

Expect emotions



UEFA
EURO2008
Austria-Switzerland

inside 05

August 2007





Around 5,000 volunteers will help to make UEFA EURO 2008™ a great success. They are often the first people that the thousands of local and foreign supporters will come into contact with. Their know-how and enthusiasm are the visiting card for our event. Representing the human side of the Euro 2008 SA organisation, they will embody Swiss and Austrian hospitality. Without the commitment of volunteers, an event of such magnitude would never take place. I would like to thank everyone who will be contributing to the success of UEFA EURO 2008™.

Michel Platini
 UEFA President



impressum

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Michel Platini paid tribute to the 5,000 volunteers to be recruited for the Final Tournament when the Volunteer Programme for UEFA EURO 2008™ was launched in Linz.

Image: Euro 2008 SA / Martin Parzer / Keystone



Following the Volunteer Kick-off in Zurich, (from left to right) Christian Mutschler (Swiss Tournament Director), Martin Kallen (COO), Stéphane Chapuisat (EURO 2008 Ambassador) and Ralph Zloczower (Member of the board of administration of Euro 2008 SA) found time to enjoy a game of table-football.

Image: Euro 2008 SA / Alexandra Wey / Keystone

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The traditional 'little white ball' may not be the best option for a round of golf on the Jungfrauoch but Austrian national team coach Josef Hickersberger tees the ball up for Andreas Herzog to try a shot or two after the "Glacier Game" which marked "One Year to Go..."



Image: Andy Mettler / Swiss-Image

Editorial

The "Countdown Clocks" are running – and the nice thing is that they are running literally and figuratively. Literally, they are running in the eight host cities, reminding residents and visitors that UEFA EURO 2008™ is days and months away, rather than years. Figuratively, the countdown clocks are ticking away in the minds of all the people who are working on the event – which gives me a good feeling, because it can only be positive to see that, even with several months of 2007 still on the calendar, 2008 is already here, right in the present-day work and expectations of so many people. It's even visible when you see the UEFA EURO 2008™ stores springing up, with products on display in shop windows and advertising hoardings or facades in the streets.

It was at the beginning of June that we could stop counting time in years and start thinking of days and months. To commemorate it, we organised a One Year To Go event at the Jungfrauoch, which turned out to be really fantastic. A great show with something of everything. Including a match played at record altitude. It showed that a lot of people wanted to feel part of the event and really enjoyed doing so. But, at the same time, a lot of hard work was going on – which is as it should be, because we are all aware that the spectacle that the public will see depends on a lot of hard work being efficiently done behind the scenes.

Within the space of a few days, a Broadcaster Workshop was held in Vienna and a Sponsor Workshop in

Salzburg. They were both very important, as it was a question of cementing partnerships which will allow us to progress as quickly, as smoothly and as productively as possible.

In the first phases of preparation, a lot of the efforts can be described as 'headquarters work'. But as the countdown clocks tick on, the event moves closer and closer to the venues. I'm sure that the citizens of the eight cities will have noticed that. There have been important and fruitful discussions with the authorities; the people of Berne gave a very positive thumbs-up to the financial aspects which affect the city; host city presentations have been made; the public viewing arrangements are moving ahead really fast now that the general parameters have been agreed; and, of course, the state of readiness in the stadiums is entering the completion phase. What's more, visitors are already beginning to appear in the host cities – not least representatives of the teams who are edging closer and closer to a place in the draw which will be held in Lucerne on 2 December.

With only months to go, we are on course to fulfil our main objective: to make this event the best European Football Championship ever. The machinery is running. Now we need to shift it into top gear.

Martin Kallen
Chief Operating Officer
Euro 2008 SA

Countdown clocks

Waiting for zero hour

You can find them in Vienna's Rathausplatz, the Centralbahnplatz in Basle and Rue du Mont Blanc in Geneva ... in fact, UEFA EURO 2008™ countdown clocks are ticking in all eight host cities, as well as Wals-Siezenheim and Liestal in the canton of Basle-Country. Standing 5.5 m tall, the digital clocks each bear the relevant host city logo and are counting down the months, weeks, days, hours and minutes until the opening match in Basle. At exactly 6 pm on 7 June 2008, all ten clocks will display zero – kick-off time for the European Championship final round.

These unusual clocks were produced at the Thun-Gwatt clock factory in the Bernese Oberland. Made from aluminium and concrete (for the base), they weigh between four and six tonnes and are 5.5 m high. The number of clocks produced was deliberately kept small. "This clock should get people in the mood for the European Championship and raise the level of anticipation", agreed Austrian FA president Friedrich Stickler, Swiss FA president Ralph M. Zloczower, and Martin Kallen, Chief Operating Officer of Euro 2008 SA.

Locations of the 10 countdown clocks

- Vienna:** Rathausplatz
- Klagenfurt:** Am Alten Platz
- Salzburg:** Bahnhofplatz and Wals-Siezenheim, main stadium entrance
- Innsbruck:** Corner of Universitätsstrasse and Rennweg
- Zurich:** Hall of the main railway station
- Basle:** Centralbahnplatz and Liestal, Bahnhofplatz
- Berne:** Kornhausplatz
- Geneva:** Rue du Mont Blanc

Last but definitely not least. Due to a public referendum, the Countdown Clock in Berne was the last to be unveiled – which didn't stop Ralph Zloczower, mayor Alexander Tschäppät and executive council member Andreas Rickenbacher from having a good laugh when told to make sure they were pulling in the same direction...



Countdown clocks



The Deputy Mayor of Vienna, Grete Laska teamed up with Friedrich Stickler, president of the Austrian FA and chairman of the Euro 2008 SA board, to unveil the clock in the Rathausplatz.

Image: Wien / Euro 2008 SA

"Every day, the pressure increases, but so does the anticipation."

Christian Schmölzer, Austrian Tournament Director



The Countdown Clock was set in motion by Wolfgang Weiss, the Host City Coordinator in Salzburg and, on the right, Herbert Hübel, president of the Salzburg football federation and a member of the Euro 2008 SA board.

Image: Salzburg / Euro 2008 SA



Before a 'backing group' of pretty faces in the Alten Platz, Christian Schmölzer was on the ball alongside the mayor of Klagenfurt, Harald Scheucher.

Image: Klagenfurt / Euro 2008 SA

"From now on, all the cities can look forward to the European Championship in step with each other."

Austrian FA President Friedrich Stickler



The Tournament Director in Austria, Christian Schmölzer (left) was helped by vice-mayor Christoph Platzgummer, vice-president of the Tirolean football federation Sepp Geisler and the head of the steering group for Fan Parks, Michael Bielowski, when the Countdown Clock was unveiled on the corner of Universitätstrasse and Rennweg in Innsbruck.

Image: Innsbruck / Euro 2008 SA



Along with Christian Mütschler, Tournament Director in Switzerland, the mayor of Zürich, Elmar Ledergerber, reveals that he can take a good one-handed throw-in (and that he wears his watch 'upside down') when the Countdown Clock was set in motion at the city's main railway station.

Image: Zürich / Euro 2008 SA



Even though Trix and Flix suggest it was 20.08, it was 10.00 on 7 June when Hanspeter Weisshaupt, delegate of both Basle cantons, and Ralph Zloczower set the Countdown Clock running.

Image: Basel / Euro 2008 SA

"Every day, more than 300,000 people stroll through the hall of the main railway station. It is the most crowded part of our city. I cannot imagine a better location for this clock."

Elmar Ledergerber, Mayor of Zurich



Six hands on the clock! Right in front of the Zytglogge, Berne's most renowned timepiece, Ralph Zloczower, Alexander Tschäppät and Andreas Rickenbacher complete the unveiling with 352 days, 6 hours and 35 minutes on the clock.

Image: Bern / Euro 2008 SA



State councillor Mark Muller unveiled the Countdown Clock in Geneva, while the figure on the left next to Euro 2008 SA's COO Martin Kallen insists that a whole year offers loads of opportunities for some good fast food...

Image: Genève / Euro 2008 SA

"Over the coming months, this clock will constantly remind us as we walk past how quickly the time is passing."

Swiss FA President Ralph M. Zloczower



Ambassador Hansi Müller

The city of Innsbruck has appointed none other than Hansi Müller, 42-times German international, as its EURO 2008 ambassador. The 1980 European champion and 1982 World Cup runner-up spent the last five years of his playing career with Wacker Innsbruck, where he won two championship titles. "I am really delighted to be back in Innsbruck", said Müller. "It is something of a surprise that they asked me after being away for so long. But I still have lots of friends here and my son Leif was born here." The ambassador's role is nothing new for the 50-year old, as he acted in the same capacity in his home city of Stuttgart for the 2006 World Cup.



Illegal Ticket Sweepstakes Prohibited

UEFA has received the backing of the Zurich Court of Commerce. A Swiss listed company had wanted to give away UEFA EURO 2008™ match tickets as competition prizes. The hearing took place on 8 May. The company admitted it was wrong and agreed to cease the advertising campaign immediately. Gianni Infantino, UEFA's legal affairs director, said, "UEFA does not exclude further court proceedings against any companies or advertising campaigns that illegally associate themselves with the name, image or marks of UEFA EURO 2008™".



Adjustable press boxes increase spectator capacity

In the two biggest UEFA EURO 2008™ stadiums, adjustable press boxes will make extra seats available for spectators, providing room for an additional 3,800 supporters in Vienna and Basle. Since the media contingents will be smaller for the group matches and fewer press seats will be needed, part of the press boxes will be constructed after the group stage. Per match, this amounts to about 650 seats at the Ernst Happel stadium and about 600 at the St.-Jakob-Park. In this way, a grand total of 1.05 million tickets can be made available.



Don't fancy licking that one! The giant stamp is officially launched in Vienna's Rathausplatz by, from left to right, Flix, Austrian Post's COO of Marketing & Sales, Herbert Götz, Andreas Herzog, Friedrich Stickler and the Deputy Mayor of Vienna, Grete Laska.

Images: Christian Houdek / Post AG

First UEFA EURO 2008™ stamps unveiled in Vienna

Mascots Trix and Flix are featured on new Austrian postage stamps unveiled in Vienna by Grete Laska, deputy mayor and the local council's head of sport; Herbert Götz, chief operating officer, marketing and sales, of Austrian Post; Martin Kallen, chief operating officer of Euro 2008 SA; and Austria's most-capped player, Andreas Herzog. 700,000 copies of the stamps have been printed, although this will not be the only UEFA EURO 2008™ stamp. Österreichische Post AG, national supporter of UEFA EURO 2008™, is planning further stamps depicting the stadiums, the European Championship trophy and the host city emblems.



A close-up of the spectacular commemorative sheet which is bound to be a big hit with collectors. It contains four different valued stamps featuring Trix and Flix.

Knowledgeable, helpful and friendly

Volunteers are important
ambassadors for a successful
and friendly UEFA EURO 2008™



Who needs goal-line technology when there are so many key 'volunteers' on the spot? Standing, from left to right, are Susana Redondo, Adrian Feller, Trix, Alexandra Fries, Christian Hofstetter, Flix, Simone Weber and Liselotte Kallen with, on her knees already, Martina Neyer, 'personal trainer' to Trix and Flix.

