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ORGANIZATION OF EUROPEAN FOOTBALL CHAMPIONSHIP – UEFA EURO 2012

The article deals with the information about organizing of European football championship – UEFA Euro 2012. Benefits from the organization of the championship in Poland and Ukraine are significant and measurable. Euro 2012 is macro-economical projects and the biggest benefits will result in acceleration and increased efficiency of our economy.

Keywords: EURO 2012, football, competition, federation, tourist industry.

The idea of organizing the European Championship in Ukraine was publically presented in the Spring of 2003 by Hryhorij Surkis, the president of Football Federation of Ukraine (FFU). He was aware, however, that Ukraine alone does not have much chance to be awarded the organization of such large sport event so he presented and convinced to his idea the authorities of the Polish Football Union (Federation). On the 27th of September the cooperation agreement between Polish Football Union (Federation) and the Football Federation of Ukraine was signed in Lvov. Three following documents were signed there: resolution for mutual organization of Euro 2012, cooperation agreement between Federations, and letters to the presidents of both countries: Aleksander Kwaśniewski and Leonid Kuczma requesting their support. After 3,5 years of candidacy preparation mutual mission ended with a complete success. On the 18th of April 2007 the Executive Committee of the Union of European Football Association (UEFA) decided to award the organization of European Football Championship – UEFA EURO 2012 to Poland and Ukraine. This decision brought out the hope both in Poland as well as in Ukraine, which the organization of such significant international event will contribute to the increase interest of both, investors and tourists, and will contribute to the faster economic growth of both countries. Experiences connected with the organization of Summer Olympics in Barcelona in 1992 indicate that such sports events of an international magnitude can have significant, positive influence on tourist traffic during several years to come after the event. During years of 1986-2000 number of tourists visiting Barcelona per year had doubled reaching the level of 3,5 million. This was contributed to increased recognition of the city, and also to fast development of tourist infrastructure. Three fold increase of the number of hotel beds was observed during the analyzed period. As a result Barcelona Olympics are often quoted as an example of good use of the potential for development of tourist industry, thanks to sports events of international scope (“Barcelona effect”).

1. Selection of the host cities for euro 2012. Poland proposed six host cities to the Union of European Football Association (UEFA), and Ukraine five cities. In Poland following cities were proposed: Warsaw, Wroclaw, Chorzow and Krakow, in Ukraine: Lviv, Kyiv, Donetsk, Dnipropetrovs’k and Odessa. UEFA granted the status of the host city for EURO 2012 to four cities in Poland: Gdansk Warsaw, Poznan and Wroclaw, and to four cities in Ukraine: Lviv, Kharkiv, Kyiv and Donets’k. Both, in Poland as well as in Ukraine big cities with own airports, higher category hotels, and with good road and train systems. These cities have the

population of at least several hundred thousand residents: Kiev 2 765 531, Warsaw 1 716 855, Kharkiv 1 420 000, Donetsk 981 017, Lviv 765 668, Wrocław 632 146, Poznan 552 735 and Gdansk 456 874 residents.



Figure 1 – Location of UEFA EURO 2012 host cities

2. Intellectual property. Both countries Poland and Ukraine took the responsibility for protecting intellectual properties connected with EURO 2012. This means that “Poland 2012” or “EURO 2012” are the trademarks, and constitute UEFA exclusive property. Any partial or entire reference to the graphic symbols, names, which are the subject of protection of trademarks owned by UEFA or any modification of these is illegal. Unless UEFA under contractual agreement sales the license allowing other firms to use them. Licensed product (mascots, T-shirts, hats, cups, scarves etc.) with UEFA EURO 2012 logo will be sold until the middle of 2011 by the INTERSPORT company in chain stores and also on the stadiums and in sports fan zones. So far the company has no equivalent in Ukraine. This is also the form of promoting organizers (host) countries.



