

Our Chair and Vice-Chair represented ATAC at the Fan Forum event in Frankfurt from 29 to 31 January. The SLO for Scotland NT was also there representing SFA.

All 21 qualified countries were present. Some playoff countries were also represented - Israel, Ukraine and Wales. Not all countries have a fan equivalent of ATAC but most do. Also present were NFIP (National Football Intelligence Point) staff from most countries. NFIP is basically Police. No specific Scotland NFIP rep but a rep from the UK Football Policing Unit.

Day 1

A lot of welcoming stuff from various organisations, German Government, Fanzone Manager representing all 10 host cities, Head of Euro 2024, Euro 2024 Fan Services Manager, FSE, KOS (a German Fan Project group, who do a fantastic job). Albärt the EURO mascot was also there but in a non speaking capacity.

Some key messages.

Chair of FSE, the event was to foster cooperation between Fan organisations, national associations and NFIP.

FSE National Team Fans Coordinator, will be creating communication channels between stakeholders. He's already created a WhatsApp group for Group A but there's no Hungarian ATAC equivalent. Hopefully this will also mean stakeholder calls similar to what we attended during the last Euros. FSE will be present in each host city and will be doing match observations.

If you didn't already know, FSE are funded by UEFA but are independent. They signed a memorandum of understanding with Aleksander Čeferin last year to highlight national association and fan engagement.

<https://www.uefa.com/insideuefa/news/027d-172391228ebf-5a2a8b4373c4-1000--uefa-and-football-supporters-europe-formalise-partnership-wi/>

This underlines and forms the basis of their credibility. They were responsible for limiting ticket pricing for away fans in UEFA club competitions. We have provided them with an excellent case document in the hope they can do similar for national team matches.

Project manager for KOS. They are local experts in fan culture in Germany and are government funded. They support fans, will be located in all host cities and will assist with any **Fan Embassy requirements** in each city. They'll bring together local and foreign fan culture.

Chair of NFIP Network explained the information exchange that is in place across UEFA. 38 countries have NFIP reps and the aim is to get the remaining ones on board.

Head of International Police Cooperation Centre explained that each state in Germany have their own police but there is consistency around what is a crime. IPCC are based in Neuss near Dusseldorf and are looking to harmonise different police groups. Police from each participating nation will be present and will be bringing spotters etc. UK NFIP will likely be based in Neuss at the IPCC.

The **UK NFIP** has provided us with a list of **German crimes** with their UK equivalent. We will distribute this nearer the tournament. A couple of key messages here. **Pyro is not allowed**. Nazi salutes or symbolism is a crime. They are **very tough on any drug offences**.

The **arrest model** for group events in Germany is an interesting one. If you get arrested for a minor offence then the police will call the equivalent of a Procurator Fiscal and explain the charge. The PF will say what the likely fine is and you will then pay this via a card machine and be given the offence report. When it goes to court (and you are not present) if the fine is dismissed or is less, then you get a refund on your card.

Major offences are dealt with differently as you would expect. FSA England will be running a similar campaign to their previous "Don't be a dick" one that worked well.

Fan Services Manager from Euro 2024 oversees all fan services across host cities, national associations and fan groups. Together with **Fanzones and Projects Manager** they are responsible for **fanzones, public viewings, fan meeting points, fan walks**, street activations, a "fan spectacular" in each host city and info points and fan embassies.

There are three pillars to fanzone strategy. Fanzone itself, public viewing and additional fan venues. There are currently 18 fanzone venues, 46 huge screens and an expected 10m visitors. We'll discuss our specific host city models later but we have already asked the question about **public viewing for our match v Hungary** given Germany will be playing Switzerland at the same time. We are confident they will deliver a public viewing solution in Stuttgart.

Our next session discussed **Mobility**. We should all be aware that there will be local and national options to service fans. Match ticket holders can buy two **discounted train tickets** per train.

There is **free "local" travel** for match ticket holders from 0600 on matchday until 1800 on matchday +1.