Image: Keystone





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Expect emotions

The strong squad handling the Volunteer Programme are, in the back row from left to right, Adrian Feller (Coordinator, Switzerland), Jolanda Kurmann (Basle), Markus Wieser (Salzburg), Constantin Wieland (Coordinator, Austria), Stephanie Harder (Innsbruck), Othmar Hug (Zürich), Judit Leyener (Berne) and Christian Hofstetter (Volunteer Manager). The five in the front are Simon Rehsche (Training Coordinator), Katrin Luft (Vienna), Claudia Kogler (Klagenfurt), Alexandra Fries (Management Assistant) and Nicolas Fasel (Geneva).





process attaches great importance to the need to select the most suitable applicants for the individual areas of work.

In many different ways, UEFA EURO 2008™ will offer volunteers a once-in-a-lifetime opportunity to experience unique emotions. "They will gather positive experiences, make new friends and after the tournament they will be able to say with pride that they were part of the biggest sports event ever held in Austria and Switzerland", said Christian Mutschler.

Whether it is the Olympic Games, World Cup or European Championship, major sports events would be impossible without the tremendous commitment of volunteers. UEFA EURO 2008™ will also be relying on the support of 5,000 volunteers, who will be working in 14 different sectors.

Recruitment of the 5,000 UEFA EURO 2008™ volunteers began at the end of July 2007. Both main host cities, Vienna and Basle, will require 1,000 volunteers, while 500 will be working in each of the other six cities. During the event phase, they will be supporting the 300 or so full-time employees of Euro 2008 SA.

"The volunteers are important ambassadors for UEFA EURO 2008™. With their knowledge, enthusiasm, willingness to help and friendliness, they will create the impression that UEFA EURO 2008™ visitors from home and abroad will take home with them", stressed Christian Mutschler, Swiss tournament director and Euro 2008 SA's volunteer programme manager for both host countries. This is why the recruitment

The chance to witness such an event at close quarters, to see what goes on behind the scenes and to make exciting new acquaintances will make working as a volunteer a valuable experience – not to mention the full adidas outfit, professional volunteer training and much more besides. As a token of thanks, every volunteer will also receive an official UEFA EURO 2008™ certificate confirming their involvement at the end of the tournament.

"By helping out, the 5,000 volunteers will offer credible proof of the support for UEFA EURO 2008™ that exists within the societies of both host countries. They will also show that a major sports event would not be possible without the support of voluntary helpers", added Christian Schmölder, Austrian tournament director. "In addition, the volunteers will be able to provide background information and a link with the host countries. To a certain extent, the voluntary helpers are the very heart of a major event. And that's not all: they are the face of UEFA EURO 2008™ – and I am sure it will be a friendly, joyful and likeable face".



The recruitment of the 5,000 volunteers who will be required by Euro 2008 SA before and during the final round began on 27 July 2007. Applications can only be made via the official website www.euro2008.com during two application phases. The first phase runs until mid-November, with the second between 5 December and the end of February 2008. The second phase will also be used to find volunteers with specific knowledge of the languages of the participating countries.

Anyone wishing to apply must meet a few basic requirements. Volunteers must be at least 18 years old on 1 June 2008 and be able to speak English and German or French (for Geneva). "Personality is an important factor for us, which is why recruitment will depend not only on professional qualifications, but also on motivation, reliability, team spirit and a high level of identification with UEFA EURO 2008™", explained volunteer manager Christian Hofstetter, who added that although experience of voluntary work is not a requirement, it is certainly an advantage.

"Anyone who is shortlisted will be invited for interview", continued Christian Hofstetter. The final selections will be made by April 2008. Volunteers who are required for the final round draw in Lucerne on 2 December will be selected in November 2007.

Before they start work, volunteers will be prepared for their specific tasks as part of a special training programme. Volunteer training is compulsory and will be held in the host cities from the end of April 2008. It comprises two main sections: firstly, general information about the tournament and the role of volunteers, and secondly, job-specific training.

After they are trained, the volunteers will be very well-prepared for their duties. Around one-third of them will be needed a few weeks before the start of the tournament. They will therefore be working for varying lengths of time, especially as matches will be played over a longer period in some host cities than in others.

In order that the volunteer management team can effectively coordinate the deployment of volunteers during the tournament phase, so-called Volunteer Centres will be set up in each host city. These centres will host training courses and clothing distribution for volunteers before the tournament. They will be the base for volunteers, where they can eat and drink, prepare for their duties, enjoy different activities together or simply rest after a busy shift.

"The volunteer programme is a unique chance to be part of the world's third largest sports event. We hope that as many Austrian and Swiss citizens as possible will take this opportunity", said Christian Mutschler, who is looking ahead confidently to the tournament.

The 14 volunteer sectors

Accommodation

The main task in the accommodation sector is to offer all groups of guests a sufficient quantity of suitable, fairly priced accommodation.

Accreditation

The accreditation department will ensure that all officials, teams, media representatives, service providers, sponsors/partners and local staff are supplied with a personal identity pass, providing them with access to the relevant restricted areas.

Guest Service

Volunteers in this sector will provide a contact point for all visitors and fans inside and around the stadium. To a certain extent, they are the Euro 2008 SA welcome committee for all ticket holders.

Hospitality

The hospitality sector is responsible for welcoming, feeding and entertaining the 120,000 or more VIPs and sponsors' guests.



IT/Telecommunication

Every day, thousands of journalists will be reporting on UEFA EURO 2008™ via TV, radio, e-mail, telephone and fax. The IT/telecommunications department will support the creation and maintenance of a stable IT and telecommunications network capable of transmitting these huge quantities of data.



"The volunteers are important ambassadors for UEFA EURO 2008™. With their knowledge, enthusiasm, willingness to help and friendliness, they will create the impression that UEFA EURO 2008™ visitors from home and abroad will take home with them."



Logistics

In the logistics sector, the transport, delivery, storage and distribution of all materials and the related logistical processes will be planned, implemented and controlled.

Marketing

The volunteers in the marketing sector will help to implement and protect the advertising rights of all official partners of UEFA EURO 2008™.

Media

Volunteers in this sector will be points of contact for media representatives from all countries in the various media centres. They will distribute the latest information, escort people to the individual media areas (press boxes, press conferences, TV studios, etc.) and issue technical instructions.

Operations

This sector is responsible for all activities directly linked to the matches themselves. This includes, for example, the coordination of the team base camps, the proper organisation of the matches, the preparation of pitches at the training grounds and stadiums, the provision of medical care for teams, officials and spectators, and much more besides.

Protocol

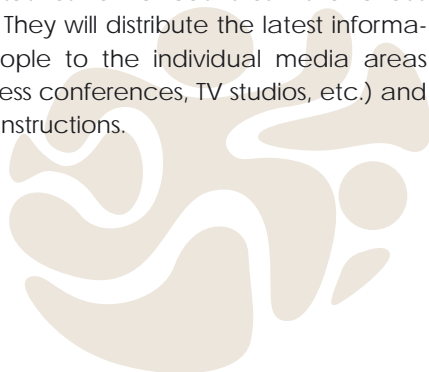
Protocol plays an important role for UEFA and the tournament. Smooth operations and compliance with rules of etiquette are included in these tasks. Volunteers in the protocol sector will support activities linked to protocol and ceremonies.

Ticketing

This sector will deal with all matters related to tickets.

Transport

This sector will coordinate and implement transport for the 16 participating teams, officials, referees, the whole UEFA family, media representatives and special guests/sponsors and partners.





Volunteer Management

Volunteer Management is responsible for the smooth running of all processes within the volunteer programme (recruitment, training, deployment planning, volunteer culture).

Welcome Service

This department will look after special UEFA guests (VIPs, Executive Committee members, sponsors/partners, etc.) at airports, hotels and during special events connected to UEFA EURO 2008™.

“The volunteer programme is a unique chance to be part of the world’s third largest sports event.”





It's red. It's white. It's St. Peter am Hart's dynamite! The body language transmits positive messages about UEFA EURO 2008™.

Image: Euro 2008 SA

St. Peter am Hart

St. Peter am Hart is a village with around 2,500 inhabitants, located near Branau in Upper Austria. Its football team plays in the lowest tier of Austrian football, the second south-west division, which is actually the eighth level overall. Including its youth section, the club has a total of eight teams.



Heads you win – and tails you win. The team goes flat out to support next year's event.

Image: Euro 2008 SA

Which is the best club in the country?

The Austrian Football Association is looking for a "Super Club" in the run-up to UEFA EURO 2008™. All 2,111 affiliated clubs are eligible. The idea is to collect as many points as possible, for example by organising public initiatives connected to the European Championship, registering new young players, attending international matches, organising EURO 2008-related events and fair play or anti-racism campaigns. The competition will run until 17 February 2008, with a match against the Austrian national team as the top prize. Alfred Ludwig, ÖFB General Secretary, commented: "The aim of this project is to generate enthusiasm for EURO 2008 amongst all football fans and clubs, from the Bundesliga clubs down to the smallest clubs." The response so far has been good, with points already awarded to more than 400 clubs. For more information, e-mail presse-euro@oefb.at.

The first team held a week-long training camp in Jesolo and used an excursion to Venice to organise a UEFA EURO 2008™ body-painting event. Projects such as this are worth points in the ÖFB's "Super Club" competition, the main prize for which is a match against the Austrian national team. For a small club like St. Peter am Hart, this is a once-in-a-lifetime opportunity.



Berne says YES to EURO 2008

The people of Berne have declared their support for the European Football Championship. A referendum approved the spending of CHF 5.6 million (EUR 3.5 million) of public money on staging UEFA EURO 2008™, with 52.38% of voters in favour. The turnout at the polling booths in the Swiss capital was 42%. The "yes" votes came out on top in five of the six districts of the city, including the northern district, where the Stade de Suisse is located. A total of 17,122 people voted in favour, with 15,563 against.



From Aarau to Zug

The 17 Swiss cities which will be equipped with a UBS public viewing arena during UEFA EURO 2008™ have been selected. The so-called "fifth Swiss stadium" will be erected in Aarau, Biel, Buchs, Chur, Glarus, Kreuzlingen, Lausanne, La Chaux-de-Fonds, Locarno, Lugano, Nyon, Sion, St. Gallen, Solothurn, Thun, Winterthur and Zug. With a covered stand, standing areas and a giant LED screen, the UBS arenas will provide the ideal venue for a fantastic football party for everyone to enjoy.

Take Your Partners – to Salzburg

Take 120 guests to the magical setting of Salzburg; invite Gérard Houllier to be guest speaker; throw in a historic salt mine and a famous castle for good measure; and you have the ingredients for a highly successful and enjoyable Partner Workshop – the second to be staged by UEFA Marketing & Media Management hand-in-hand with Euro 2008 SA.

After the first workshop at UEFA's headquarters in Nyon, the idea was for one of the host cities to show what they have to offer. And that was a challenge accepted with relish by the mayor of Salzburg, Dr. Heinz Schaden, and his team of hosts. The guest list featured, figuratively speaking, all the colours of the UEFA EURO 2008™ rainbow. The six Eurotop partners were there, of course, along with the four main event sponsors, as well as representatives from the 'national supporters'. The remainder of the supporting cast hailed from the other host cities, UEFA



The so-called trick fountains at the Schloß Hellbrunn castle added to the magic and majesty of the setting. Rumours that they have been re-named the Trix and Flix fountains are completely untrue.

