best practices through knowledge transfer workshops, educational material and accurate monitoring of the various activities.

In view of accelerating the uptake of the 4R approach for single football events, UEFA has developed this document, laying out an event-specific checklist.

When we refer to football events, it is more than just matches; it encompasses congresses, seminars, workshops, and various other engaging activities. Within this checklist, the tasks listed in the four below tables representing the four football areas of activity described in the UEFA Circular Economy Guidelines should be completed in order to respond to the criteria of circular event.

HOW TO USE THIS CHECKLIST?

Consider this as an “audit” or a “to do list” that would need to occur at your event.

1. Answer the question by ticking “Yes”, “No” or in some cases, it may happen that the answer to the question is “Not Applicable”, considering your local context
2. If “No” use the “REFERENCES”* column with the information provided to support you in the development of initiatives to move toward a “Yes”.
3. Fill the “Targets/KPIs” column to enter information supporting your strategic environmental objective(s). An example thereof could be: *Has a Circular Economy action plan for food & beverages been defined? Yes, zero organic waste sent to general waste.*

*Please take note of the following acronyms:

- CEGs refers to the [UEFA Circular Economy Guidelines](#)
- SIGs refers to the [UEFA Sustainable Infrastructure Guidelines](#)
- HSCGs refers to the [UEFA Healthy and Sustainable Catering Guidelines](#)



CEGs



SIGs



HSCGs

WHO SHOULD USE THIS CHECKLIST?

Sustainability Managers of national associations, leagues, and clubs. However, the questions are designed to be answered by non-specialists as they are all football-related.

WHY SHOULD YOU USE THIS CHECKLIST?

To support your transition toward a circular model by tracking improvements through time with tangible results. Please note that this checklist is **for your use only**. We therefore encourage you to answer the questions truthfully.

UEFA SUPPORT

Contact sustainability@uefa.ch for additional information.

GOOD GOVERNANCE

Discover Good Governance practices in this section, focusing on your commitment to Circular Economy principles. The questions range from defining event strategies to fostering collaboration with public authorities, partners, and suppliers.

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
STRATEGY & GOVERNANCE						
	Has an overall Circular Economy strategy for the event been defined?					CEGs: Chapters A to D
	Do you actively collaborate with public authorities to integrate Circular Economy practices?					
	Do you actively collaborate with partners to integrate Circular Economy practices?					
	Is Circular Economy embedded in your sustainable procurement process?					
	Is the sustainability record of applicants a crucial factor in choosing suppliers for furniture purchase or rental during the tender process?					
	Do you actively collaborate with suppliers to integrate Circular Economy practices?					
	Are surveys carried out to understand spectators' environmental awareness and behaviour?					

FOOD & BEVERAGE

This section focuses on the aim of reduce waste in the food and beverage (F&B) sector, including the packaging associated, within football organisations, facilities and events by applying the 4R methodology.

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
STRATEGY & GOVERNANCE						
	Has a Circular Economy action plan for F&B been defined?					CEGs: F&B Chapter
	Do you have collaborative activities plan with partners related to your F&B offerings in the event venue?					
	Do you have collaborative activities plan with suppliers related to your F&B offerings in the event venue?					
	Have you planned to have a waste management targets & KPIs					
F&B OFFER - HOSPITALITY						
Reduce	Is there an effort to optimize menu planning and implement an effective inventory management system to minimize food waste in hospitality services?					CEGs: p.43
Reduce	Is the choice of food in hospitality services focused on locally sourced and sustainability produced options to reduce environmental impact?					CEGs: p.43
Reduce	Is the quantity of food in hospitality service managed through smart ordering?					CEGs: p.53
Reduce	Is prioritizing served meal over a buffet part of the hospitality service in order to minimize food waste?					CEGs: p.53
Reduce	Do you propose a vegetarian option in order to reduce environmental impact?					HSCGs: p.28
Reduce	Do you propose a vegan option in order to reduce environmental impact?					HSCGs: p.30

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
F&B OFFER - CONCESSIONS						
Reduce	Is there a preference for concessions food with no (or minimal) packaging, and if packaging is used, is it compostable for disposal in food waste bins?					CEGs: p.44
Reduce	Is a plan implemented to replace PET bottles from concessions?					CEGs: p.44
Reduce	Are beverage draft systems installed to reduce the purchase of bottled drinks in concessions?					CEGs: p.47
Reduce	Do you propose a vegetarian option in order to reduce environmental impact					HSCGs: p.28
Reduce	Do you propose a vegan option in order to reduce environmental impact					HSCGs: p.30
Reuse	Are reusable cups (EcoCups), food trays, and tableware implemented with a deposit system to manage packaging waste?					CEGs: p.59
Recycle	If reusable cups are not implemented, is there a system in place to plan the recycling of single-use plastic cups?					CEGs: p.47
WASTE COLLECTION & MANAGEMENT						
Reduce	In Concessions, is there a scheme to sell unsold perishable food at a reduced or subsidized price post-match to prevent food waste?					CEGs: p.43
	If not do you have records of destination of unsold food?					
Reuse	Is there an organized post-event food donation to food bank?					CEGs: p.56
	- For hospitality					
	- For concessions					
Reuse	Are water fountains provided as a sustainable alternative to PET bottles in the event venue?					CEGs: p.44

