



# European Athletics U23 Championships 17-20 July 2025

## SUSTAINABILITY & LEGACY

### OFFICIAL PARTNERS



### BROADCAST PARTNER



### SPORTS APPAREL PARTNER



### PREFERRED SUPPLIERS



### OFFICIAL SUPPLIERS



### SOCIAL PARTNERS



### MEDIA PARTNERS



### HOST INSTITUTIONS



Fana Stadium • Bergen • Norway



# SUSTAINABILITY

## ‘WE WILL MAKE AN IMPACT’

.. and we embrace our responsibility!

European Athletics and the Local Organising Committee are committed to set a benchmark for other athletics events by delivering a set of sustainable practices which aim to promote:


- Diversity and inclusion
- Sustainable transport and low emissions
- Paper reduction and responsible consumption
- Waste management and recycling
- Economic resilience and stability
- Partnership and Collaboration

# PUBLIC HEALTH PROJECTS:

**Kids' European Championships in Schools**  
All primary schools in and around Bergen are invited to participate in an exciting interdisciplinary program where they can try athletics exercises. The program is designed to introduce them to the joy of movement. All children in the participating classes will receive a free ticket to our U23 European Athletics Championships in Bergen during their summer vacation in July 2025. The goal is to inspire children to engage in physical activity, encourage joy and community, and also spark an interest for athletics.

**Inclusion of Seniors**  
We aim to promote activity and engagement among seniors through tailored programs for care homes, as well as activity days at Fana Stadium, featuring physical activities and community. A key focus will be to provide seniors with valuable information about volunteering opportunities at our Championships, showcasing how volunteering can foster socialization and improved physical health and mental well-being.

## SUSTAINABILITY GOALS:




**3 GOOD HEALTH AND WELL-BEING**

Health and safety:

- Good working conditions for volunteers
- Ensure privacy (GDPR)

Food:


- Sustainable food choices



**10 REDUCED INEQUALITIES**

Diversity, inclusion, and equality:

- Include everyone in the event




**11 SUSTAINABLE CITIES AND COMMUNITIES**

Caring for the local community:

- Create positive social ripple effects from the event for the community

Surplus food returned to the community:

- Reduce food waste and utilize surplus food



**12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

Procurement and suppliers:

- Focus on certifications with suppliers

Food and Drink:

- Local and healthy food and drink

Waste and waste management solutions:

- Reduce waste
- Effective waste sorting solutions
- Fossil-free operations
- Awareness and behaviour change ('can-do attitude')
- Sustainable use of sports in sports
- Bottle deposit return system

Printed materials:

- Reduce paper usage

Clothing:


- High-quality, durable and ethically-produced clothing

Water bottles for volunteers:

- The supplier of bottle is ISO certified in quality and environment

Securing revenue sources:

- Local economic support



**13 CLIMATE ACTION**

Travel to the event:


- Promotion of low-emission transportation

Transport:

- Facilitating low-emission transportation

Energy consumption:

- Reduce energy consumption in training and competition venues



**17 PARTNERSHIPS FOR THE GOALS**

Involve all stakeholders:

- Collaboration in and around the championship
- Collaboration with the municipality and authorities

Reducing food waste:

- Collaboration to reduce food waste and utilise surplus food

Athletes as ambassadors for sustainability:

- Engage athletes

Support from authorities & local banks:

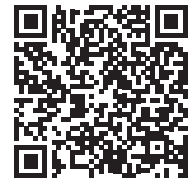
- Support for the local economy

## Heroes of tomorrow

The championship has its own slogan – “Heroes of Tomorrow”. This slogan is at the heart of the championship, emphasizing our reliance on volunteers, spectators, and athletes for a successful event. Our mascot HERO will help us promote community spirit, the joy of sports, and a sustainable championship.



Please watch our video that promotes the slogan:



**Inspiration Tour**  
An inspiration tour, a series of pop-up athletics events in and around Bergen, will be conducted outside popular meeting spots and shopping centers to host athletics activities for children. Our aim is to inspire and engage children to athletics, while also spreading information about the U23 European Athletics Championships. The goal is to generate excitement for our Championship and for athletics, while helping children experience both achievement and enjoyment, as well as informing them about their local athletics clubs and the opportunities available to them.