Figure 2 – Championship's logotypes



Figure 3 – Competition's (tournament's) mascot Slavek and Slavko

In Poland joint logotypes of the host cities were accepted, which open the possibility for promoting these cities, and at the same time also Poland by using an official UEFA EURO 2012 competition symbols. Official Polish logotypes of the host cities depict Warsaw Siren (emblem of the city), Gdansk statue of Neptunium, Wroclaw Grunwald Bridge, and Poznan as a logotype chose a ball. According to the agreement with UEFA, graphic signs of the cities are shown together with the logo of EURO 2012.



Figure 4 – Joint logotypes of tournament host cities in Poland



Figure 5 – Logotypes of tournament host cities In Ukraine

3. Friends of UEFA EURO 2012. The beginning of the campaign Friends of UEFA EURO 2012 coincide with the beginning of elimination matches (cup tie games). The purpose of this is to familiarize Poles and Ukrainians with the coming event. One hundred people from each country will receive an honorary title of the Fiend of UEFA EURO 2012. Half of them will be selected from famous and well known people by the local organizing committees. The

rest of the places will be available to people of the age from 5 to 85 which will be selected through different competitions. These competitions give local residence a chance to express themselves about the significance of UEFA EURO 2012 for the country. They also give a chance to think about the meaning of slogan “Together we create the future”. The campaign started in September, 2010 when the majority of teams started elimination matches (cup tie games) UEFA EURO 2012, and it will last through several months. The information about the winner of competitions and about recently nominated persons to the exclusive group of the Friends of UEFA EURO 2012 will appear regularly. The winners of the competitions will receive the sets of gifts which will include official EURO souvenirs: hats, polo shirts, exclusive collection items such as banderoles Friend of UEFA EURO 2012 and badges (marks of distinction) printed in limited number. Poland and Ukraine is writing a new chapter in the history of UEFA European Football Championship. In order to draw the attention of the citizens of both countries to this spectacular event, both local organizing committees (LOC) started the campaign called the Friends of UEFA EURO 2012. Local Organizing Committee EURO 2012 POLAND together with UEFA invites football fans to participate in Creative Competition “We Are The Fans of Our Team” – “Together We Create the Future”. All persons above the age of 16 can participate in the competition. Prize winners will join the prestigious group of the Friends of UEFA EURO 2012. In Poland to this group already belong: Lech Walesa, Maryla Rodowicz, Jerzy Bralczyk, Włodzimierz Lubanski, Jozef Młynarczyk, Robert Korzeniowski, Leszek Blanik, Darisz Michalczewski, Leszek Mozdzer, Andrzej Strelau, Maciej Sthur, Bohdan Lazuka, Marek Krajewski, Magdalena Schejbal, Tomasz Kuszczak, Antoni Piechniczek, Marek Kaminski, Jasiek Mela and 20 children, the prize winners of the plastic competition “UEFA EURO 2012 in my country – Together we Create the Future”. This competition is to unite the people who love sports and poses artistic skills (talent). The winners of the competition which will receive an honorary title the “Friends if EURO 2012, were selected by a special jury. The jury was composed of well known and respected persons.

The competition included three forms of the artistic expression:

1. Written work: It could be a poem, a story (tale), description of the most important event in the fan’s life, or any story (the text should not exceed more than 2000 signs).
2. Graphic work: it could be a picture, drawing, patchwork, embroidery, design of the fans suite (the work should not exceed the size of A2 format).
3. Picture with the theme connected with the name of the Competition (the file sent by email should not be bigger than 10 MB and work sent by post should not exceed the size of A2 format. The competition started on December 21, 2010. The works (compositions) were accepted until the 28 of February 2011.

