

**Practice to be assessed and included in the Guidelines**

**Number/code:** OM/ML1

**Title:** PRACTICES TO INCREASE THE USE OF PUBLIC TRANSPORT

**Guidelines section:**

Governance     Operational management

	<i>Context of the event</i>		<i>Procurement</i>
	<i>Event</i>	<input checked="" type="checkbox"/>	<i>Mobility and logistics</i>
	<i>Stadium management</i>		

**Description:**

At any major sporting event, transport is generally one of the chief contributors of environmentally harmful emissions. The key challenge is to convince as many fans as possible to travel to cities and venues using environmentally sustainable transport, for example rail and buses, as well as bikes and walking. Venues should be well connected with local public transport means through metro, bus and train station next to them.

Additional measures can be adopted in order to foster public transport preference over private cars:

- discounts on public transport tickets on match/event days;
- higher frequency of the lines connecting venues to key city points (e.g. stations);
- longer period of service of public transport (e.g. extension to one hour after the end of the event);
- include price of public transport in event ticketing;
- adjusting the timing of the event to avoid peak travel times.

It is possible to set up a shuttle system (at stations and at airports ...), a bike rental, a system of car sharing to reach the event avoiding the use of individual cars.

The licensee or the host of the Meeting/Event organises and promotes a special mobility service for attendees to support environmentally responsible travel to the Meeting/Event and mobility on the spot. This can be: (bicycle) taxi services or shuttle services (preferably with alternative drive or electric mobility), the organisation of car pools, bicycle rental / organisation etc.

Examples:

- 1) FIFA Men World Cup Germany 2006: On the average of all World Cup games and cities, around 57% of visitors used public transport for travel to and from stadiums (including park & ride). A further 6% made their way on foot, around 11% travelled by coach. Travel by environmentally favourable means of transport therefore accounted for a total share of 74%.

Only 23% of visitors to stadiums travelled there by car. The reasons for the success of public transport were, above all, the good connections of stadiums to the public transport network, the quality of services (for example, their frequency), few parking spaces at stadiums and, especially, the “KombiTicket”, which was introduced for the first time at a World Cup championship and entitled ticket holders to travel free of charge on match days on the entire public transport network of host cities.

- 2) UEFA EURO 2024: Since fans' movements can hardly be influenced directly by event organizers, the focus must be on deploying attractive services to favour the use of ecologically beneficial modes of transport. Alongside classical “Combi-Tickets”, that guarantee the holder free use of public transport in the Host City on match day, long-distance travel and by other means (such as long-distance coaches) will be made cheaper by offering an expanded ticket. On purchasing a ticket for a match, fans will be offered the Combi-Ticket Plus easily and cheaply. The model will have various levels: Level 1 covers cheap rail travel on routes between the Host Cities for the entire duration of UEFA EURO 2024. Level 2 offers cheap long-distance rail travel throughout the Deutsche Bahn network. Level 3 includes complete free use of the entire public transportation network for the full duration of the tournament.
- 3) Tokyo 2020: The spectators are expected to reach venues using public transports as much as possible. The information of the public transport will be fully publicised and informed to the spectators so that they can make full use of the trains, subways, and buses to reduce as many CO2 emissions as possible.
- 4) Resource Efficient Scotland suggests some best practices: offer free shuttle services to ticket holders, discourage car user by having parking fees.
- 5) Roland-Garros runs a promotional campaign to educate spectators on environmentally friendly transport options. The Roland-Garros car-pooling website reduces the number of cars traveling to the event. The tournament has also developed a transportation ‘eco-calculator’ that helps spectators choose the most environmentally-friendly way of getting to the event.
- 6) Women Football World Cup Germany 2011: In order to promote the use of local public transport, the Organising Committee, together with the transport associations in each host city, introduced a Combi-ticket which enabled ticket holders to use the entire local transport system in the host city for free on match days. Further measures were planned and implemented by transport operators, such as increasing the frequency of local public transport and employing special World Cup shuttle buses in Dresden, Leverkusen and Wolfsburg. Deutsche Bahn was involved developing attractive offers for fans to travel to host cities by rail and increasing train capacities by employing special and chartered trains.
- 7) EXPO Milano 2015: the Exposition Site was served by the main public transport systems (Metro Line 1, the city rail link, and local, regional and high speed railway services). During

