



# UNITED BY FOOTBALL

**Germany will stage UEFA EURO 2024 after beating off a rival bid from Turkey. PS&AM looks at how the bid was won and what renovations will be made to the host stadia.**



German fans celebrating a football match in Berlin, Germany  
Image credit: magicinfo / Shutterstock

**G**ermany hosted what is widely regarded as one of the most successful **World Cups** of all time in 2006.

And a major international football tournament is set to return to the country in 2024, when the **UEFA EURO 2024** football championships will be staged there.

The tournament will take place in 10 stadia across 10 German cities and it will be the first European Football Championship in Germany since reunification.

The tournament, with the motto 'United By Football' will see a fan-focussed approach, with the overarching goal of celebration.

**Proprojekt**, a bidding and masterplanning expert for major events, and **AS + P** provided technical support to the **Deutscher Fußball-Bund (DFB)** throughout the bidding process, compiled the comprehensive Bid Book and coordinated the involvement of many stakeholders. For the first time, a Sustainability Concept was submitted as part of the bid.

Stefan Klos CEO of Proprojekt told **PS&AM** how the bidding process has evolved over the years.

He said: *"Actually it's changed in two directions. The content has changed. While in the past the federations had a very clear focus on just delivering the events and meeting all the purely event driven requirements, nowadays there are a lot more topics to cover. Human rights, long term benefits, social and economic benefits and environmental sustainability all come into play.*

*"And the second huge change is rather a change of tone. While big federations acted as a franchise giver in the past, they are much more partnering now and engage in dialogue.*

*"While traditionally you just had one goal, which was winning the away game - meaning convincing the federation to award you the event - you now have to first win the home game, which means you have to convince your own politicians and your own general public that hosting the event is a good thing."*

He said this was vastly different from bidding 20 years ago because then it was assumed that public and the political support was a given, particularly when it came to football.

*"Now you have to also run a national campaign and convince your nationals first before you even get to the international stage.*

*"You have to think about what is the ultimate benefit for a country, for a city or region to host that event.*

*"The key concern in every single opinion poll, in every townhall meeting and every single political discussion is cost. And one of the key cost drivers is building and operating new venues. The problem here is that it's not only about capital investment, it's about the running costs post games, or post event, which is often an even higher burden because the communities are left with that."*

Sustainability was also a key consideration in the winning bid.

The use of eco-friendly means of transport, such as buses and Light Rail Transit (LRT) systems, is a well-established practice in German football.

By 2024 the objective is to make certain that 75% of all visitors use eco-friendly means (buses, rail, bicycles and walking) to access the stadiums. This will occur not only during UEFA EURO 2024, but also for league games in its wake.

As regards incoming travel from abroad, the emphasis will be on creating special offers for train and coach travel with reduced fares.

Energy efficiency is also a key consideration and the main focus will be on the host stadia.

In order to improve energy usage efficiency still further, by UEFA EURO 2024 a systematic energy management system (certified according to ISO 50001) will be put in place in all stadiums.

## FOOTBALL CULTURE

Germany benefits from an enormous football culture, and its stadiums reflect this, providing first class facilities to all involved.

The enormous number of fans watching German football in stadiums is testament to this.

On average, stadiums in the Bundesliga have an attendance higher than any other football league in the world, with an average capacity level of more than 90%.

Nine of the ten proposed UEFA EURO 2024 stadiums qualify as 'elite' according to UEFA classifications, with the other being given a four-star rating.

The Euros 2024 will feature 24 teams with 51 games scheduled to take place across Germany in June and July.

The **Olympiastadion** in Berlin or the **Allianz Arena** in Munich will stage the final, while matches will also take place at the **RheinEnergieStadion** in Cologne, **Signal Iduna Park** in Dortmund, **Merkur Spiel-Arena** in Dusseldorf, **Commerzbank-Arena** in Frankfurt, **Veltins Arena** in Gelsenkirchen, **Volksparkstadion** in Hamburg, **Red Bull Arena** in Leipzig, and the **Mercedes-Benz Arena** in Stuttgart. >>





## PLANNED IMPROVEMENTS

One of the key elements in Germany's winning bid for the tournament was the high quality of its existing stadia.

All of the host venues will, however, be undergoing some form of renovation in the run-up to the tournament.

### COMMERZBANK ARENA, FRANKFURT

- Exchange LED video cube (giant video screen) for HD-technology
- Re-engineering of the floodlights (LED-technology)
- Acquisition of mobile turnstiles, site fences and barriers
- Renovation ticket collection points/ticket boxes
- Remodelling hospitality wall design



### VOLKSPARKSTADION, HAMBURG

- Renovation of PA system
- Digital signage/IPTV
- Installation of additional 10 turnstiles at the west and south entrances
- Installation of LED flood lights
- Installation of permanent LED advertising boards
- Replacement of roof membranes
- Ongoing modernisation of the VIP zones, hospitality areas, training and team facilities, office areas as well as IT and technical infrastructure



### RHEINENERGIESTADION, COLOGNE:

- Expansion/construction of 4,590 additional seats
- LED lighting posts on the stadium grounds
- Renewal of active components of the sound system
- Expansion/extension of the network technology in the stadium; Creation of a digital radio system (Tetrafunk)
- Retrofitting of the flood light system with LED technology
- Renewal of the furnishings in the Business Area



### OLYMPIASTADION, BERLIN:

- A digital radio system (DMR Tier II) will be implemented, covering all facilities inside the outer perimeter
- Modernisation of CCTV system (replacement of analogue cameras) and enhancement of the current Panomera camera system (stadium entrances)
- Implementation of stadium-wide public WiFi access
- Modernisation of both giant screens and addition of third giant screen
- Installation of PV modules on the stadium roof
- Modernisation/replacement of telecommunication systems (all-IP telephone system)



**SIGNAL IDUNA PARK, DORTMUND**

- Modernisation of toilet facilities (ongoing process)
- New entrance (south-west)
- Logistic extension (for catering)
- Renovation of stadium pylons LED-floodlights (2,000 lux)



**VELTINS ARENA, GELSENKIRCHEN**

- Creation of a VIP entrance
- New LED floodlighting system
- LED pitch lighting system (to be rented)
- Construction phase 1: Extension of the training ground, four new pitches, first part of the carpark and the renovation of the old stand in Parkstadion
- Construction phase 2: Extension of the training ground, new business office building, final completion of the entire carpark building



**ALLIANZ ARENA, MUNICH**

- Upgrading of technical facilities to the ultimate level
- Entrance West



**MERKUR SPIEL-ARENA DUSSELDORF**



**RED BULL ARENA, LEIPZIG**

- New build/ replacement of the security control room and pitch view studios
- New Skybox Area, Level 6
- Upgrade to infrastructure (toilets, kiosks, merchandising areas)
- Upgrade to wheelchair seats
- New build: upper tier level Sector B and D Permanent Hospitality, Level 7



**MERCEDES-BENZ ARENA, STUTTGART**

- Refurbishment of the VIP seats in the main stand
- Modernisation of the functional area in the main stand Level 0 (e.g., team dressing rooms, press conference room)
- Modernisation of the VIP areas
- Installation of LED flood lighting, renewal of the bowl's sound system, installation of TV pre-cabling and renewal of artificial turf ■