4. The stadium area. The area of the stadium includes not only the undertakings connected with modernization and construction of stadiums for hosting UEFA EURO 2012 championship but, most of all, for the use in the years to follow as multifunctional sports – entertainment objects. Also, very important is the preparation of the stadium for execution of the event – Venue Management (management of the facility during the UEFA EURO 2012). The management of the activities connected with the event, that is, the safety, medical care, telecommunication have to be specified. Host cities will have to choose the operator of the stadiums. The stadium in Donetsk was completed as the first one. New facility in Donetsk was built by the owner of the local football team Shachtar Donetsk – Rinat Achmatow. It was officially opened in August of 2009. This stadium was modeled after the renovated facility of Benfica in Lisbon. It will hold (accommodate) over 50 thousand spectators. According to

UEFA standards, it belongs to highest category the “Elite,” until now defined as “five star”. During the EURO 2012 matches of a group category: quarter finals and semi finals will be held there. Ceremonial opening of the stadium Donbas Arena was honored (signalized) by the presence of Beyonce Knowles and took place on the 29 of August 2009. In Kharkiv a modernized stadium of the club Metalist was opened on the 5th of December 2009. Unique construction solutions for holding the roof were used, and because of this the facility got its nick name “Spider’s Arena”. The next completed facility was the stadium in Poznan. Poznan Stadium is the first opened Polish arena Euro 2012. The facility can hold over 43 thousand fans, and its modernization cost 713 million zlotys. Official opening took place on the 20 of September 2010, honored by the concert of Sting. The stadium in Gdansk will be opened in June 2011. PGE Arena is designed to hold 41 thousand fans. The stadium has 17 thousand m² of commercial surface area. In the beginning the project had the name Baltic Arena. The sponsor of the final name was the group PGE which offered 35 million zlotys for becoming a nominal sponsor. The contract was signed for five years and will come into effect on the 1st of January 2010. PGE Arena is designed to accommodate different mass events, beginning from competitions such as Red Bull X-Fighters, monster truck, to concerts, festivals, etc. Operator of Gdansk PGE Arena is the consortium of three firms: Lechia operator, Sport Five and HSG Zander, effective on the 17th of July 2010. According to the agreement the operator will lease (rent) the facility for the coming 10 years and is obligated to pay the rent of 2 million zlotys per year plus 5% of the profits from sales. Future leaseholder of the facility will be obligated to organize at least 50 events per year, for the maintenance of the facility, and for costs and expenses connected with current operation of the stadium. Ceremonial opening of the national stadium in Warsaw will take place on July 22nd 2011, in Lvov on July 30th 2011, and in Kiev the stadium opening was planned for August 24th 2011 – the time when Ukraine celebrates the anniversary of its independence. The stadium in Wroclaw will be finished the latest. During its opening celebration the prestigious boxing fight between the Ukrainian Vladimir Kliczko and Polish boxer Tomasz Adamek will be held.

Conclusion. Benefits from the organization of the European football championship in Poland and in Ukraine are significant and measurable. They can be referred to a short period prior to 5 years of preparation and to longer period possible to foresee. Improvement of the quality of life, inflow of foreign tourists connected with growing tourist attractiveness of our country, growing interest of foreign investors. Also UEFA will benefit, for selling the rights to TV stations around the world. For transmission of matches alone UEFA will get over a half billion euro. UEFA will also benefit from selling the license for the use of championship logo, colors and the name. EURO2012 it’s a macro-economical project and the biggest benefits will be generated by the development of transport infrastructure which in turn will result in acceleration and increased efficiency of our economy. It is estimated that this will result in the growth of GDP even by 6%.

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Януш Клісінські

Організація європейського футбольного чемпіонату – УЄФА Євро 2012

Стаття присвячена інформації про організацію чемпіонату Європи з футболу - Євро-2012. Вигоди від організації чемпіонату у Польщі і Україні є значними і вимірними. Євро-2012 є макро-економічні проекти, які відкриває великі пільги і призведе до прискорення та підвищення ефективності нашої економіки.

Ключові слова: Євро-2012, футбол, змагання, федерація, туристичної індустрії.

Януш Клісінські

Организация европейского футбольного чемпионата – УЕФА Евро 2012

Статья посвящена информации об организации чемпионата Европы по футболу - Евро-2012. Выгоды от организации чемпионата в Польше и Украине являются значительными и измеримыми. Евро-2012 является макро-экономическим проектом, который открывает большие льготы и приведет к ускорению и повышению эффективности нашей экономики.

Ключевые слова: Евро-2012, футбол, соревнования, федерация, туристической индустрии.

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