Those **travelling by coach** can book reserved parking in advance. This is already available via a UEFA link. Parking permits need to be printed off and the **coach parking** is free.

There will be traffic perimeters around each stadium so travelling by car is discouraged. There is however **disabled parking available**. Again, this is likely to be a form bookable in advance.

A DeutschBahn employee then presented what they are offering. Travelling by **Interrail** attracts a 25% discount and this journey could start in the UK. There are different lengths of pass available starting at 3 or 4 days up to an entire month. Anyone going for this option can hop on a train without a reservation.

Additional long distance trains may still to added to the schedule. Many have already been added or capacity increased and these will be of interest for us with our 9pm kickoff. **Local trains run through the night** and are available for booking now. For match ticket holders there are special **30 Euro fares** available on the **ICE services** where capacity exists up to a day before the match.

There is no timescale for when additional trains will be added as we did ask this question.

Communications was the next thing. We were presented with info about the official Euro2024 song, a trophy tour throughout Germany, host city signage and branding - not much of interest to travelling fans.

UEFA Senior Event Experience Manager then gave a presentation around event communications, most of which involved the **UEFA Euro2024 app**. The comms will be specific to locations and matches as well as some general catch all announcements.

There is the uefa.com event guide, notifications via the app (as described above) and specific emails to match ticket holders. The latter take place from matchday -6. These emails get a lot of attention and intake as the match draws closer for ticket holders.

The **Fan Pass** is in the app which is what will be used for free travel in the 36 hour window around the games for match ticket holders. Printed guides are not encouraged.

UEFA Fan Relations Manager gave a presentation with **FSE SLO Development Officer** about their roles. We've met before and she is very understanding of fan needs. It is through her that we made our complaint about the Georgian fan behaviour at our recent match in Tbilisi. They do progress these on our behalf.

We're pretty familiar with the **SLO role**. It is to inform fans of Association decisions and information. And it works in reverse for progressing fan questions in the other direction. It's a bridge between Associations and fans and forms part of the licensing requirements for club teams. The SLO should be present with fans in the stand on matches. Scotland NT SLO does this now.

This doesn't diminish the need for fan groups like ATAC as there is plenty that fans will approach us about rather than going to SLO. For example, if a fan gets arrested or manages to buy tickets for the Euros when they shouldn't be able to, they can approach us in confidence.

If they bring either of these to the SLO there is a risk they'd get reprimanded by the SSC for example 1 or get their tickets cancelled in example 2.

Head of Venue Operations, All stadium activities need to be pre-approved. This is things like Tifos. Activities can't affect the pitch and must be socially responsible - no racism, no politics etc. **Pyro is not permitted.** That is an immediate arrest and stadium ejection.

There's **commercial brand protection** to protect official UEFA sponsors and they're ready for any ambush marketing. For example if someone approaches you on the way to the match with yellow t shirts with the letters E, E, N, N, N, S, T, T printed in red on them it's probably ambush marketing.

Deadline for fan activity (tifos, displays etc) applications in 26th April. Decision to approve should be by 17th May but ultimate final approval will be Matchday -1. We are not able to do a Tifo in Munich as there will be a stadium one planned for the opening ceremony.

Instruments need to be approved by request and individuals need to contact their Association to get approval. We specifically raised **bagpipe access** and that is permitted so long as approval is applied for by the SFA. Information on how to do this will be communicated by the SFA once they are in a position to gather this info.

Permitted flag sizes are 2m x 1.5m. Anything bigger needs approved so check your bedsheet sizes.

Activity setter uppers can get access to the stadium to set up their display in advance. **Rainbow flags** are permitted.

Stadium Spectator Services was the next topic delivered. They have **2500 volunteers** across the 10 stadiums. They will provide directions and way-finding support. They will have stadium info points for fans and will operate a **lost and found service**.

Sustainability Manager talked about Stadium Accessibility. They will operate **shuttle services for Accessible ticket holders** between the last public transport stop and stadium entry point. This will be buggies like golf carts. They'll also provide a **wheelchair loan** service and a **wheelchair push** service. 30 volunteers per stadium for the wheelchair push service.