Image: UEFA



Gérard Houllier, who kicked-off the workshop with a talk about the key ingredients of a winning team, poses with Martin Kallen and Philippe Margraff – who looks very pleased to get his hands on the new UEFA EURO 2008™ trophy.

Image: UEFA

itself, the Swiss broadcast partner SRG and agencies closely involved in the event, such as Do&Co, Warner Bros and The Works.





“Delivering the high standards which everyone is aiming for is something which requires good teamwork and a great deal of advance planning.”



No fewer than 120 guests took good note of the proceedings in the main presentation room in Salzburg.

Image: UEFA

Such a varied squad made the opening presentation by Gérard Houllier especially relevant. He offered his views on the key ingredients of building a team and leading it to success, drawing parallels between the coaching of a football team and the implementation of a wide-ranging marketing programme in which the key players are major companies. The aspects he underlined while drawing those parallels were team spirit, a work ethic, goals and objectives, respect, communication, pride and enjoyment. When pressed to single out one key element, he immediately responded “attitude”.

One of the other items high on Gérard Houllier’s personal agenda is attention to detail – and that was the theme of the other presentations. The hospitality programme was reviewed by going into the finer details of the partner villages at each venue; the decoration elements; catering concepts; and the objective of keeping football right at the very core of each guest’s experience. Delivering the high standards which everyone is aiming for is something which requires good teamwork and a great deal of advance planning.

Philippe Margraff, COO of UEFA Marketing & Media Management, opened the second day with a review of progress so far and underlined that completing the marketing programme earlier than ever before opens even larger windows for the partners to be active and interactive. Martin Kallen then outlined the ‘sustainable development concept’ which features so many elements that the partners will



Passports, please! The 15km of galleries in the famous salt mine feature a frontier point between Austria and Germany.

Image: UEFA



The Schloss Hellbrunn castle provided a stunning backdrop for the multitudinous team photo, with all the workshop participants somehow crowded around the new UEFA EURO 2008™ trophy.

Image: UEFA

be happy to be associated with: environmentally-friendly energy supplies; recycling and waste-management and user-friendly transportation arrangements. There was also a detailed review of all the plans for Fan Parks and event promotion, with the objective of interchanging experience gathered at previous events and using those as foundations for best-possible activity opportunities for the supporters in all eight host cities.

But the lecture room is not always the best place for interchanging views and experience. A lot of networking and team-building took place during a visit to the 450-year-old salt mine that gave Salzburg its name. Guests were taken by train or on foot through some of the 15km of underground galleries; crossed the subterranean frontier between Austria and Germany; had a boat tour of the underground lake where the water has a 27% saline content; and even had the chance to plunge down the slides which were originally installed to allow the mine-workers to zoom down to workplaces 180m below the surface. The first evening ended with a typical Austrian dinner (featuring Wienerschnitzel and Kaiserschmarrn) in Europe's oldest restaurant, where food has been served since 803. For the record, the food was extremely fresh! The following evening was

spent amid the spectacular scenery of the Schloss Hellbrunn castle, renowned as the venue for The Sound of Music – a film which first hit the screens in 1965.

But there was no time for looking back. With UEFA EURO 2008™ fast approaching, the complete cast will meet for another Marketing Workshop right after the draw for the final tournament in Lucerne in December.



The Hublot bobsleigh team dives feet-first into the depths of the 450-year-old salt mine in Salzburg.

Image: UEFA

"The lecture room is not always the best place for interchanging views and experience. A lot of networking and team-building took place during a visit to the 450-year-old salt mine that gave Salzburg its name."





You've heard of the 4-3-3 formation – now meet the 4+3x1,000 formation! Students of choreography should be obliged to test their skills on a team of 7,000 children.

Image: Euro 2008 SA



The human jigsaw is complete – and presents a stunning illustration of the Vienna city logo.

Image: Euro 2008 SA

Pitch games

On 4 May, exactly 400 days before the start of UEFA EURO 2008™, 7,000 Viennese children unveiled Vienna's host city logo on the pitch at the Ernst Happel stadium. The city's authorities said they were pleased with the state of preparations. Most of the work in the stadium was completed a long time ago,

including the re-laying of the pitch, which is now equipped with under-soil heating, the construction of a security control centre in the third tier, the provision of new floodlights and an electronic ticket access system, the renovation and expansion of the VIP club for a total of 900 guests and an additional row of seats in the second tier.



Partnership with UniCredit Group

The UniCredit Group has become the fourth so-called National Supporter in Austria (after Hublot, Österreichische Post AG and Telekom Austria), thereby acquiring national advertising rights. "The European Football Championship fits in very well with our group. It is one of the top events in Europe and, with a workforce of 142,000 and 35 million clients, we are one of the leading European banks", said Erich Hampel, chairman of Bank Austria Creditanstalt and head of the UniCredit Group's East European division. With a market capitalisation of over EUR 70 billion (CHF 112 billion), the UniCredit Group is the third largest bank in Europe. Apart from the 142,000 employees, 35 million clients, it has 7,200 branches in 20 countries.

Ferrero Switzerland becomes National Supporter

Ferrero Switzerland, a member of the Ferrero group, has joined the exclusive club of four Swiss national sponsors (alongside UBS, Swisscom and Hublot). This means the Swiss marketing programme is complete.

Ferrero, founded in the Italian town of Alba in 1946, has 36 branches, 15 production sites and no fewer than 19,600 employees worldwide. Leader in Europe for confectionery sales and famous for products such as Nutella, Kinder and Ferrero Rocher, the company has wide experience of football-related sponsorship. Since 2005, Ferrero has been a partner of the Swiss national team. Moreover, former Swiss international Stéphane Chapuisat is the UEFA EURO 2008™ ambassador not only for the SFV, but also for Ferrero.



"Praterstern"

The first floor of the old north railway station in Vienna, now known as the Praterstern, has been completed. This is the first of a number of new railway stations to be constructed in the Austrian capital for UEFA EURO 2008™.

All the platforms are finished. The next step is to finish the ground floor, which will include 5,000 square metres for commercial facilities as well as a 1,500m² shopping area. At present, 70,000 passengers use the Praterstern daily. By 2010, that number is expected to have risen to 113,000 a day.

Hospitality

– what is it?



According to the dictionary, it's a noun used when people are friendly to guests and visitors – and that's certainly a noun that the Austrian and Swiss hosts are planning to use a great deal in upcoming months. But why does UEFA EURO 2008™ have a 'Hospitality Department'? What are 'Hospitality Packages'? And why are they selling like the proverbial hot cakes, with more sold in four weeks than during the whole of UEFA EURO 2004™?

For the answers, we knocked on Colin Smith's door. Because the Hospitality Department, part of the Operations Division, is managed by the Head of Operations, Colin Smith, who also oversees the Venue Management, Signage, Public Transport and Maps & Plans departments within Euro 2008 SA.



Welcome to the virtual village – a computer-created vision of what a UEFA EURO 2008™ Hospitality Village could look like.

Image: DO & CO

The 'Catwalk of Tastes' slogan nicely states the aim of providing refined, top-quality, gourmet catering in well-designed surroundings – as illustrated on following pages.

Image: DO & CO



28 inside
21



Colin was also responsible for Hospitality Programmes at UEFA EURO 2004™, including the highly successful *Descobrimentos* Corporate Programme. Colin's team features another experienced campaigner from the 2004 squad, Brigitte Loureiro who is Hospitality Manager. In Portugal, Brigitte was responsible for the implementation and running of the hospitality programmes on-site. Before this, she managed a PR and event agency for eight years. Since June, she has been supported by Bruno Wolfisberg as Hospitality Facilities Manager. He first joined UEFA to work for the Eastern European Assistance Bureau six years ago and later moved on to the UEFA HatTrick Programme. In upcoming months, the Hospitality Department will welcome six more persons at the Euro 2008 SA Headquarters in Nyon. Another 16, to be based at the eight venues, will be recruited in 2008. It adds up to a big operation. Why?

Colin's answer is that Corporate Hospitality has become a major component in the marketing mix used by the corporate community to reward and strengthen relationships with clients and business contacts. "To offer opportunities to be part of an event such as UEFA EURO 2008™ is of enormous value to companies. The powerful emotions generated at matches are difficult to reproduce through other marketing techniques and go a long way in creating or promoting long and beneficial relationships. That's why Corporate Hospitality at UEFA EURO 2008™



is such a highly sought-after commodity. It's also important for clients that these packages are contracted directly with UEFA, who are the only official source of corporate on-site hospitality. This means that clients are guaranteed the highest quality whilst benefiting from prime locations at the venues. To be this close to the action in comfortable surroundings will be an unforgettable experience for all clients and their guests."

The bottom line is that Colin, Brigitte and the rest of the Hospitality Department are responsible for providing services to around 200,000 guests during the tournament. In broad numbers, their programmes focus on:

- **VIP / VIP Seating Area (11,000 guests)**
- **Sponsor Hospitality (~ 32,000 guests)**
- **Corporate Hospitality (~ 80,000 guests)**

In case you're wondering why that doesn't add up to 200,000, it had better be pointed out that catering services will also be provided to media, volunteers, event staff, teams, match officials and other groups such as Match Delegates. "Even though the department's objectives are multiple," Brigitte explains, "the overriding aim is to provide all hospitality guests with a second-to-none premium service which, at the same time, fulfils financial and contractual goals and provides target groups with effective and efficient solutions in tune with their needs."





The vast operation got under way in August 2006, when a tender process was launched to select partners for Hospitality areas. 20 bids involving 36 companies were received (57 entities registered to receive the Invitation to Tender). "The analysis of the bids," says Colin, "led to a management structure that would allow Euro 2008 SA to maintain complete control of the Programmes, both creatively and financially. This approach ensures that maximum flexibility is afforded to sponsors and that financial targets are met in all programmes."

A 'package'

- Category 1 match ticket
- A gourmet dining experience
- Fine wines, beer and other refreshments
- Full-time finger buffet
- Exclusive commemorative gift
- Official match programme
- Parking
- Pre- and post-match entertainment



Bruno Wolfsberg acts as waiter as Colin Smith and Brigitte Loureiro prepare for some good wine and food at UEFA EURO 2008™.
Image: Philippe Woods / UEFA



Euro 2008 SA appointed IMG (International Management Group) as the exclusive sales agency for the Official Corporate Hospitality Programme. IMG is the world's premier Sports, Entertainment and Media Company with two major business segments: IMG Sports & Entertainment and IMG Media. Besides hospitality and broadcasting services, IMG has vast experience of sporting events, having been involved in golf, tennis, football, rugby, cricket, motor, Olympic and action sports. "Their reputation in the market and strong presence throughout Europe and beyond are essential assets for UEFA," Colin explains.