the six months of the event, the metro line 1 was reinforced with additional trains, higher frequency and the last ride was scheduled half an hour after the closing of the venue. In addition, one of the main sponsor of EXPO was Ferrovie dello Stato, the Italian railway company: To meet the Exposition's demands, the main Frecciarossa and Frecciabianca services were servicing the Rho-Fiera Milano train station and the whole high-speed system was enhanced.

- 8) Mercedes-Benz Stadium (USA): The Mercedes-Benz Stadium, the home of Atlanta Falcons and Atlanta United, offers high incentives to its supporters to use alternative transportations (3 MARTA rail-lines) including a bike-valet program on event days, electrical vehicles charging stations with capacity to charge up to 48 electric cars simultaneously and, pedestrian friendly walking paths. The advanced solutions in terms of mobility allows the clubs to reduce significantly the emissions generated during match events.
- 9) FIS Nordic World Ski Championships 2005 in Oberstdorf: 12,000 additional train-kilometres were provided for the FIS Nordic World Ski Championships 2005 in Oberstdorf, which was equivalent to a 51% expansion in capacity. In all, 180,000 people travelled to Oberstdorf by train, which corresponded to 50% of daily visitors and 18% of overnight visitors
- 10) At the Kingsholm stadium in Gloucester (rugby), transport representatives attempted to boost economic growth, reduce carbon emissions and improve air quality and public health through a £1M grant, mainly aimed at encouraging public transport.
- 11) UEFA EURO 2016: host cities and local transport companies proposed various solutions with a view to encouraging fans to use public transport. For example, a total of 150,000 extra seats were added in the form of 950 additional TGVs and 200 extra regional trains on matchdays, while the tram to the stadium in Bordeaux went every three minutes on matchdays. Although many spectators came to France by car, few used this method of transport to reach the stadium: no car parks for the general public were available at stadiums, and only 20% of spectators used the park-and-ride services. Travelling on foot or by public transport was made easy for spectators, with more than 20,000 stickers and 5,000 signposts positioned in railways stations and across the host cities.

#### **Environmental benefits:**

Reducing the usage of private cars means lower CO<sub>2</sub> emissions and less consumption of resources.

Specific example is given by Roland Garros initiatives that between 2010 and 2016, these initiatives had a direct and measurable impact: 11.1% increase in spectators using public transport 21% decrease in spectators using a personal car 2.7% increase in spectators walking or cycling Roland-Garros has developed innovative tools to make it even easier for fans and spectators to minimise their carbon footprint.

#### **Economic benefits:**

It can result in higher profits for the local transport companies (indirect economic benefit generated by the event).

## **Applicability and replicability potential**

The measure could be replicated in every stadium: the only limit is the actual presence of good connection stations and services.

### **Source**

[WOMEN FOOTBALL WORLD CUP GERMANY 2011](#) (pag. 38 – 41)

[EXPO 2015](#) (pag. 30 e 182)

[Mercedes Benz Stadium](#)

[USTA Centre](#)

[Yankee Stadium](#)

[Football World Cup and FIS Obertsdorf 2005](#) (pag. 54 – 55)

[Eco-Communication Guide](#) (p. 27)

[FIFA MEN WORLD CUP GERMANY 2006](#) (pag 14, 75-76)

[IOC Sustainability Essentials](#) (p.52)

[TOKYO 2020](#) (p.35)

[Resource Efficient Scotland](#) (p.24)

[Kingsholm Stadium in Gloucester \(Rugby\)](#)

[UEFA EURO 2024 - Germany Candidate](#)

[UEFA Euro 2024 - Evaluation Report](#)

[UEFA EURO 2016](#) (pag. 48-49)