

GREEN GOAL –

FIFA Football World Championships 2006 in Germany and public transport

Dr. Johannes Theissen
traffiQ Frankfurt/Main

Agenda

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1. Green Goal – Environmental concept

- » **One of the most important efforts of the 20th FIFA World Championships was the “Green Goal”, the environmental concept for the games.**
- » **The 2006 FIFA World Cup Germany™ was the world's first major sporting event to have a neutral impact on the global climate thanks to a concept incorporating measurable environmental controls. OC President Franz Beckenbauer and former Federal Environment Minister Jürgen Trittin announced the new controls to launch 'Green Goal - the path to a sustainable 2006 FIFA World Cup'.**

1. Green Goal – Environmental concept

- » **The initiative, which is backed by the German federal government, football's world governing body FIFA and the business community, was an example of teamwork and tactics at its best: Germany has set new standards in the environmental sphere via a series of concrete measures.**
- » **'Green Goal' addressed four key areas: water, refuse, energy and transportation. 'Green Goal' was the first environmental concept developed for a major sporting event to include measurable targets.**
- » **Three hundred specially trained volunteers had provided fans with information about Green Goal.**

2. Areas of Green Goal

1. Water

The FIFA World Cup stadia will require approximately 42,000 cubic metres of water. Concrete measures to reduce the amount of drinking water required include increasing the proportion derived from rain and undertaking regular maintenance of appliances and pipe work. Target was the reduction of water use by 20%, the over all result was 18%.

Examples:

- Berlin: largest rainwater collection cistern, 1400 cubic meters (368,000 gallons)
- Other cisterns in Frankfurt, Nuremberg und Stuttgart.
- Infiltration of rain water into the ground,
- refurbishment of surfaces

2. Areas of Green Goal

2. Refuse

- » Reduction in refuse volumes will be pursued through widespread use of packaging-free systems and/or returnable containers.
- » München/Nürnberg: The stadia joined in receiving the strictly audited EMAS certification for environmentally conscious design and management.
- » At any stadium, you got your drinks only in reusable containers, paying a small deposit to ensure return (or offset the loss of "souvenirs")



2. Areas of Green Goal

3. Energy

- » **Current energy consumption at the stadia was reduced by 13 percent through exploiting energy-saving potential. EnBW AG, one of three 2006 FIFA World Cup Official Suppliers announced to be involved in supplying electricity derived from renewable sources.**
- » **In Kaiserslautern, Dortmund or Nuremberg, you could enjoy power from one of the world's three largest solar power installations at football stadiums.**
- » **All solar power installations produce 2.800 kWp.**

2. Areas of Green Goal

4. Transportation

- » Among the many aspects of the Green Goal program, FIFA world cup tickets double as fare tickets for the public transit system The Local Organizing Committee (LOC) had hoped to reduce greenhouse gas emissions drastically-- partly by encouraging 50 per cent of the estimated 3.2 million fans to take public transport.
- » Initial estimates are that this is well on track with some 70 per cent of journeys being made on foot or by train, bus, coach and bicycle with only 30 per cent by private car.
- » In result about 74% of all visitors get by PT, foot or bus to the stadium

2. Areas of Green Goal



- » **Public transport will be boosted to account for at least 50 percent of transportation.**
- » **The most demanding goal envisages reducing the effect of the 2006 FIFA World Cup on the global climate to the absolute minimum. Despite the controls detailed above, the tournament is still likely to generate an incremental 100,000 tonnes of greenhouse gas emissions within Germany. These emissions will therefore be balanced by investment in environmental protection in other areas. This means the 2006 FIFA World Cup will be the world's first environmentally neutral major sporting event and it was it.**

3. Results of Green Goal



» At first time in history of football championships was brought out a combined ticket for an international sport event.



3. Results of Green Goal



- » **However, the Green Goal programme encompasses an impressively broad spectrum of initiatives.**
- » **To name just a few examples: in a FIFA World Cup first, match tickets also function as one-day travel cards for all local public transportation services. Six thousand journalists will benefit from free rail travel throughout the tournament. For the first time all volunteers had a free ticket in their region to use PT.**
- » **All cities/regions brought out a lot of specific information for PT use by foreign visitors and it worked.**

3. Results of Green Goal

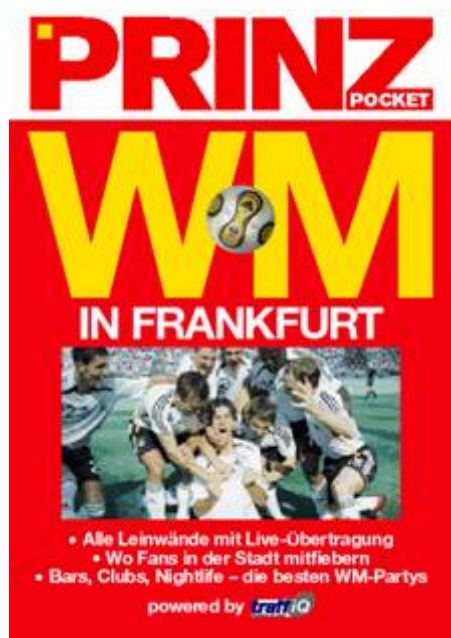
» Examples for PT information (Frankfurt):



Eine Information von
Information provided by



Eine Information von
Information provided by



3. Results of Green Goal

» PT in Dortmund



4. Examples of Green Goal in Germany

» PT results in the different cities in Germany (journeys)

City	Visitors/ Stadium	Visitors public viewing	PT-percentage
Berlin	620.000	3.500.000	80%
Dortmund	900.000	1.000.000	55%
Frankfurt	440.000	2.000.000	55%
Gelsenkirchen	400.000	900.000	60%
Hamburg			
Hannover	180.000	700.000	45%
Kaiserslautern	180.000	175.000	60%
Köln	270.000		63%
Leipzig	210.000	900.000	50%
München	500.000	2.800.000	60%
Nürnberg	220.000	1.100.000	60%
Stuttgart	200.000	560.000	70%

Day	Match	Capacity of stadium	Cars	Busses	Tram/ Bus	Comm. train	PT % **
10.06.	ENG - PAR	48.000 (44.500)*	5.400	191/ 8.000	7.000	18.000	56,18
13.06.	KOR - TOG	43.500 (40.000)*	5.700	157/ 6.000	6.200	16.500	56,63
17.06.	POR - IRN	48.500 (44.500)*	7.200	150/ 5.800	6.900	18.000	55,95
21.06.	NED - ARG	48.500 (44.500)*	7.307	401/ 12.000	6.810	17.500	54,63
01.07.	BRA - FRA	49.000 (45.500)*	7.400	233/ 6.500	7.100	16.800	52,53

* = sold tickets