To convert the Hospitality and Catering Programme into tangible reality, Euro 2008 SA appointed Austrian company DO&CO. Brigitte states "their ethos on quality and standards fit very well with UEFA EURO 2008™ objectives. In Portugal, they demonstrated their ability to deliver excellent quality across a simultaneous multi-venue event." DO&CO is very familiar with Austrian stadiums as well as operating in more than 20 countries worldwide and providing

gourmet catering services in New York, London, Milan, Istanbul, Frankfurt, Berlin, Munich and Salzburg, as well as running several restaurants, a boutique hotel in Vienna and the restaurants at the British Museum in London. The company has been quoted on the Viennese Stock Exchange since 1998 and currently employs more than 3,000 staff worldwide.

So what Hospitality Programmes are being offered? Colin breaks them down in this way:



VIP Hospitality

"It is anticipated that around 11,000 VIP guests will enjoy hospitality at every venue before the match, at half-time and after the match in a lounge area located behind the VIP tribune within the stadium. These VIP guests represent a very important group for UEFA and Euro 2008 SA and it is vital that the quality level befits the event."

Sponsor Hospitality

"UEFA and Euro 2008 SA are committed to offering all sponsors the best possible conditions in which to offer their guests hospitality facilities in the *UEFA Club* that will be provided at all stadia. As UEFA and Euro



2008 SA retain the management of this programme, the flexibility needed to ensure that each sponsor achieves its overall hospitality objectives is assured."

"Several new features are being planned for the *UEFA Clubs* in Basle and Vienna and the hospitality team is working closely with the sponsors to implement an exciting programme for guests. The interest in this crucial element of the sponsors' activation plans has been very high and it's already estimated that over 30,000 guests will be at the eight venues, almost doubling the attendance figures from UEFA EURO 2004™."

Corporate Hospitality

"Corporate Hospitality has become a key element in marketing and sales campaigns and the relationship management strategies of top companies. In order to fulfil the needs of the business community, Euro 2008 SA will offer a top class Corporate Hospitality Programme at all venues. Approximately 80,000 Category 1 tickets have been earmarked for this programme, which went on sale in late April. The fact that more than 50% of the packages were sold within six weeks, with some products selling out in 48 hours, proves the increasing universal appeal of this product."

The aim was to offer simple and transparent purchasing options that met with the needs of the market. After careful analysis of research undertaken in Austria and Switzerland, the following products were designed:

"Follow Your Team" package valid for all three group matches of a chosen national team no matter where they play. The price is €2,900.

"Stadium Series" package valid for all matches at one venue, with two options available for Basle and Vienna:



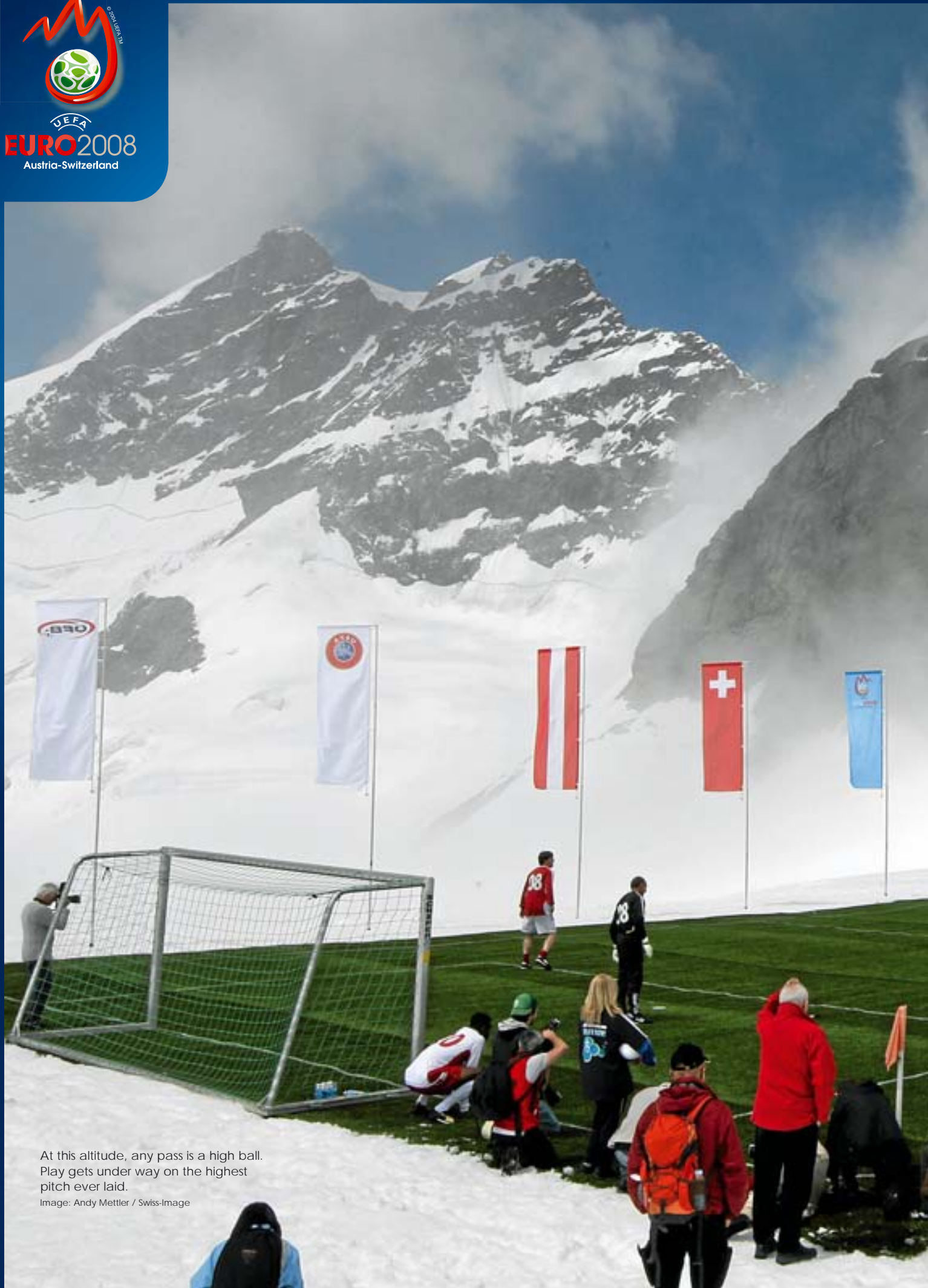
- Three matches at one group venue (Berne, Zurich, Geneva, Salzburg, Klagenfurt, Innsbruck); price €2,500 - €2,900.
- Five matches at Basle (group games and two quarter-finals) or six matches (including the semi-final); prices from €6,900 to €9,900.
- Five matches at Vienna (as in Basle) or seven matches (including a semi-final and the final); prices from €6,900 to €13,900.

"Knockout" packages provide privileged access to the final stages of the tournament, with three options allowing access to the quarter-finals, semi-finals and the final:

- All seven knock-out matches; price €20,000
- The last three (semi-finals and final); price €16,000
- The last two (semi-final and final in Vienna); price €12,000

"The rush to buy," Colin Smith comments, "indicates that we've hit on the right design and the right levels of quality at the right prices."





At this altitude, any pass is a high ball.
Play gets under way on the highest
pitch ever laid.

Image: Andy Mettler / Swiss-Image



UEFA EURO 2008™

Hits the Heights

Football on the top of Europe



"I already felt dizzy when I was getting changed."

Andreas Herzog

One of the great things about UEFA EURO 2008™ is that the world is already beginning to discover Austria and Switzerland – and there was a spectacular voyage of discovery in June when top stars reached for the stars on the 'Roof of Europe' by playing a match at the top of the Jungfrauoch, a glacier perched in the Alps at 3,454 metres above sea level.

The 'crazy' idea was the brainchild of Euro 2008 SA's Chief Operating Officer, Martin Kallen. Remembering a tennis match between Roger Federer and André



A slice of Swiss natural beauty

The Jungfrau region lies at the heart of Switzerland, stretching from Interlaken, the "capital", to the snow-capped peaks of the Jungfrau massif itself. The first thing that strikes the visitor is the breathtaking landscape, to which postcards can barely do justice. The region contains resorts such as Grindelwald, Wengen and Mürren. The Eiger with its renowned North Face, the Mönch and the Jungfrau form the trinity of mountains which are the trademark of this fascinating region, which also boasts countless lakes, rivers, streams, waterfalls, glaciers and peaks. The climate varies from Mediterranean warmth to Arctic cold. With the Aletsch glacier, the longest ice flow in the Alps (22 km), the area also features a UNESCO World Heritage Site. The highlight of any stay in Switzerland is a trip on Europe's highest railway to the Jungfrauoch at 3,454 metres, the gateway to the wonderland of the high Alps.



Image: Andy Mettler / Swiss-Image

Agassi on the roof of a skyscraper hotel in Dubai, he thought it might be spectacular to commemorate "One Year to Go..." by playing an exhibition game on the Roof of Europe one year before UEFA EURO 2008™ kicks off. And spectacular it was.

"A once in a lifetime experience. Just like the European Championship in Austria and Switzerland."

Josef Hickersberger

"In planning and staging the event, we focussed on showing respect for the environment," Martin Kallen said. Asked about the choice of location, Friedrich Stickler, the Austrian chairman of the Euro 2008 SA board, replied: "The event location was an outstanding representation of both countries with their stunning Alpine backdrop. The mountains are a key element of the tournament logo and are thus an integral part of UEFA EURO 2008™. And where better than the 'top of Europe' for announcing the tournament that will involve the best footballers in Europe?"



The players hope that the boards don't indicate the duration of the match as they pose for the team photo. In the back row (left to right): Paulo Sousa, Serguei Aleinikov, Dariusz Dziekanowski, Christian Fuchs, Josef Hickersberger, 'Köbi' Kuhn, Michael Laudrup, John 'Faxe' Jensen and David Degen. In the front: Zlatko Junusovic, Otto Konrad, Andreas Herzog, Filip De Wilde, Stéphane Chapuisat and Johan Djourou.



Urs Meier carried the match ball in a super-fast ski-lift from further up to join the players.

Image: Alessandro della Valle / Keystone

"A wonderful event in a magnificent setting; and a game I will always remember with pleasure."

Michael Laudrup



Heads you win! Watched by the red-shirted Austrian captain Andreas Herzog and his Swiss counterpart Stéphane Chapuisat, Urs Meier conducts an unusual 'toss of the ball' prior to kick-off.

Image: Andy Mettler / Swiss-Image

For a start, the players and 400 guests, including UEFA Executive Committee member Gerhard Mayer-Vorfelder, UEFA General Secretary David Taylor, the presidents of the Austrian and Swiss football associations, Friedrich Stickler and Ralph Zloczower, as well as media representatives, were taken on the breathtaking train ride from Lauterbrunnen to Europe's highest railway station at the Jungfraujoeh. On arrival, they were served drinks in glasses sculpted from ice. Fortunately, nobody ordered coffee, tea or hot chocolate. Equally impressive – and cold – was the massive ten-metre diameter ice football that presided over the high-altitude aperitif.

"It was great fun."

Stéphane Chapuisat





Could this possibly be Switzerland? The flag, the costumes and approximately ten metres of alphorn offer us a few clues...

Image: Andy Mettler / Swiss-Image

"It will be an excellent European Championship because Switzerland and Austria are as good at organising as the Germans."

