

Encourage the Future

BID FOR UEFA EURO 2020 IN COPENHAGEN



DANSK BOLDSPIL-UNION (DBU)

Established in 1889; co-founder and proud member of UEFA since 1954

DENMARK

A nation of footballers and the world's happiest people.

COPENHAGEN

A small sustainable capital with state-of-the-art infrastructure

PARKEN

Denmark's National Stadium

STANDARD PACKAGE

The only thing standard about UEFA EURO 2020 in Copenhagen

STADIUM CAPACITY: 38,190

Small is beautiful

Encourage the Future

COPENHAGEN – IT'S HASSLE-FREE

During UEFA EURO 2020 the fans and the participating teams will benefit from a well-established infrastructure in Copenhagen both geographically and digitally.

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COPENHAGEN – IT'S AN EXPERIENCED ORGANIZATION

UEFA will get the most well-organized UEFA EURO event ever coordinated by one united organization with extensive experience organizing international events.

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COPENHAGEN – IT'S A BOLD VISION

Europe will get the most intense and creative celebration of 60 years of progress for European football and will be encouraged to look at football in a new holistic way.

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COPENHAGEN – IT'S A NEW EUROPEAN LEGACY

Together we will create a new European legacy by transforming all of Copenhagen into one large festivity and renewing the understanding of football.

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COPENHAGEN – IT'S HASSLE-FREE

We have a bold vision for UEFA EURO 2020. But before we can be bold, we will ensure that all practicalities are in place and guarantee that our visitors – fans, participating teams, media, broadcast partners, sponsors and the rest of the UEFA family – will enjoy a safe and hassle-free stay in Copenhagen. With non-stop flights from around 140 international destinations, Copenhagen is only a few hours flight away from all major European cities. Furthermore Copenhagen Airport is the preferred low-cost carrier airport in Scandinavia with more than 20% low-cost traffic scheduled services in 2014.

The Copenhagen 20-20 Guarantee

In 2020, we guarantee that everyone in Copenhagen will be able to reach any relevant point in the city within 20 minutes. Our Metro will take you from the airport to Parken Stadium within 20 minutes, from the Central Station to Parken Stadium within 20 minutes, and from the stadium to your hotel within 20 minutes. In short, we promise that it will take no more than 20 minutes to get to your destination and no more than 20 minutes to get back. This is what we call "The Copenhagen 20-20 Guarantee".

The Copenhagen 90-10 Football Investment Guarantee

In Copenhagen, we already have the infrastructure in place to host UEFA EURO 2020. This allows us to spend 90% of our resources on expanding the understanding of football and creating an unforgettable experience for our visitors. We will spend the last 10% of our resources on optimizing stadium facilities and increasing the number of multi-purpose football pitches. This is what we call "The Copenhagen 90-10 Football Investment Guarantee".



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OUR TIME TO CONTRIBUTE

Since the foundation of UEFA in 1954, Denmark has been a proud member. We even had the honor of having Ebbe Schwartz serve as the first UEFA president from 1954 to 1962. Over the years we have had unforgettable experiences, accumulated great memories and built a sense of community around UEFA EURO. We have appeared in all 14 UEFA European Championship qualifying competitions, playing our first qualifying match in September 1959. We have qualified for eight UEFA EURO Championships and we won the UEFA EURO 1992 – a defining moment in modern Danish history, unforgettably uniting all Danes.

In Denmark we feel it is our turn to give back to UEFA and to European football. The special format with UEFA EURO 2020 taking place in 13 countries gives us a unique opportunity to



contribute to UEFA, to European football and to show our appreciation. We want to contribute to the European football legacy in 2020 by celebrating 50 years of football progress and inspiring new generations of football players and fans.

