



UEFA
UNDER-19
CHAMPIONSHIP
WALES 2026



ESG Strategy



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Strategic Context



STRATEGIC CONTEXT FOR U19 2026



- Environmental, social and governance (ESG) standards and mechanisms are increasingly applied to link the sustainability, operational and financing strategies of European football, and accelerate the sustainability ambitions of the football industry.
- In accordance with its strategic framework, UEFA aims to organise this event in line with ESG best practices.
- ESG in the context of UEFA events refers in particular to :
 - Environmental – Do its part in climate action, applying circular economy principles and efficiently using infrastructure
 - Social – Respect human rights and defend the right to participate without discrimination and in a healthy and safe environment
 - Governance – Reflect principles of good governance and brings economic benefits to the host country
- The UEFA Under-19 Championship 2026 will be another example of UEFA testing new solutions to increase the levels of sustainability achieved in its events.

VISION AND MISSION

VISION

- Deliver a sustainable UEFA Under-19 Championship 2026 in line with UEFA's ambition to leave a legacy of sustainability practices for the host association.

MISSION

- Integrate ESG sustainability principles in the *modus operandi* of UEFA event operations.
- Implement event sustainability best practices in partnership with the local organiser structure.
- Raise public awareness of the various activities with each specific stakeholder.

OBJECTIVE

- Use the event to test sustainable solutions in a context of a higher level of control of the stadium / Deploy sustainability activities in line with the dimension and specificities of a youth tournament.
- The event should be organised with the goal to achieve level 1 of the UEFA Event Sustainability Performance Evaluation System.



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Event Information



STADIUMS



**THE
RACECOURSE
GROUND
(Wrexham)**

Capacity: 9,000



**CENTRAL
PARK
(Denbigh)**

Capacity: 1,000



**THE OVAL
(Caernarfon)**

Capacity: 3,000



**NANTPORTH
STADIUM
(Bangor)**

Capacity: 1,000

TRAINING VENUES



**COLLIERS
PARK
(Wrexham)**



**BRICKFIELD
RANGERS
(Wrexham)**



**BUCKLEY
TOWN
(Flintshire)**



**RUTHIN
TOWN
(Denbigh)**

TRAINING VENUES



**COLWYN
BAY
(Conwy)**



**PENMAENMAW
R
PHOENIX
(Conwy)**



**HOLYHEAD
HOTSPUR
(Anglesey)**



**RHYL
(Denbigh)**



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ESG Strategy



REFRESHED APPROACH STRUCTURED AROUND 3 PILLARS



Environmental, social and governance (ESG) standards and mechanisms are increasingly applied to link the sustainability, operational and financing strategies of European football, and accelerate the sustainability ambitions of the football industry.

To ensure the UEFA events deliver long-term value by leveraging opportunities and mitigating risks in the area of sustainability, the Social and Environmental Sustainability Division (SES) proposes to apply the 3 ESG pillars for this tournament, with relevant event topics and targets grouped under each Pillar, to be addressed holistically and systematically.

ENVIRONMENT

SOCIAL

GOVERNANCE

ESG PILLARS & AREAS OF ACTION

All ESG strategy pillars and areas of action contribute to the UN sustainable development goals

ENVIRONMENT

CLIMATE ACTION

SUSTAINABLE INFRASTRUCTURE

CIRCULAR ECONOMY

SOCIAL

RIGHTS PROTECTION

SOLIDARITY

DIVERSITY & INCLUSION

HEALTH & WELL-BEING

GOVERNANCE

GOOD GOVERNANCE

COMMUNICATION

EDUCATION

REPORTING



TOPICS FOR EACH AREA OF ACTION

ENVIRONMENT

CLIMATE ACTION

- Smart Mobility
- Carbon Management
- Bio-diversity & Nature

SUSTAINABLE INFRASTRUCTURE

- Energy
- Water

CIRCULAR ECONOMY

- Waste Management

SOCIAL

RIGHTS PROTECTION

- Anti-discrimination
- Children and Youth
- Reporting and Remedy Mechanisms

SOLIDARITY

- Charity and Philanthropy

DIVERSITY & INCLUSION

- Accessibility
- Workforce Equality

HEALTH & WELL-BEING

- Non-smoking policy
- Healthy Food and Beverages

GOVERNANCE

GOOD GOVERNANCE

- Accountability
- Transparency

COMMUNICATION

- Campaigns

EDUCATION

- Training

REPORTING

- Event Impact



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Environment



ENVIRONMENT – TOPICS AND TARGETS

CLIMATE ACTION

Smart Mobility

- Reduce organiser carbon impact
- Reduce spectators' carbon impact

Carbon Management

- Measure carbon footprint

Advocacy

- Invest in a climate fund
- Awareness raising and advocacy of climate and environmental protection.