Gerhard Mayer-Vorfelder

The audience is prepared to grin and bear it as Austrian internationals Christian Fuchs, Andreas Herzog and Zlatko Junusovic put some puff into three traditional alphorns.

Enormous care had been taken to keep the ice ball intact during the days preceding the event, as the glacier is notorious for its unpredictable conditions.

The Swiss referee of the exhibition game, Urs Meier, was relieved that the match ball wasn't quite as big or as cold when he carried it in a super-fast ski-lift from further up to join the players on a 30x15m artificial pitch that had been laid at the top of the glacier and will go into the annals of the game as the



Image: Andy Mettler / Swiss-Image

highest ever played on. It turned out to be a perfect combination of football and the sort of mountain scenery that will characterise the 2008 finals.

Even though the players formed a cosmopolitan squad, the match was a five-a-side game between Switzerland and Austria – led by national team coaches Köbi Kuhn and Josef Hickersberger – whose players all wore 20 or 08 respectively. The teams were captained by Stéphane Chapuisat and Andreas Herzog who had, as it happens, both represented their countries 103 times.

“Mountains and football: that goes with the European Championship in Austria and Switzerland.”

Martin Kallen

The line-ups also featured David Degen, Serguei Aleinikov, Christian Fuchs, Michael Laudrup, Filip De Wilde, Dariusz Dziekanowski, Johan Djourou, John ‘Faxe’ Jensen, Zlatko Junuzovic, Otto Konrad and Paulo Sousa.

“The pressure was huge before the match.”

Paulo Sousa

Welcome to the highest ‘Mixed Zone’ in European football. Paulo Sousa and the other players were happy to comment on their performances after the game.

Image: Andy Mettler / Swiss-Image



Goalkeeper Filip De Wilde races to take advantage as the run by Dariusz Dziekanowski is thwarted by David Degen.

Image: Andy Mettler / Swiss-Image



It's difficult to decide whether the scenery, the skills or the facial expressions are most spectacular as John ‘Faxe’ Jensen attempts to control the ball, watched by goalkeeper Otto Konrad, red-shirted Andreas Herzog and Stéphane Chapuisat.

Image: Andy Mettler / Swiss-Image



"It was more amazing than expected.
 Scenes like that stay with you forever."

Friedrich Stickler

Among the spectators were Philipp Degen and Alexander Frei (both sidelined by injury), along with Valentin Ivanov, one of the players when the USSR won the first-ever European Championship final in 1960 and captain when they were beaten four years later by Spain. He was accompanied by his son, Valentin Junior, who is still a top referee in Russia. If the Ivanovs symbolised the past, the future of the tournament was represented by Włodzimierz Lubanski, arguably the greatest player to represent Poland, co-hosts alongside Ukraine of the 2012 finals. The prize for the most spectacular exit went to Filip De Wilde. The Belgian goalkeeper was flown by helicopter to Zurich airport after the game, as he had to be at the Belgian under-21 team's training session in the Netherlands that evening.

Match Report

Glacier Game at Jungfrauoch

Friday 8 June 2007 – One Year to Go ...

White Team (Switzerland) –

Red Team (Austria) 5-5 (2-2)

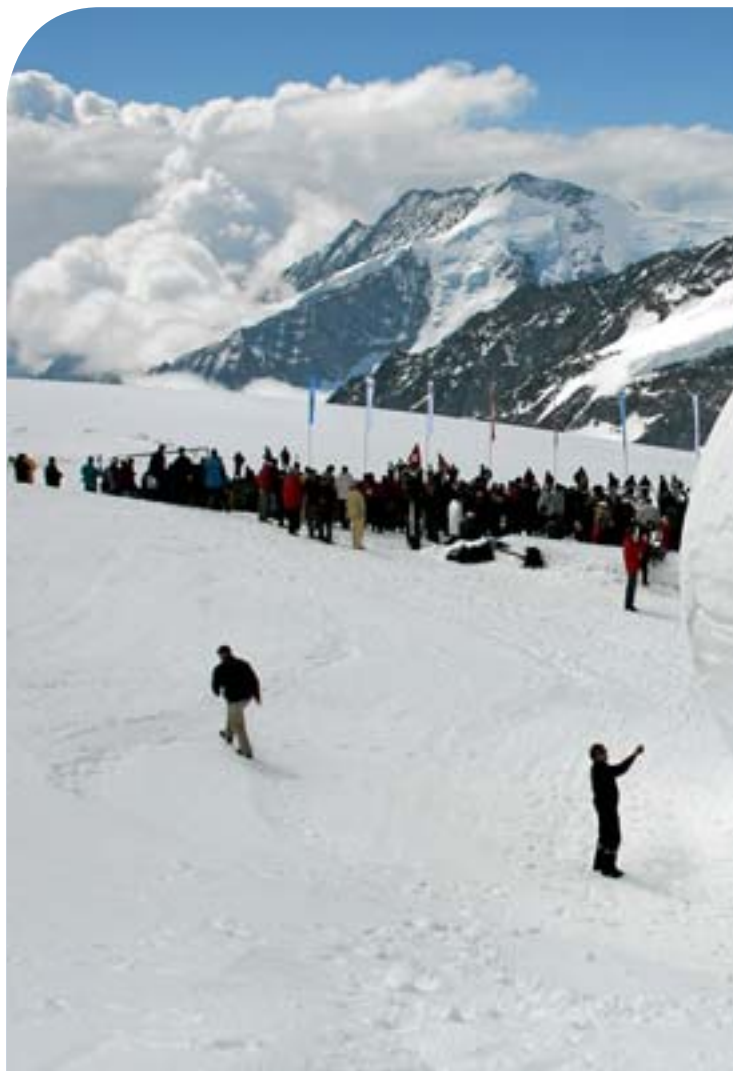
0-1 Dariusz Dziekanowski (1)
 1-1 Stéphane Chapuisat (3)
 2-1 David Degen (4)
 2-2 Andreas Herzog (4)
 2-3 Zlatko Junusovic (7)
 3-3 Stéphane Chapuisat (8)
 3-4 Otto Konrad (14)
 3-5 Dariusz Dziekanowski (15)
 4-5 Michael Laudrup (16)
 5-5 Michael Laudrup (17)

White Team: Filip De Wilde (Belgium) Stéphane Chapuisat (Switzerland) David Degen (Switzerland) Johan Djourou (Switzerland) John "Faxe" Jensen (Denmark) Michael Laudrup (Denmark) – Head Coach: Köbi Kuhn (Switzerland)

Red Team: Otto Konrad (Austria) Andreas Herzog (Austria) Zlatko Junusovic (Austria) Christian Fuchs (Austria) Dariusz Dziekanowski (Poland) Serguei Aleinikov (Belarus) Paulo Sousa (Portugal) – Head Coach: Josef Hickersberger (Austria)

Referee: Urs Meier (Switzerland)

Attendance: 400



It's not Everest, but it might be just as hard to climb.
 The giant ice football awaits the players on the glacier.

Image: Andy Mettler / Swiss-Image

"The air was thin and the snow was blinding."

Andreas Herzog

No matter how fit they were, the players were thankful in the thin mountain air that the game was restricted to two times five minutes and, as it happens, two times five goals. The 5-5 draw was certainly interpreted as totally honourable by the two coaches. "The good thing for both of us," said Köbi Kuhn, "is that we remain unbeaten in matches played at this altitude." "My team dominated the match," countered Josef Hickersberger, "but, unfortunately we hadn't been able to train on the day before and, during the second five minutes we paid the price!"

"The idea was so crazy that I liked it at once."

Ralph Zloczower



“At 3,500 metres I was unbeaten.
And I’d like to stay that way for ever.”

Köbi Kuhn

But, on the sky-high pitch, it was Michael Laudrup who had the last word. In the last second of added time (seven minutes) he received the ball some 14 metres from the ‘Austrian’ goal, facing the wonderful mountain scenery and with the goal on his right. Suddenly, he flicked the ball up with the outside of his right foot. It soared about five metres into the mountain air and Otto Konrad who, like Filip De Wilde, had produced several stunning saves, could only watch in admiration as it looped over him and into the top corner of the net. For a second, the crowd was speechless – and then exploded into applause for a goal which the players might find hard to match in a year’s time. The spectacular work of art was the perfect end to a spectacular event.

Ralph Zloczower and Friedrich Stickler, presidents of the Swiss and Austrian federations, join Thomas Bieger, chairman of the governing body of the Jungfraubahnen, at the baptism of the official UEFA EURO 2008™ train.

Image: Andy Mettler / Swiss-Image



Licensed products

It's not much use creating a range of superb products if people can't buy them. That's why the recent agreements with Intersport and Manor can be regarded as hugely positive and why we can expect more news on this front in the very near future.

As Philippe Margraff, COO of UEFA's Marketing & Media Management set-up, states very plainly "our objective is to develop the strongest possible retail and licensing programme for an international sporting event and our plan was to allow the fans to connect to the emotions of the competition during the whole year leading up to the final in Vienna. So the agreements with Intersport and Manor are steps in the right direction."



A colourful sample of the products currently available at Manor stores, ranging in price from €2 to €75.



Philippe Margraff, COO of UEFA Marketing & Media Management, has Trix and Flix in his hands and on either side as he and Manor's COO Bertrand Jungo officially launch the sales of licensed products.

Image: Euro 2008 SA

The starting point, of course, is a wide range of top-quality UEFA EURO 2008™ licensed products. Intersport and Manor will play key roles in making them readily available to the public.

Manor's area of operations will be Switzerland. Anyone who has visited the country is sure to have seen a Manor store. There are 71 of them dotted around all the major towns and cities in Switzerland and, as the nation's largest network of department stores, they have established a reputation for offering visitors something that the marketing guys would call a 'high-quality shopping experience'. In other words, it's a pleasure to shop there!

Manor are keen to link up with UEFA EURO 2008™ and their plan is to focus especially on the official products related to the event's mascots, Trix & Flix. But they'll be offering a wide range to supporters, including some exclusive products, and the UEFA EURO 2008™ branding is adding colour to their stores via a series of 'shops-within-the-shop'. In other words, Manor stores will feature a boutique especially dedicated to the official products related to the

– what's in store?



On the ball as Intersports' UEFA EURO 2008™ programme is officially launched are Gabriele Fenninger, who heads the company's operations in Austria, and Franz Julen, CEO of Intersport International.

Image: GEPA-Pictures

tournament. At the network's top ten stores – and these will include the big stores in the host cities – the boutique will have 50m² of display space and, in the remainder, the UEFA EURO 2008™ areas will be half the size. But, let's face it, 25m² is space enough for a lot of products to be displayed.

Intersport are operating on much the same basis but on an international scale. The company is the world's largest retailer of sports products and is the number one in Europe not only for sport in general but also for football in particular. The partnership with UEFA EURO 2008™ is based on an international agreement covering 25 countries, including Austria and Switzerland, where they started opening stores in June 2007 and reckon to have over 200 up and running by September.

Like Manor, Intersport are taking a shop-within-a-shop approach and are planning to display UEFA EURO 2008™ official products in 850 of them by the time we flick the calendars over to the year 2008.