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
WASTE COLLECTION & MANAGEMENT						
Recycle	Are labelled recycling stations in place in the event venue for attendees? If yes,					CEGs: p.43
	- Do you recycle plastic?					
	- Do you recycle glass?					
	- Do you recycle paper & cardboard?					
	- Do you recycle aluminium?					
	- Do you separate organic waste?					
Recycle	Are there display panels informing spectators about separate waste collection near concessions?					CEGs: p.45
Recycle	Are spectators engaged in waste collection campaigns, and is there encouragement to use recycling stations correctly?					CEGs: p.44
Recover	If food waste is separated, is it sent to a waste transformer or bio-digester to recover food waste into energy and/or fertilizer?					CEGs: p.45 & 52
Recover	Do you use organic waste from grass clipping in a composter?					CEGs: p.52
Recover	Post event, do you ensure that the food packaging materials that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.73

APPAREL & FOOTBALL EQUIPMENT

This section delves into the sustainability of Apparel & Football Equipment, exploring practices from minimizing unsold items to involving spectators in charitable efforts. Discover how you ensure a second life for gear and promotes eco-friendly solutions in football-related attire. Please note that not all questions are related to single event but you still have to take them into consideration.

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
STRATEGY & GOVERNANCE						
	Has a Circular Economy action plan for Apparel & Football Equipment been defined?					CEGs: Apparel & Football Equipment Chapter
	Do you have collaborative initiatives plan with partners related to your Apparel & Football equipment activities?					
	Do you have collaborative initiatives plan with suppliers related to your Apparel & Football Equipment activities?					
APPAREL						
Reduce	Are merchandising items produced with sustainable materials (i.e. cotton vs. virgin polyester) to reduce environmental impact?					CEGs: p.108-113
Reduce	Are merchandising items managed through smart ordering to minimize or avoid unsold products?					CEGs: p.108-113
Reuse	Do unsold merchandising have a second life, such as through donation or sold at reduced price?					CEGs: p.114-118
Reuse	Do spectators have the possibility to support a charity through a cloth bank available in the event venue?					CEGs: p.114-118
Recycle	Are defective or unused apparel upcycled into new products?					CEGs: p.119-123
Recycle	Is merchandising manufactured from recycled materials?					CEGs: p.119-123
Recover	Post event, do you plan that the amount of apparel that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.109-111

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
FOOTBALL EQUIPMENT						
Reduce	Is football team equipment produced with sustainable materials (i.e. cotton vs. virgin polyester) to reduce environmental impact?					CEGs: p.108-113
Reuse	Do defective or unused football team equipment have a second life, such as through donation or auction?					CEGs: p.114-118
Reuse	Do the bibs used for players, kids escort, ball kids, medical staff, etc., are reused from previous games/events?					CEGs: p.114-118
Recycle	Is football team equipment manufactured from recycled materials?					CEGs: p.119-123
Recover	Post event, do you plan that the amount of football team equipment that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.109-111

EVENTS MATERIALS

This section zooms in on Event Materials, encompassing signage, brand production, furniture, and ICT equipment. From extending product lifespans to reducing event branding and optimizing material reuse, these questions delve into your commitment to eco-friendly solutions in event-related elements. Please note that not all questions are related to an event, but you still have to take them into consideration.

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
STRATEGY & GOVERNANCE						
	Has a Circular Economy action plan for Events Materials been defined?					CEGs: Event Materials Chapter
	Do you have collaborative initiatives plan with partners related to your Event Materials activities?					
	Do you have collaborative initiatives plan with suppliers related to your Event Materials activities?					
GENERAL						
Reduce	Is material transportation optimized to reduce the number of shipments?					CEGs: Event Materials Chapter
Reuse	Are products from previous events or seasons utilized to minimize new purchases?					
Reuse	Is event branding minimized to optimize reuse of materials?					
Recycle	Do you consider purchasing products preferably manufactured from recycled materials?					
Recycle	Are products used taking in consideration that they must, according to upcoming EU legislation, be recycled at the end of their life?					