Bio-diversity & Nature

- Create a positive biodiversity and nature legacy by enhancing natural environments at host stadiums and training venues.

SUSTAINABLE INFRASTRUCTURE

Energy

- Reduce electricity consumption

Water

- Reduce water consumption

CIRCULAR ECONOMY

4R Principle

- Prevent waste generation (Reduce)
- Maximise life-cycle of products (Reuse)

Waste Management

- Optimise waste

ENVIRONMENT



Climate Action

Topic	Target	Owner	Actions	KPIs
Smart Mobility	Reduce organiser carbon impact	- PMGT	<ul style="list-style-type: none"> - Majority of workforce is hired locally. - Staff travel policy promotes smart mobility solutions (train, public transport, bikes, etc.) for business trips. 	<ul style="list-style-type: none"> - % local staff - (y/n) activity implemented
	Reduce spectators' carbon impact	- LOS	<ul style="list-style-type: none"> - Promotion of low carbon emissions transport (Carpooling, train, public transport, bikes, walking etc.). - Carpooling initiative 	<ul style="list-style-type: none"> - (y/n) activity implemented
Carbon Management	Measure carbon footprint	- SES	<ul style="list-style-type: none"> - Direct carbon emissions are measured - Carbon emissions calculation on ticketing app 	<ul style="list-style-type: none"> - tCO2eq emissions
Advocacy	<ul style="list-style-type: none"> - Invest in a climate fund Awareness raising and advocacy of climate and environmental protection.	- SES	<ul style="list-style-type: none"> - Creation of fund for mitigation projects - Address environmental aspects in media activities. 	<ul style="list-style-type: none"> - (y/n) activity implemented
Bio-diversity & Nature (Legacy)	Create a positive biodiversity and nature legacy by enhancing natural environments at host stadiums and training venues, while engaging and educating young people in local clubs and schools to support long term awareness, stewardship and action for nature.	- LOS	<ul style="list-style-type: none"> - Identify opportunities at host stadiums and training venues to protect, enhance or introduce biodiversity and nature-based features, appropriate to each site. - Work with venue operators, local authorities and environmental partners to explore nature positive interventions that can deliver long term benefit. - Engage young people from grassroots clubs, academies and local schools in learning about biodiversity, nature and environmental responsibility. 	<ul style="list-style-type: none"> - (y/n) activity implemented

ENVIRONMENT



Sustainable Infrastructure

Topic	Target	Owner	Actions	KPIs
Energy	Reduce electricity consumption	- VMGT	- Measure electricity consumption	- kWh energy consumed
Water	Reduce water consumption	- VMGT	- Measure water consumption	- l water consumed

Circular Economy

Topic	Target	Owner	Actions	KPIs
4R Principle	Prevent waste generation (Reduce)	- PMGT	- Water fountains for staff	- (y/n) activity implemented
			- Branded items donation plan	- (y/n) activity implemented
	Maximise life cycle of products (Reuse)	- LOS	- Food donation programme	- (y/n) activity implemented
			- Second life of branded items	- (y/n) activity implemented
Waste Management	Optimise waste	- VMGT	- Measure waste production	- t waste produced
		- SES	- Utilise recycling points at the stadium.	- % waste recycled
		- LOS	- Cleaning initiatives	- (y/n) activity implemented



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Social



SOCIAL – TOPICS AND TARGETS



RIGHTS PROTECTION

Anti-discrimination

- Prevent and address discrimination in the stadium

Children and Youth

- Apply Child and Youth protection policy

Reporting and Remedy Mechanisms

- Provide reporting and remedy structures for workforce, volunteers and spectators

DIVERSITY & INCLUSION

Accessibility

- Ensure stadium accessibility

Workforce equality

- Engage workforce in values of inclusion and respect

HEALTH & WELLBEING

Non-smoking policy

- Implement a tobacco-free policy

Healthy Food & Beverage

- Ensure healthy food and beverages options

Promotion of Exercise

- Advocating for physical activity and exercise

SOLIDARITY

Charity and Philanthropy

- Activate stakeholders

SOCIAL



Rights Protection

Topic	Target	Owner	Actions	KPIs
Anti-Discrimination	Prevent and address discrimination in the stadium	- SES	- The 3-step Respect management system is adopted	- # incidents
			- Online abuse instances during matches are monitored, reported and remedied	- # incidents
		- LOS	- A Human Rights declaration is endorsed	- (y/n) activity implemented
Children and Youth	Apply child and youth protection policy	- SES	- A Child and Youth protection policy is deployed	- (y/n) activity implemented
Reporting and remedy mechanisms	Provide reporting and remedy structures for workforce, volunteers and spectators	- SES	- A reporting and grievance mechanism is available	- # incidents