But there's more to Intersport's involvement than that. When the tournament kicks-off, they'll be offering licensed products for sale at the eight stadiums where the 31 matches will be played and in the official UEFA Fan Zones in the host cities. Like Manor, they have also developed exclusive ranges of licensed products, many of them featuring the trophy itself.

Watch out for more announcements in coming weeks as the international retail programme gets into top gear and allows the supporters to feel part of the event even before the ball starts rolling next June.



Intersport selected a strong team to kick-off their sales of licensed products. Along with Trix and Flix, the current Austrian national team captain, Andreas Ivanschitz is on the left wing, while the trophy is flanked by former international keeper Klaus Lindenberger – currently the Austrian team's goalkeeping coach – and Andreas Herzog.

Image: GEPA-Pictures

EURO + SCHOOLS =

One of the many events which marked the One Year To Go milestone in June was the official launch in Interlaken of EUROSCHOOLS 2008 – a project which brings UEFA EURO 2008™ right into the classroom and encourages children to broaden their knowledge of the countries competing for places in the final tournament.



The aim of the Euroschoools 2008 project is to unite students around a football shirt and broaden their horizons.

Image: Euro 2008 SA

Secondary schools all over Austria and Switzerland – and Liechtenstein – have been invited to participate in a project designed to promote football and intercultural learning. Basically, schools will ‘adopt’ one of UEFA’s 53 member associations. And, when the scheme kicked-off in June, a draw was held to decide which countries would be adopted by the schools in different areas of the UEFA EURO 2008™ host nations. In Switzerland, for example, schools in Zurich will focus on Wales, Thurgau schools will adopt Spain, those in Nidwalden will cast their eyes towards Iceland and students in Lucerne will take a close look at Slovakia. In Austria, the three areas within the Tirol, for example, will adopt Russia, Georgia and Sweden while pupils in the Burgenland region will focus on ... Switzerland.

The prime objective is to use football as a motivation to learn. In and out of the classroom, teachers, students and parents will be encouraged to focus on the country they have adopted – and not just its footballing traditions. The emphasis will also be on history, society, economy, politics, language and culture.



Swiss international Alexander Frei missed the One Year To Go match at the Jungfrauoch due to injury – but was more than willing to play up front when the Euroschoools 2008 project was launched.



Swiss federal councillor Samuel Schmid slots Malta into place during the draw to decide each area’s ‘adopted nation’.

Image: Euro 2008 SA

EUROSCHOOLS 2008



This is the sort of image we'll see a lot of in the next year - schoolchildren enjoying some 'street football'.

Image: Euro 2008 SA

The project is being coordinated by the street-footballworld organisation, who will be helping the schools to establish contacts with their adopted countries - contacts which, it is hoped, will be maintained far beyond UEFA EURO 2008™. One of the aims of the project is to set up long-lasting international school partnerships.

And, of course, there's football. During the run-up to UEFA EURO 2008™, local and regional tournaments will be organised; national tournaments will be played; and, in parallel with the European Football Championship finals next June, an international Euroschools Cup competition will take place.

It isn't just an ordinary competition, it has to be said. All matches will be played according to Fair Play concepts that have been agreed beforehand by the participants themselves. Boys and girls will play together in teams. And, after each match, the players will award their opponents Fair Play ratings.

So, apart from allowing thousands of students the chance to enjoy some football, the EUROSCHOOLS 2008 project aims to promote sustainable involvement of young people in the European Football Championship and to make a significant contribution to the European Year of Intercultural Dialogue, which just happens to fall nicely in 2008.

EUROSCHOOLS2008



Austria's federal chancellor Alfred Gusenbauer was in charge of the draw for Austrian schools.

Image: Euro 2008 SA





It's unusual that Jens Lehmann hasn't got to the ball first – but he gives the thumbs-up to Harald Scheucher's handling.

Image: Stadtpresse / Jellitsch

Holiday visit of a different kind

The construction workers at the Wörthersee stadium could hardly believe their eyes when none other than German national goal-keeper Jens Lehmann was shown round the building site in Klagenfurt by the city's mayor Harald Scheucher. Lehmann was persuaded to take a brief holiday in Carinthia, including a visit to the stadium site, by his wife Conny, who comes from the nearby town of Lavanttal. The 30,000 seat stadium will open with a friendly international between Austria and Japan on 7 September 2007.



Bertelsmann exclusive publisher for UEFA EURO 2008™

Bertelsmann AG has acquired the exclusive official publishing licence for UEFA EURO 2008™ in Austria and Switzerland. The media company signed an agreement with UEFA and Warner Bros. as the licensing agent. Bertelsmann will create and market the official programme, the official preview and review guides, as well as approximately 20 to 25 different products, from official magazines to reference and colouring books, from calendars, posters and encyclopaedias to children's book series and various football games. For the 2006 FIFA World Cup in Germany, Bertelsmann developed some 150 official products under a similar licence agreement.

New jobs

SportsEconAustria estimates that UEFA EURO 2008™ will create 6,000 new jobs in Austria and 321 million euros in added value.



Trainspotting

The Austrian railway network ÖBB has confirmed that video surveillance in trains is being upgraded in good time to make sure travellers feel safe and secure during UEFA EURO 2008™. Supervision systems are being installed in an additional 130 trains and, by this autumn, 1,000 cameras will have been installed. The long-term objective is to deter small-time criminals and to minimise vandalism – but, in the shorter term, it's very good news for supporters who'll be boarding Austrian trains next summer.



UEFA EURO 2008™ pulls in right on time! The special train is right on track to promote the event over the whole length and breadth of the Swiss rail network.

Image: Euro 2008 SA

Fan locomotive

During EURO 2008, it is hoped that as many people as possible will travel to the matches by train. That is why the Swiss Tourist Board has decked out an SBB locomotive in EURO 2008 colours and images of celebrating Swiss fans. The locomotive has been in operation since the "one year to go" event in Interlaken and is travelling all over Switzerland – from Romanshorn to Geneva and from Chiasso to Basle.

Workshop welcomed by Broadcast Partners



UEFA's General Secretary David Taylor welcomes participants to the first Broadcast Partner Workshop in Vienna.

Image: Kristian Bissuti

For the first time in the history of the UEFA European Football Championships, UEFA has decided to provide the TV signal and production. So, in order to inform the UEFA EURO 2008™ Broadcast Partners about the state of planning, UEFA invited all of the partners already on board to Vienna, where the first UEFA EURO 2008™ Broadcast Partner Workshop was held.

In the audience were 37 broadcast partners including TF1 and M6 from France, ERT (public broadcaster in the territory of defending champions Greece), NOS from the Netherlands, RAI from Italy, SRG from Switzerland, MTV from Hungary, ESPN from the United States and PCCW from Hong Kong. They were delighted to accept the invitation to head for the city on the Danube, where they were welcomed by UEFA General Secretary David Taylor, UEFA



The names speak for themselves as discussion is directed from the 'top table'.

Image: Kristian Bissuti





"Could I taste one of those small apples?!" Grete Laska, deputy mayor of Vienna, joins UEFA's Director of Marketing & Media Rights, Philippe LeFloch and CEO of UEFA Media Technologies, Alexandre Fourtoy, at the table during the official dinner in Vienna.

Image: Krislian Bissuti

Marketing and Media Rights Director Philippe Le Floch, Euro 2008 SA Chief Operating Officer Martin Kallen and UEFA Media Technologies SA CEO Alexandre Fourtoy.

The two-day workshop officially started on 21 June with Alexandre Fourtoy leading the presentations and interactions. The 150-plus attendants heard presentations from all relevant divisions after Alexandre Fourtoy had grilled Philippe Le Floch and Martin Kallen during a panel discussion which answered questions such as why UEFA had decided to end its cooperation with the European Broadcasting Union (EBU), and what difficulties could be expected when

"It seems that we have established a fruitful relationship with our broadcast partners who are happy about the plan and the spirit, but we need of course to deliver what we presented."

Alexandre Fourtoy
 UEFA Media Technologies SA CEO

organising a tournament in two countries. However, Martin Kallen and Philippe Le Floch quickly got their own back by putting Alexandre Fourtoy on the spot and asking him to tell the broadcast partners about the objectives which UEFA Media Technologies (UMET) had set itself.



Bernard Ross, head of TV Production, together with his team, presented UMET's plans for the production of the live signal, the additional programming content planned, the technical concepts, the operations at venues and the facilities to be offered in the International Broadcast Centre usually known by its initials IBC. Philippe Grivel, head of Information & Communication Technologies at UMET, completed the set-up by explaining the transmission plans, as well as the various services that UMET would deliver to the partners on the IT front. Joachim Wildt, Head of Partners Services, then presented the various services and timelines that his division will deliver.

In the course of the presentations, the broadcast partners quickly realised that UEFA had assembled an experienced team ready to deal with all their requests. Various broadcast partners said they felt very comfortable with the UEFA team, not least because the host broadcast operations crew consisted of people they had dealt with at previous major events such as the FIFA World Cup, the Olympic Games or past UEFA European Championships.

Euro 2008 SA's representatives, led by Dietmar Bautz, head of TV and Media Operations, delivered operational information on the final tournament with further presentations targeting accommodation and frequencies in both Austria and Switzerland.



Even the coffee breaks were a cue for serious discussion about plans for next year.

Image: Kristian Bissuti

Joachim Wildt added that “for us, the term ‘broadcast partner’ is much more than two words. We want a true partnership with them and we want to develop the relationship. We have told them what we can offer but we are also very flexible and want to hear what our broadcast partners need so that we can refine our approach. Our broadcast partners appreciate this and the feedback we have received is very positive. They all feel very well informed and we are delighted with the outcome of this workshop.”

However, the success of the first UEFA EURO 2008™ Broadcast Partner Workshop also constitutes an obligation for UEFA Media Technologies. “We wanted to inform the broadcasters of our plans, but also to lay the foundations for feedback and exchange”, said Alexandre Fourtoy. “It seems that we have established a fruitful relationship with our broadcast partners who are happy about the plan and the spirit, but we need of course to deliver what we presented.”

The workshop was far more than just presentations. The city of Vienna, represented by deputy mayor Grete Laska, invited all broadcast partners and UEFA staff present to an official dinner in a traditional Viennese restaurant, where communication channels could be established on a more personal basis. Furthermore, UEFA Media Technologies and Euro 2008 SA offered a tour of the Ernst-Happel-Stadion. As three group matches, two quarter-finals, a semi-final and the final itself will be played there, the broadcast partners showed a great amount of interest in the



The Swiss ‘hosts’, SRG were one of the many TV networks happy to join their colleagues in Vienna – especially Karin Nussbaumer, who is flanked by Cynthia Baumgartner and Roland Mägerle.

Image: Kristian Bissuti

current state of preparations and in the unilateral positions which will be at their disposal.

On the Friday afternoon and the Saturday morning, the broadcast partners were given the opportunity to talk to members of UEFA Media Technologies’ Partner Services and ICT, along with TV production in the unilateral meetings where they could voice their requirements for UEFA EURO 2008™. Numerous broadcast partners accepted the opportunity to talk directly to UEFA, expressed their needs and provided valuable feedback which will be of great help as the broadcasting plans are finalised.