COPENHAGEN - IT'S AN EXPERIENCED ORGANIZATION

The organizations responsible for executing UEFA EURO 2020 in Copenhagen are all experienced partners. Together we represent all of Denmark and we guarantee that the state of Denmark, the city of Copenhagen and the Danish footballers are 100% committed to hosting UEFA EURO 2020 in Copenhagen.

THE TEAM RESPONSIBLE FOR UEFA EURO 2020 IN COPENHAGEN IS:

The Danish Footballers – Dansk Boldspil-Union (DBU)

The City of Copenhagen – Wonderful Copenhagen

The State of Denmark – Sport Event Denmark

Engaging a Whole Nation of Football Fans

UEFA EURO 2020 in Copenhagen will be a team effort. Footballers from all over Denmark will volunteer. The volunteers are enthusiastic about football and UEFA EURO 2020 and will show the diversity among Danish footballers representing all of Denmark.



We can guarantee that the UEFA EURO 2020 in Copenhagen will not only be a city event – it will engage an entire nation.

“Football means a great deal to many people. Many girls and boys play football in the schoolyard and in the sports club. And football is the sport that has the most fans at all in Denmark. We Danes just love football. Personally, I love to watch a good football match with my family. Denmark has a strong football tradition. We can work together internationally. We have the experience to host major events. It would be fantastic if we can offer players and fans from all over Europe welcome to Denmark in 2020.”

Helle Thorning-Schmidt football fan and Prime Minister of Denmark



We can also guarantee that we have the political support of our host city.

“It would be a great honor for Copenhagen to host part of the European Championships in football in 2020. Politically, we support the Danish bid and I truly believe that Copenhagen, Denmark and Danish football will be the legitimate choice for hosting this historic football championship.”

Frank Jensen football fan and Lord Mayor of Copenhagen

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SELECTED EVENTS IN COPENHAGEN AND DENMARK

Past - UEFA:

- UEFA Cup Final 2000, Parken Stadium
- UEFA Congress in Copenhagen, March 2009
- UEFA European Under-21 Championship 2011
- UEFA Champions League, Group Stage 2012, Parken Stadium
- UEFA Champions League, Group Stage 2013, Parken Stadium

Past - other:

- IOC Session and Olympic Congress 2009
- World Outgames 2009
- UCI World Road Cycling Championships 2011
- Giro d'Italia Cycling Grand Start 2012
- IRONMAN Triathlon 2013
- EHF European Men's Handball Championship 2014
- IAAF World Half Marathon Championships 2014

Future:

- Eurovision Song Contest 2014
- BWF World Badminton Championships 2014
- IRONMAN Triathlon 2014
- World Archery Championship 2015
- IHF World Women's Handball Championship 2015
- IIHF Ice Hockey World Championships 2018 (bidding)
- IHF World Men's Handball Championship 2019



UCI World Road Cycling Championships 2011 in Copenhagen attracting 550,000 spectators



COPENHAGEN - IT'S A BOLD VISION

Our vision for UEFA EURO 2020 is to Encourage the Future. Essentially, we will encourage interest in football in the future and inspire future footballers and fans of football with particular emphasis on fans of national-team football. It also means putting football in a new holistic context focusing on fun, friends and health.

Celebrating 60 Years of Progress in European Football

To promote football in the future, we need to know and understand history. That is why we will give Europe the most intense and creative celebration of 60 years of history, achievement and progress in European football.

All of Copenhagen will be transformed into one big celebration of UEFA EURO. As part of this celebration we will temporarily rename the most important streets and squares after UEFA presidents, UEFA EURO top players and

other key individuals who have had substantial influence on European football, e.g. Michel Platini Boulevard. We will support the storytelling with a very visual expression on the locations and with a digital universe.

New Holistic Understanding of European Football

We have been very inspired by the UEFA EURO 2020 vision focusing on the three dimensions: football, culture and festivity. During UEFA EURO 2020 we will add an extra dimension – health. We want to use UEFA EURO 2020 to encourage a new holistic understanding of European football. We want to emphasize the health advantages of football and the uniting powers of football. In doing so, we will engage new generations of football players and fans who are more inclusive, healthier, happier and more knowledgeable than previous generations.