SOCIAL

Diversity and Inclusion



Topic	Target	Owner	Actions	KPIs
Accessibility	Ensure stadium accessibility	- VMGT	- Stadium accessibility standards are implemented	- % to EU standard
			- Wheelchair user spaces	- # wheelchair user spaces sold
			- Easy access seats	- # easy access seats sold
			- Accessible parking	- # parking
			- Accessible toilets	- (y/n) 1 toilet per 15 seats
			- Provide audio-descriptive Commentary.	- # of games audio-descriptive commentary provided.
			- Provide accessible content guidelines to ensure match information content is accessible for everyone and includes access information for disabled fans.	- Stadium accessibility information is provided as part of the match information guide.
			- Provide a sensory room for neurodivergent individuals.	- # of games providing Sensory room experience implemented.

SOCIAL



Diversity and Inclusion

Topic	Target	Owner	Actions	KPIs
Workforce equality	Engage workforce in values of inclusion and respect	- SES	<ul style="list-style-type: none">- Inclusive language guidelines for workforce are distributed.- Promote diversity and inclusion during workforce recruitment.	- (y/n) action implemented

SOCIAL



Health and Well-being

Topic	Target	Owner	Actions	KPIs
Non-smoking policy	Tobacco-Free Policy	- SES	- A non-smoking policy is implemented in the stadium.	- (y/n) action implemented
Healthy Food & Beverage	Ensure healthy food and beverages options	- SES	- UEFA Healthy and Sustainable Catering guidelines are distributed to LOS	- (y/n) action implemented
		- LOS	- No alcohol served in the stadium	- (y/n) action implemented
Promotion of Exercise	Advocating for physical activity and exercise	- LOS	- Bicycle parking at stadium	- # bicycle parking spots
		- LOS	- Walking routes to stadium - Encourage spectators to use active travel solutions to the match.	- (y/n) action implemented

Solidarity

Topic	Target	Owner	Actions	KPIs
Charity and Philanthropy	Activate stakeholders	- LOS	- Tickets at affordable prices are available - Provide reduced or complimentary tickets for under-represented groups (i.e. refugees, ethnically diverse communities).	- (y/n) activity implemented



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Governance



GOVERNANCE – TOPICS AND TARGETS



GOOD GOVERNANCE

Accountability

- Ensure internal governance and compliance rules are implemented

Transparency

- Establish transparent management processes
- Ensure involvement of all event stakeholders

Procurement

- Adopt a sustainable procurement process

COMMUNICATION

Campaigns

- Roll-out sustainability focused campaign

EDUCATION

Training

- Train workforce and volunteers on event sustainability policies and practices

REPORTING

Event Impact

- Publish an ESG post-event report

GOVERNANCE



Good Governance

Topic	Target	Owner	Actions	KPIs
Accountability	Ensure internal governance and compliance rules are implemented	- SES	- An LOS Sustainability point of contact is appointed	- Activity implemented (y/n)
	Establish transparent management processes	- SES	- An event ESG strategy is available	- Activity implemented (y/n)
Transparency			- Sustainability criteria are included in bid requirements	- Activity implemented (y/n)
	Ensure involvement of all event stakeholders	- SES	- A stakeholder consultation is conducted	- Activity implemented (y/n)
			- The event has a dedicated sustainability budget	- Activity implemented (y/n)
Procurement	Adopt a sustainable procurement process	- PMGT	- Prioritisation of local suppliers	- % budget spent locally

Communication

Topic	Target	Owner	Actions	KPIs
Campaigns	Roll-out sustainability focused campaign	- Comms	- Sustainability messages are deployed	- # Campaign reach
		- SES	- Recycling bins next to player benches	- Activity implemented (y/n)

GOVERNANCE



Education

Topic	Target	Owner	Actions	KPIs
Training	Train workforce and volunteers on event sustainability policies and practices	- SES	- Workforce is educated on sustainability topics	- Activity implemented (y/n)

Reporting

Topic	Target	Owner	Actions	KPIs
Event impact	Publish an ESG post-event report	- SES	- Sustainability data is collected and reported - ESG performance report is produced	- Activity implemented (y/n) - Activity implemented (y/n)



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Timeline



TIMELINE



August 2025

- ESG strategy v1
- Engage with Operations

January 2026

- Confirmation of third party activities
- Finalise action plan
- Budget allocation
- ESG strategy (final)

September 2025

- Engage with LOS

Up to Jun 2026

- Roll out of Action Plan





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