Four people the broadcasters were very pleased to meet. From left to right: Mark Wallace (TV Programming Manager), Daniel Führ (Host Broadcast Operations Venue Manager), André Nel (Technical Project Manager) and Bernard Ross (Head of TV Production).

Image: Kristian Bissuti

Public Viewing

A great Party



The audience at the Fan Park in Lisbon watches the France v Greece game at UEFA EURO 2004™.

Image: UEFA

In the last issue of INSIDE, Martin Kallen underlined UEFA's firm intention to make all matches available to as many people as possible and said that the guidelines for Public Viewing would be made available as soon as negotiations with TV companies and other interested parties had been completed. That is now the case, and the guidelines can be found on www.euro2008.com by clicking on Organisation and then looking for the Public Viewing button. That will also be the route for interested parties to apply for licences as from this summer. "As you'll see," Martin Kallen comments, "the licence requirements have been deliberately kept simple and transparent."

The first question is the obvious one: who needs a licence? The answer is that licensing procedures only apply to public viewings on screens that measure more than three metres diagonally.

Even then, if the public viewing doesn't feature any kind of commercial exploitation, the licence will be granted free of charge.

The next question is: what is 'commercial exploitation'? And, here, the answer is also quite simple. The public viewing becomes 'commercial' if an entrance fee is charged or if it is affected by sponsorship or other commercial agreements. In this case, the fee is €6 (or 10 Swiss francs) per match

and per square metre of screen. All revenue will be used for social, fan-related projects.

It's worth reading the Terms & Conditions document that appears on the website – as it clarifies a lot of important considerations. For example, the public viewing has to be based on showing the match live, in its entirety and unadulterated, as screened by the official broadcaster in that country. And there are sponsorship regulations that have to be respected. The Terms & Conditions also remind organisers that they may need to obtain other permits (such as from the official broadcaster or from local authorities who regulate 'public performances').

"We've made the licensing procedure as simple as possible," comments Lance Kelly, UEFA's Head of Event Legal Services, "and we're expecting to receive a large number of applications. The whole subject of public viewing has been very widely publicised since the World Cup finals in Germany and there is great public awareness about the obligation to apply for a licence. We've already had great interest - not only in Austria and Switzerland but also from Germany. I think that's for two reasons: the fans remember very clearly how enjoyable the public viewing events were during the summer of 2006; and they're also fairly confident about their team qualifying! When other teams begin to clinch their places in the 2008 finals, we can expect the interest to grow very rapidly indeed."

Of course, one area where plans for public viewing events are already very advanced is when it comes to the official Fan Parks, where the guidelines are slightly different and are driven by the



Music meets football in a Fan Festival at UEFA EURO 2004™.

Image: UEFA

charters and contracts signed by Euro 2008 SA and the host cities. There's also a slightly different regime for the so-called UBS Arenas which will be set up in 17 Swiss cities. These will have an official flavour to them, as the UBS has joined UEFA EURO 2008™ as one of the four National Sponsors in Switzerland.

"It's all going to add up to a great party," says Lance Kelly, "and we just want to have some easy-to-use guidelines that will allow as many people as possible to join the party."

The image says it all. Stadiums: two teams of 11; and thousands of fans enjoying life at a Fan Park.

Image: UEFA

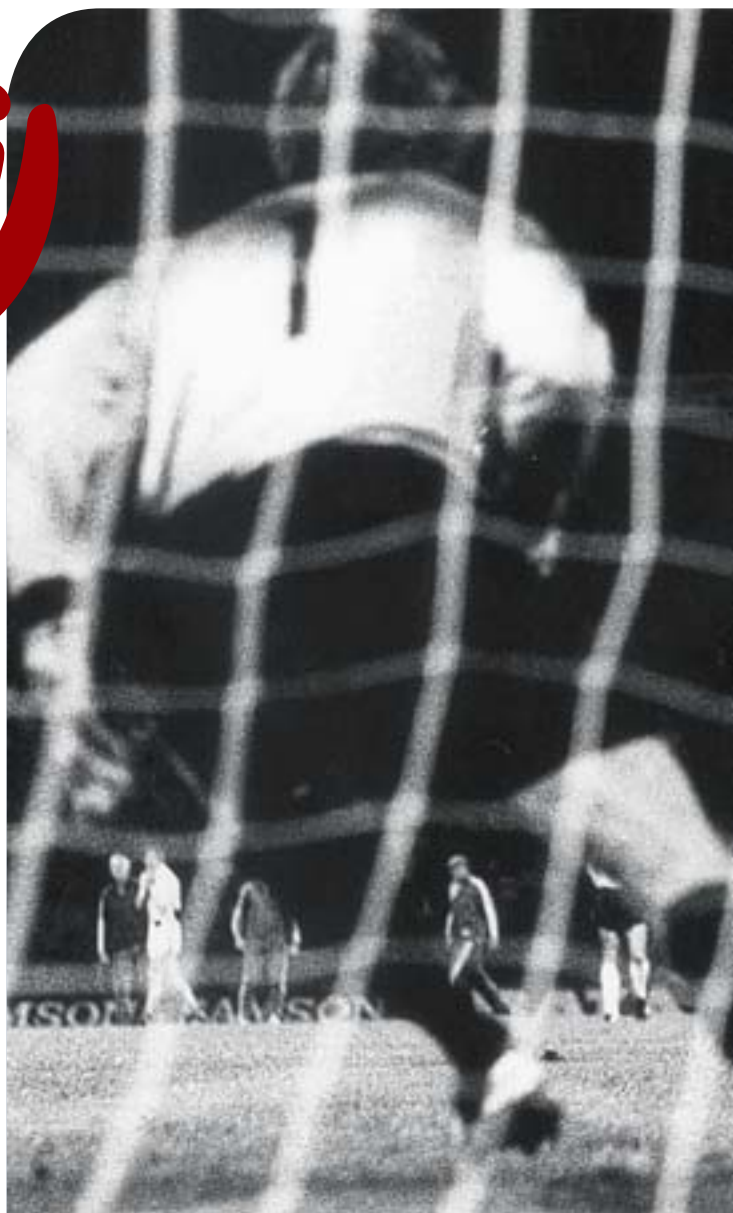




Stalemate in Belgrade and Czech-mate in the shoot-out

The European Football Championship finals went to Yugoslavia in 1976 and ended with victory for another country which has since experienced political fragmentation. But the final itself represented a landmark in the history of the competition. Not only because the Henri Delaunay trophy was lifted by Czechoslovakia but also because of the way it was won. For the first time, the title was decided by a penalty shoot-out. And the spot-kick which sealed victory has gone into the annals of the game. Antonin Panenka became an overnight legend by hitting a spot-kick of such audacity that the watching world could only rub eyes in disbelief. To this day, it is rated as the most famous penalty of all time.

At that time, the shoot-out still had an aura of novelty about it. In European club football, it had only been introduced on an experimental basis, with Honved (who had also 'blooded' the away-goals rule) needing penalties to win, on 30 September 1970, their first-round Cup Winners' Cup tie against Aberdeen FC after each leg had produced a 3-1 home win. In



History is in the making as goalkeeper Sepp Maier prepares to fly to his left and Antonin Panenka's right boot delivers the decisive penalty towards the German net.

Image: Pofoto

the Champion Clubs' Cup, Everton FC had been the first to win a shoot-out, beating Borussia Mönchengladbach on 4 November 1970 after a brace of 1-1 draws. In the following season, a semi-final was decided by a penalty shoot-out for the first time with FC Internazionale beating Celtic FC after 210 goalless minutes. But the penalty shoot-out was not considered a valid method for deciding a final. Indeed, the first shoot-out decider in a Champion Clubs' Cup final was not to come until 1984.

The 1971 Cup Winners' Cup final between Real Madrid CF and Chelsea FC in Athens had been replayed and so had the 1974 Champion Clubs' Cup final in Brussels where, after a 1-1 draw with Club



Ivo Viktor is stranded on the goal-line but the spot-kick by Uli Hoeneß flies high over the crossbar.

Image: Polfoto

from midfield, plus the clincher in the 2-0 home win that clinched a 4-2 aggregate victory over the USSR in the quarter-finals. Jozef Moder scored the other three. But they and their team-mates were 'unknowns' to the world at large.

The remarkable feature of the finals in 1976 was that both semi-finals, the third-place match and the final all required extra-time. West Germany came back from 2-0 down to beat Yugoslavia 4-2, with Dieter Müller writing a piece of competition history by coming as 79th-minute substitute and still finding time to hit a hat-trick. When, on the previous day, Czechoslovakia beat the Netherlands 3-1 there was more talk about the dismissals of Jaroslav Pollák, Johan Neeskens and Wim van Hanegem than about the quality of the team ably managed by Vaclav Jezek and his right-hand-man, Jozef Venglos. The hosts, disappointed to have squandered their lead against the Germans, also took the Dutch to extra-time, only to be beaten 3-2 with Ruud Geels hitting the winner in the 107th minute.

Just as the Jezek's men had been unsung heroes against the likes of Johan Cruyff, Wim van Hanegem, Johan Neeskens, Ruud Krol, Robbie Rensenbrink, Willy van de Kerkhof and Johnny Rep, they were rated as unsung and unlikely heroes against a world champion German team. It's one of the quirks of the competition's history that most fans are vastly more familiar with the losers of the 1976 final than with the winners. The fans went to FK Crvena Zvezda's 'Little Maracanã' stadium to see Sepp Maier, Berti Vogts, Rainer Bonhof, Herbert Wimmer, Uli Hoeneß, Franz Beckenbauer and company rather than the modest underdogs. Some may have heard of the big captain and central defender Anton Ondrus; the blond attacking full-back Jan Pivarnik; or the

Atlético de Madrid, FC Bayern München won the replay 4-0 two days later. Many of the FC Bayern players must have wished that the rule had remained unchanged as, wearing the white shirts of Germany, they stepped up to take penalties in the decisive shoot-out against the Czechoslovakians.

Vaclav Jezek's Czechoslovakia had started their qualifying campaign with a 3-0 defeat at Wembley, yet qualified because, whereas they beat Portugal 5-0 at home, the English could muster only a goal-less draw. To say that the Czechoslovaks started the four-team finals in Yugoslavia as underdogs was an understatement. Antonin Panenka had been drafted in against Cyprus and responded with three goals





“Panenka’s moment of sublime audacity has, over the last three decades, had many imitators who have become heroes or clowns depending on the whether the keeper has flown like Maier or stood his ground and said ‘thank you very much!’”



The 1976 champions pose with the trophy wearing a mixture of German and Czechoslovakian shirts.

Image: Fotoagentur Sven Simon



Welsh referee Clive Thomas gentlemanly raises an umbrella over Johan Cruyff as the Dutch captain prepares to exchange pennants with his Czechoslovakian counterpart Anton Ondrus prior to the semi-final.

Image: UEFA

powerful inside-forward Zdenek Nehoda. But it was only after the final that the rest were launched towards comparative fame. “It was a really big advantage for us that the Germans were famous and that we were unknowns,” Antonin Panenka admitted afterwards. “We *could* win. But they *had* to win. But we had a fantastic team – a good mix. Two or three hard-working ball-winners; several creative players; several with pace; two or three who were strong in the air. I suppose I should put myself into the ‘creative’ category because I wasn’t fast, I wasn’t strong in the tackle and I wasn’t good in the air.”