Senior Ticket Sales and System Manager talked us through ticketing. **In March there will be the final ticket resell** window so a limited amount of Scotland tickets may become available. Any resale ticket releases will be scheduled so we will have an indication of how many are available for each match. There will be an online video explanation for how tickets work.

Our bought tickets are currently on our account but will need downloaded nearer the time of the specific game. QR codes will appear shortly before the gates open. These are **moving QR codes** so cannot be screenshots and passed on. Similar to our covid passes from the Scottish Government app.

Internet connectivity is not required for tickets to become active as they are triggered by switching on Bluetooth. Internet is however required to download our tickets but this will be a while before the game. UEFA will provide download info in advance.

Tickets are 100% mobile in the app. There are no physical souvenir tickets available this time as demand was so low at the last Euros. We did raise the point that the last Euros had low attendances due to covid so there could be a decent demand this time but it is unlikely these will be available.

Ticket checks will be in place at the stadium perimeter. At the last Euros this was called "the last kilometer".

Anyone who loses their phone will be assisted. And there will be **no re-entry policy**. Once we're in the stadium we cannot exit and get back in again.

With regards security the **stadium perimeters will be larger than normal** stadium operations. **Body searches** will take place at the outer perimeter and that is also where the first ticket check will take place.

The permitted bag size for entry is A4 size. **Power banks are permitted** and stadium rules for restricted items have already been published.

The key message around all of this is to **arrive early**. **Alcoholic beer** is available in the stadiums so hopefully this discourages the "leave the pub 15 mins before kick off" attitude.

Day 2

Public Affairs and Human Rights Expert talked us through the **fan grievance mechanism**. This is for if we feel we have been discriminated against. These can be reported online or by phone and can be done anonymously. There is 24x7 support for this and cases are investigated by a neutral panel.

There are secure areas at each stadium where fans who feel they have been discriminated against can go to.

Sustainability Manager then explained about **awareness concepts**. There will be a rapid response mechanism for psychological first aid available in each stadium. Again, there will be safe spaces at every stadium for any fans who experience this.

Also on sustainability, be aware that Germany operates a **deposit scheme for cups, plastic bottles and glass bottles** everywhere. This may encourage fans to drink more as it makes each beer subsequent to the first cheaper!

Sponsorship and Licensing was delivered by **UEFA's Senior Sponsorship Manager**.

UEFA sponsors will be in place for all fanzones, fan meeting points, public viewing areas, stadiums etc. Other brands cannot get licences for these event locations. If another company want to advertise at these locations then they need to seek UEFA approval. However, direct competitors will not be entertained. For example Bitburger Beer is the official beer sponsor. This would rule out Tennents or Brewdog even being considered for these UEFA/Euro2024 events.

UEFA/Euro2024 sponsors get first refusal at these specific events.

Private events can have their own sponsors but public events in the host cities cannot. For example if a **young up and coming DJ** wanted his private ticketed event sponsored by Jack Daniels then that is off UEFA's radar.

Official Euro2024 marks cannot be used on merchandise without licensing agreements.

Match programmes have not been confirmed yet. We expect a tournament programme but we're highly unlikely to see a match by match one. This is in line with previous tournaments.

Souvenir tickets came up again here. Last Euros there was only a 5% takeup for these which has shaped their thinking to remove it this time.

The remainder of day 2 was taken up with presentations from each of the 10 host cities. Everyone started with a video and sold their city.

The final thing on Day 2 was the **Dutch FA** telling us that they had already performed **site visits** of all 10 stadiums and host cities.

The listed the benefits of doing site visits:

Meet host city staff on their turf,

Build a network,

Different reporting structures in each host city,

A tour through each city,

3 days should be enough to visit all 3 group stage host cities,

Helps to understand challenges,

Get a feel for space at the venues

They felt that it worked to do combined visits with the Association and fan group. In advance they'd thought about: Where do they want to visit; Who do they want to meet; What happens with ticketless fans; What communication methods do host city, Association, fan group use.