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
SIGNAGE						
Reduce	Is signage in place at the venue not used for one event?					CEGs: p.134
Reduce	Is signage sourced from the closest location possible to minimize delivery distance and emissions?					CEGs: p.134
Reduce	Are signage items produced with sustainable materials (i.e. alternatives to PVC) to reduce environmental impact?					CEGs: p.134
Reuse	Do you collaborate with partners who can reuse or upcycle signage items?					CEGs: p.135
Reuse	Do you collaborate with suppliers who can reuse or upcycle signage items post-events if not needed?					CEGs: p.135
Recycle	If not reused/upcycled, are you recycling materials that can no longer be used due to damage or a change of design?					CEGs: p.136
Recycle	Are local solutions (charities, NGOs) identified for the recycling of disregarded products?					CEGs: p.136
Recover	Post-events, do you plan that the amount of signage that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.136
BRAND PRODUCTIONS						
Reduce	Do you extend the lifespan of brand production to reduce the need for new purchases?					CEGs: p.138-139
Reduce	Are brand production items produced with sustainable materials (i.e. alternatives to polyester or recycled materials) to reduce environmental impact?					CEGs: p.138-139
Reduce	In the packaging of branded products, is there a plan with your suppliers to reduce/replace the use of plastic?					CEGs: p.138-139
Recycle	Do you collaborate with suppliers to influence the use of recycled materials and plan for apparel products ordered to be recycled at the end of their life?					CEGs: p.141
Recover	Post-events, do you plan that the amount of brand production that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.141

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
FURNITURE						
Reduce	Do you rent (instead of buying) furniture when not already available on site?					CEGs: p.143
Reuse	Do you have a plan to reuse furniture for future events?					CEGs: p.143
Recover	Post event, do you plan that the amount of furniture that cannot be reused or recycled is incinerated, rather than sent to landfill?					CEGs: p.144
ICT EQUIPMENT						
Reduce	Is virtualization and cloud computing used to reduce the need for physical hardware?					CEGs: p.147
Recycle	Do you implement proper electronic waste (WEEE) management systems to recycle valuable components?					CEGs: p.147
Recover	Post event, do you plan that no ICT equipment can be sent to general waste to be incinerated? (WEEE regulations)					CEGs: p.145-147

ENERGY & WATER

Discover sustainable practices from efficient lighting installations to smart irrigation systems to embed circularity in energy efficiency and water conservation.

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
STRATEGY & GOVERNANCE						
	Has a Circular Economy action plan Energy & Water been defined?					CEGs: Energy & Water Chapter
	Are you measuring and monitoring your energy consumption with meter reading?					
	Are you measuring and monitoring your water consumption with meter reading?					
	Do you have collaborative initiatives plan with suppliers related to your Energy & Water activities?					
ENERGY						
Reduce	Do you have a plan to reduce the number of hours for floodlights?					CEGs: p.165
Reduce	Have you installed LED floodlight system for pitch?					SIGs: p.19
Reduce	Have you installed LED floodlight system for growing pitch grass?					CEGs: p.166
Reduce	Have you installed LED lights inside your infrastructure?					SIGs: p.40
Reduce	Have you installed motion detector in corridors and changing rooms?					CEGs: p.180
Reduce	Do you know the energy efficiency label of your white goods?					CEGs: p.165
	- If yes, from B and lower are you planning to replace?					CEGs: p.165
	- If no, are you planning to check the labels?					CEGs: p.165
Reduce	Do you have a plan to reduce the use of generators to a minimum?					SIGs: p.94
Reduce	Are you using biodiesel for your generators?					SIGs: p.94

4R	TASK	YES	NO	N/A	TARGETS/KPIS	REFERENCES
ENERGY						
Reuse	Are you generating renewable electricity from your event facility? (i.e. solar panel, biomass, geothermal)					CEGs: p.169
Reuse	Are you purchasing renewable energy? (Renewable Energy Certificates required)					CEGs: p.170
Recover	Have you implemented a heat recovery exchanger? (the heat in this water can be captured, transferred to fresh water, stored and reused to heat water in the stadium at a later time)					CEGs: p.174
WATER						
Reduce	Is the watering of the pitch automated through smart irrigation system?					CEGs: p.167
Reduce	Do you have water saving taps and toilets? (stop automatically after some time)					CEGs: p.168
Reduce	Do you have water saving shower heads in changing rooms?					CEGs: p.168
Reuse	Do you have water collected from roof/pitch?					CEGs: p.171
Recycle	Have you installed water reclamation system to use wastewater to flush toilets?					CEGs: p.173



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WE CARE ABOUT FOOTBALL



RESPECT