One of the stories attached to the final is that, on the night before the match, ‘Tonda’ Panenka was told in no uncertain terms by his room-mate, goalkeeper Ivo Viktor, that if there was a shoot-out and Panenka tried one of his ‘loopy’ penalties, he would immediately become ‘a former friend’.



Under the auspices of Italian referee Sergio Gonella, the two captains, Franz Beckenbauer and Anton Ondrus, exchange pennants prior to the Belgrade final.

Image: Witters Sport-Presse-Fotos

The Germans' game-plan for the tournament seemed to be to lull opponents into a false sense of security by allowing them to go two goals up. Jan Svehlik and Karol Dobias duly obliged in the opening 25 minutes but, after Dieter Müller had replied almost instantaneously, left it late to culminate one of their typical Houdini acts. There were 89 minutes on the clock when Bernd Hölzenbein equalised. The psychological pendulum seemed to have swung in Germany's favour, yet the underdogs fought their way through extra-time and into the first-ever penalty shoot-out.

At this point, the clever money would still have been on the Germans, with the legendary, picturesque, practical-joker Sepp Maier expected to be more than a match for the more sober Ivo Viktor in the art of hoodwinking penalty-takers. But Messrs. Masny, Bonhof, Nehoda, Flohe, Ondrus, Bongarts and Jurkemik sent seven successive penalties into the net. Uli Hoeness then got his boot well and truly under a ball that, he claims, they are still trying to find somewhere in Belgrade, leaving Czechoslovakia one goal away from victory.

Winking at his room-mate, the moustachioed Antonin Panenka stepped up. After an eyeball-to-eyeball exchange between the two protagonists, Maier went flying to his left and Panenka's gently chipped spot-kick looped into the centre of the goal at a pace which suggested that a slow-motion replay would take something like five minutes.

Panenka's moment of sublime audacity has, over the last three decades, had many imitators who have become heroes or clowns depending on the whether the keeper has flown like Maier or stood his ground and said 'thank you very much'. In Belgrade, it provoked scenes of jubilation as Anton Ondrus and Zdenek Nehoda paraded the trophy in German shirts, having – this would definitely be frowned upon these days – already swapped shirts with their opponents. Antonin Panenka stuck to his red shirt, maybe aware that he, his shirt and his revolutionary penalty were to go into the history of the game as collector's items.



Antonin Panenka kisses the trophy just as gently as his winning penalty had kissed the German net.

Image: Peter Robinson / Empics

Next stops:

Poland and Ukraine



UEFA president Michel Platini opens the envelope and reveals the identity of the winning bid.

Image: Philippe Woods / UEFA

For the first time, the finals of the European Football Championship are heading East. And, after next year's finals in Austria and Switzerland, the 2012 event will be the third of the last four to be co-hosted by two nations.

The historic decision was taken by UEFA's Executive Committee in mid-April after a bidding procedure which had gone on for over two years. It took a lot of work to whittle the five candidates down to a short-list of three and, as all the bids were so strong, the ultimate decision had been postponed from December 2006 until the April meeting in Cardiff, where UEFA's president, Michel Platini, commented "there are no losers – only bids that have not been winners this time round".



Grigoriy Surkis, president of the Ukrainian Football Union, addresses UEFA's Executive Committee at the meeting in Cardiff with Michal Listkiewicz, president of the Polish Football Federation, listening.

Image: Philippe Woods / UEFA



A Polish fan celebrates victory as Michal Listkiewicz and Grigoriy Surkis, presidents of the Polish and Ukrainian associations, appear on the giant screen.

Image: Janek Skarzynski / AFP / GETTY IMAGES

UEFA EURO 2008™ undoubtedly had an influence on the proceedings, as the expansion of the tournament is a reality – not just in footballing terms but also with the final tournament taking on even more grandiose dimensions thanks to Fan Parks and other ‘sub-events’ within the event. Hence the need to delay the decision and invest time in a thorough evaluation of the three candidates who had been short-listed from a starting line-up which had also included bids from Greece and Turkey.

The procedure had entailed several visits to the countries concerned, along with discussions, detailed evaluations of the bids and the signing of initial agreements and guarantees. The bid from Italy was strong; so was the joint bid by Croatia and Hungary. But, at the City Hall in Cardiff, the decision was taken more rapidly than some observers had predicted. One ballot was enough to secure a result, as the joint bid by Poland and Ukraine secured a comfortable majority – eight votes out of twelve, to be precise. For the record, the Executive Committee members from Italy and Ukraine were not allowed to vote.

“I cannot speak highly enough of the efforts that have been made and the passion for football in all three bids,” Michel Platini said in Cardiff. “The process is a tribute to each one of the five national associations involved and to the political authorities and the football fans who have all given such tremendous backing to their bids.”

The decision certainly aroused passions in the countries who will be our hosts in 2012. In Poland, thousands flocked into the streets of the big cities to celebrate the start of a ‘dream come true’. Adam Olkowicz, who had headed the Polish FA’s bidding committee, commented “this is the fulfilment of great, great expectations, hopes, ideas and efforts. We dared to have bold dreams and now we will

do everything to convert them into reality. I firmly believe that this tournament will be one of the greatest ever.”

However, the global view was expressed by the president of the Polish FA, Michal Listkiewicz, when he added “at last, top-level football will come to countries which, for many years, have been trying to catch up with the rest of Europe.” In other words, the 2012 finals represent a major boost and incentive for Poland and Ukraine to upgrade social infrastructure such as airports, road and railway networks, hotels and sports facilities. What’s more, there is enormous popular support for the project, with opinion polls indicating that 35 million people in the two countries would want to attend matches. Political support for the project was also fundamental, with the Ukrainian president, Viktor Yushchenko and the Polish prime minister Jaroslaw Kaczynski not only offering formal guarantees but also chairing the organising committees in the two host nations.

In footballing terms, the joint bid was based on eight cities of populations ranging from the 450,000 of Gdansk to the 1.6 million of Warsaw and the 2.6 million of Kiev. Apart from Gdansk and the capital, the other two Polish venues are Wroclaw and Poznan – the latter having hosted last year’s European Under-19 Championship finals.

The Ukrainian venues are Kiev and Donetsk (where UEFA Champions League football has regularly been played in recent years), along with Dnipropetrovsk and the historic city of Lvov – or Lviv as it is sometimes named in history and guide books. All eight stadiums will either be newly constructed or will be completely refurbished in time for the most easterly final tournament ever to be staged, beating the ‘record’ set way back in 1976, when the four-team finals were played in Yugoslavia.



A young Polish fan celebrates the announcement that his country will stage the European Championship finals in five years’ time.

Image: Janek Skarzynski / AFP / GETTY IMAGES

The Eagle Owl has landed

Mountains and forests with cliffs and rocky areas. That doesn't sound like an accurate description of the Olympic Stadium in Helsinki. But it hasn't prevented an Eagle Owl from adopting the national team's venue as its not-very-natural habitat and creating a piece of European Football Championship folklore by holding up the Finland v Belgium qualifier for just over six minutes.

If you've never seen one, forget about the word 'owl' and focus on 'eagle'. The *bubo bubo* can have a wingspan of two metres and can weigh four kilos or more. That's why the fans caught their breath and then started cheering when the giant bird of prey started swooping over the pitch and then tried to decide which of the two crossbars would offer the best vantage point to watch the game. English referee Mike Riley had no option but to call a timeout – not least because there was a risk of harming a priceless specimen of a protected species, who was doubtlessly expressing complaints about the massive invasion of a normally quiet and peaceful habitat.

"It's a fantastic creature," says Finland's head coach Roy Hodgson. "Before the game a photographer pointed it out to me, perched high above the panoramic TV studio in the main stand. I think it's the second-largest bird to be found in Finland, after the



Bubo flies into a fierce tackle on the pitch at the Olympic Stadium.

Image: Jussi Eskola

Sea Eagle, and its solo flights over the pitch were spectacular. It really got the crowd cheering and it seemed to add to the atmosphere. The funny thing is that we scored our first goal about two minutes after the game re-started, so the Eagle Owl has become a sort of emblem."

The fact that Finland went 1-0 up two minutes after Bubo had been perched on the Belgian crossbar was enough to provoke ornithological front pages in the next morning's Finnish papers. And there were some nice stories to go with the pictures. It was pointed out, for example, that the ancient Finnish word for the Eagle Owl is *Hyypiä* – and Sami, the Eagle Owl of the Finnish defence, just happened to be suspended from the match against Belgium, making it even eerier that his *alter ego* appeared from the skies. But it's the modern word that has now been adopted as the nickname of the national team and, if you hear Finnish supporters chanting 'huuhkajat', you'll know what it's all about.

It was also mentioned that the 1,000 or so known specimens of the Eagle Owl "usually avoid humans" – which is as good a veiled insult to football people as you could wish to hear!



A crane camera gets close-up pictures of Bubo as he poses on the crossbar.

Image: Jussi Eskola



Doris Leuthard of the Swiss Federal Council is happy to present the icon – a Swiss cross made of red and white capsules which are being sent as 'ambassadors' to European cities.

Image: Swiss-Image



Jürg Schmid, Director of Swiss Tourism, addresses his audience at the press conference in Interlaken – with One Year to Go... to the Final Round of the European Championship in Austria and Switzerland.

Image: Swiss-Image



Samuel Schmid of the Swiss Federal Council welcomed the 200 media representatives and just as many guests who were invited to celebrate another milestone on the way to UEFA EURO 2008™.

Image: Swiss-Image

"Red & White Night"

Under the motto "Switzerland. Discover the plus", the "Red & White Night" took place at the Kursaal Interlaken on the evening of 7 June. In a festive setting, 400 guests from sport, politics and the media raised their glasses to the European Football Championship final round countdown.

The high points of the evening included the launch by Federal Councillor Doris Leuthard of the

"icon", a Swiss cross formed from five shipping containers, symbolising the diverse facets of Switzerland in the areas of economics, science, habitat and tourism.

In conjunction with the event, Rainer Maria Salzgeber talked to Austrian Federal Chancellor Alfred Gusenbauer, Swiss Federal Councillor Samuel Schmid, Austrian FA and Euro-2008 SA board of administration chairman Friedrich Stickler, Swiss FA president Ralph Zloczower, Gerhard Mayer-Vorfelder, UEFA Vice-President and newly appointed UEFA General Secretary David Taylor.



Time for some serious talking as presenter Rainer Maria Salzgeber converses with Austrian Chancellor Alfred Gusenbauer at the press conference in Interlaken, with Samuel Schmid of the Swiss Federal Council listening attentively between them.

Image: Swiss-Image



Comedian Tony Caradonna raises some laughs as 400 guests from the worlds of sport, politics and media met for the Red & White Night at the Kursaal in Interlaken under the slogan 'Switzerland – Discover the Plus'.

Image: Swiss-Image



Two voices (those of Jessie Howe on the left and Yasmine Meguid) plus a saxophone add up to G-Sax, the group who performed during the Red & White Night at the Kursaal in Interlaken on the eve of the Glacier Game.

Image: Swiss-Image





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