There is **FSE funding** for each fan group to perform the site visits either with or without their Association. We feel it would be better to combine these as it saves the host city staff duplication.

A few weeks prior to Frankfurt we emailed the SFA to say that ATAC had funding to attend site visits and we wanted to do it in conjunction with them. We got a reply saying they were not planning to do site visits and they would base their information guides on what the SLO came back with from Frankfurt!

The UEFA, FSE, KOS and other Fan Groups we spoke to were surprised by this approach. All other qualified teams are doing site visits even the smaller ones such as Albania. On return from Frankfurt we wrote to the SFA to say ATAC would be doing site visits and that we hoped they would review their position.

It now looks like they will be doing site visits and we will accompany them. We will use this to build up our information for fanzones, travel to stadiums, public viewings and security requirements.

Days 2 and 3

On to the specific host cities now.

Munich

City Centre to the stadium is **12km**. This should discourage ticketless fans from heading there. It also means a fan march is not possible. There will be no public viewing screens at the stadium but there will be public viewing areas in the city. Food and drink available around the stadium but suggestion is to arrive early as the German fans will likely be there early too.

There are six fan **beer gardens** available. We will likely be choosing one with a capacity around 6,000 and there will be **shuttle services to the stadium**. These will begin around 5pm and there is beer at the stadium. Scotland end will be served by Parkplatz N.

Car parking is very pricey in Munich and there is limited parking at the stadium. Supporter bus parking is available and permits can be requested via a UEFA booking portal. The link for this will be given to the SFA to share at a future date.

Post-match there will be shuttles returning fans to the edge of the city centre.

Trains are already available to book. Local transport will continue to be available for quite a while post-match.

Accommodation options include >600 hotels, >50,000 rooms and >9,000 Airbnb. Augsburg is a recommended location if Munich is oversubscribed or too pricey. It is approx 45 mins away.

Camping is proving tricky. We pressed them on this and it sounds like a solution for campervans should be available shortly.

Police in Munich are very strict. Pyro = immediate arrest. It has one of the strictest anti-drug laws in Germany. For example, weed is a crime. Glass throwing is aggravated assault and filming police in uniform is against the law.

Cologne

Everything in the city is fairly central. A campervan site is being established. There is a **tent camping zone in the city at Jugendpark**. There will be a ferry over the Rhine in operation during the Euros and this will be free.

Public viewing areas within the city with capacity for any overspill. Note that not all public viewing fanzones will show all Euro matches. Ones taking place in that specific host city will be broadcast as will all Germany games. Others will not be guaranteed to be shown.

Again there will be **travel available for fans heading to the stadium**. Our pre-match fan meeting point will likely be at Girlitzweg which is around a mile from the stadium. There is an offer for us to do a fan march from here to arrive at the stadium around an hour before kick off. What this would look like can be discussed at the site visit.

Post-match trains and local transport are available and the trains are already showing online.

Also an offer of a Scottish/German themed music night in the fanzone the night before the match. This can be talked over when we perform the site visit.

Stuttgart

Stadium is fairly central. Trains, trams and buses take us to the stadium. Centre of city to stadium about 5km which is 15 mins on transport. Parking at the stadium is limited and must be booked in advance by the app. There is coach parking - a separate one for each team. Like Munich, there will be future notification for how to order permits for these through the UEFA booking portal.

We did get offered a fan walk route from our fan meeting point to the stadium. We fed back that it was fairly unworkable due to it being a 4 mile walk that could take 2 hours. We may get offered alternative fan walk options.

There are four Fanzones in the city. The **public viewing area holds 30,000 fans**. We asked about public viewing of our **match v Hungary**, given that Germany will be playing Switzerland at the same time. They will find a solution for this.

The pre-match fan meeting point has a 10,000 capacity.

There are campsites and motorhome parks available around the city.

We will get much more info when we perform the site visits for our host cities.