Encourage Football Evolution

Challenge: There has been a general decline in the total number of footballers in Europe. Many children play football but quit the sport when they become teenagers – as is the case, unfortunately, with most sports.

Solution: We want to use UEFA EURO 2020 to kick-start a football evolution and encourage people to play grassroots football. Since 2006 the number of grassroots footballers in Denmark has increased – also among teenagers, older people and women. This is due to a strategy involving football schools, street football and football fitness. We want to share these initiatives with the rest of Europe. Therefore we will make three promises for UEFA EURO 2020 to encourage football evolution in Denmark and in Europe.

The Football for Fun Promise: We promise to encourage having fun with football by promoting grassroots football in Europe starting 2016. We also promise to host a MINI UEFA EURO 2020 in Copenhagen for children from all over Europe.

The Charity Promise: In selected parts of Denmark we have organizations that pay for football club memberships for children whose parents cannot afford membership. We want to extend this opportunity to children in all of Denmark. Therefore we will facilitate a fundraising campaign during

UEFA EURO 2020 where the proceeds will be spent on football club memberships and equipment for unprivileged children throughout Denmark.

The Football Pitch Promise: Starting in 2014, we promise to increase the number of multi-purpose football pitches in Copenhagen by 20% by 2020. They will all be in full operation during UEFA EURO 2020 and they will be permanently branded with UEFA EURO 2020 and named after UEFA EURO legends.

IN DENMARK

- Football is the national sport
- 7% of the population is a member of an organized football club
- There has been an increase in footballers since 2006
- 70,000 girls/women play football and more than 10% of all girls aged 5-19 play organized football
- Football is the largest growing sport for girls/women
- 98% of football played is grassroots football
- Schools are very inclusive and focus on having fun with football

Encourage Entertainment

Challenge: People have less spare time and more entertainment options than ever. Hence, the expectations for leisure activities are growing fast. Today many sports events are generic and often present multiple logistical obstacles for the participants.

Solution: In Copenhagen we like to add a special touch to our events, much like we did with the 2013 IRONMAN, the 2011 World Road Cycling Championships and the 2014 IAAF World Half Marathon Championships by turning Copenhagen into one large festival. During the UEFA EURO 2020 festival we want to encourage entertainment and education and make sure our guests leave Copenhagen with fun memories and a better understanding of the qualities of football. Again, we will make three promises to turn this into reality.

The One Arena Promise: We promise that all of Copenhagen will be transformed into one big UEFA EURO 2020 fan zone. You will be able to reach any destination within 20 minutes.

The Digital Promise: We promise that there will be free online access all over Copenhagen during UEFA EURO 2020.

The Football Training Promise: There will be free football training ("football fitness") all over Copenhagen for children and adults from 8:00-17:00 all days during UEFA EURO 2020 in Copenhagen.

IN COPENHAGEN:

- > There is a great infrastructure and a fully developed public transportation
- > We have extensive experience in organizing large-scale international cultural events
- > We are a 100% digital society (like the rest of Denmark)
- > Parken Stadium will be one of the first stadiums in the world with free unlimited Wi-Fi
- > We were ranked as the world's most livable city by Monocle
- > Our restaurants have been awarded with 15 Michelin stars
- > Noma has been ranked as the world's best restaurant three times by UK's Restaurant Magazine

Encourage Quality of life

Challenge: Lifestyle diseases are becoming the most frequent cause of death and disability in Europe. 33% of 11-year olds in Europe are overweight. No exercise and unhealthy food are among the main reasons why obesity is fast becoming the norm in Europe.

Solution: We will use UEFA EURO 2020 to encourage quality of life through a healthy lifestyle with friends, fun and exercise.

The Lifestyle Promise: We promise to create the healthiest fan zone and stadium ever with exclusively healthy food. In the fan zones we will promote vegetable and fruit consumption coupled with physical activity and games.

The School Children Promise: We promise to get all Danish school children (700,000 children) to play football at their local schools one day during the fall of 2019 on the Danish National School Sports Day warming up to UEFA EURO 2020.

The Knowledge Promise: Danish scientists have already proven that football is the most effective sport for preventing lifestyle diseases. We promise to conduct

further research on the effects of football as a remedy for and prevention of lifestyle diseases. The key findings of this research will be presented in 2020. Additionally, we will convey the latest knowledge, research and experience on football to all our visitors during UEFA EURO 2020 through scientific seminars, webinars, apps, clinics and workshops for scientists, athletes and fans.

IN DENMARK:

- > We are the happiest people in the world
- > We have established the first research center in the world to exclusively conduct research on team sports as a means of preventing disease at The University of Copenhagen
- > DBU has over 50,000 volunteers representing our 1,600 football clubs
- > The National School Sports Day has been held for more than 30 years with more than 700,000 children participating
- > We arrange one of the world's largest youth football events: Dana Cup

Embrace Europe

Challenge: The common values in Europe are under pressure and the development of the world economy has created larger diversity in Europe

Solution: If one thing can bring people together, it's football. We want to use UEFA EURO 2020 to build relations across Europe and promote our idea of being Europeans by including, respecting and understanding our fellow Europeans

The Celebration Promise: We promise to embrace our European visitors by celebrating some of their local UEFA EURO heroes and by temporarily dedicating a street to each European country, e.g. Rue de France, and decorating it according to the customs of the individual countries. We will organize tours around Copenhagen in each European language – both physically and digitally.

The Equal Access Promise: We promise that there will be equal accessibility in the fan zones, at Parken Stadium and in public transportation for disabled and non-disabled during UEFA EURO 2020.

The Green Energy Promise: We promise that we will host the "greenest" UEFA EURO event in history by using energy from wind turbines and solar power cells, promoting sustainable

transport and optimizing waste management during UEFA EURO 2020 in Copenhagen.

IN DENMARK:

- We are one of the most value-driven countries in the world
- We are the least corrupt country in the world according to the Corruption Perceptions Index 2013
- We are the second-most peaceful country in the world according to The Global Peace Index
- We are famous for our hospitality, language skills and volunteer culture
- We have an equal-opportunity resolution demanding companies and institutions to apply the principle of equal rights for disabled and non-disabled people
- DBU has a long-standing partnership with The Danish Sports Organization for the Disabled
- We are committed to becoming the greenest country in the world
- Copenhagen is committed to becoming the world's first CO₂-neutral capital in 2025
- Copenhagen has been voted official European Green Capital for 2014 by the European Environment Commission



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COPENHAGEN - IT'S THE NEW EUROPEAN LEGACY

The UEFA EURO 2020 format will be Denmark's once-in-a-lifetime opportunity to give back to UEFA on this scale. We like to say that "small is beautiful". For UEFA EURO 2020, our visitors will be greeted by a whole nation of football fans and we will dedicate our entire capital to celebrating European football history. We will invite footballers and fans from all over Denmark to participate and to volunteer during UEFA EURO 2020.

Copenhagen will be transformed into one big fan zone. From the moment you arrive in Copenhagen, there will be no doubt in your mind that you are in the middle of a UEFA EURO 2020 host city. Streets will be temporarily renamed after UEFA EURO legends and countries, new EURO 2020 football pitch-

es will be constructed, and one big football festival will be held all over Copenhagen. All of this will be merged on a digital platform.

Additionally, we will promote a new holistic understanding of football in Europe. We will discuss how football can contribute to preventing and treating lifestyle diseases. And we will investigate how football can increase the quality of life and contribute to a healthy and fun lifestyle for the next European generation.

It's our time to contribute to UEFA!

