

European Championships Munich 2022 announce sustainability concept titled 'Count & Last' with climate neutrality as key component

The European Championships Munich 2022 organisers are launching an event sustainability concept under the guise of 'Count & Last' that is made up of two supporting pillars. Pillar 1 consists of six focus topics in the organisation of the multisport event – with the aim of climate neutrality underlining the ambitious goal of the local organisers. Pillar 2 started earlier in the month of September with an interactive project about accessibility. With 'Count & Last', the organisers are striving to pick up on the Olympic legacy of the 1972 Summer Games in the German city, reinterpret it, and leave behind a sustainable legacy of their own.

The organisers of the European Championships Munich 2022 are relying primarily on existing sports facilities for 9 participating sports, underlining Munich's pioneering role as one of the most sustainable Olympic cities in the world. From 11th to 21st August 2022, athletics will take place in the Olympic Stadium, gymnastics in the Olympic Hall, triathlon as well as mountain bike cross-country and BMX freestyle park as disciplines of the European cycling championships will take place in the Olympic Park. Meanwhile, rowing and canoe racing will be at the Munich Olympic regatta facility and table tennis in the Rudi-Sedlmayer-Halle.

European Championships Munich 2022 puts vision into practice

To inspire their own vision of Munich 2022, set new standards and leave behind a sustainable legacy for all participants and to do justice to the city of Munich and future sporting events, the local organisers have created a comprehensive concept that promotes sustainable development in economic, social, and ecological level, continuing the Olympic legacy of 1972.

A key issue is the climate neutrality of the largest sporting event in Munich since the Olympic Games. The other five focus topics, all of which are derived from the 17 Sustainable Development Goals (SDGs) of the United Nations, include waste & littering, reuse of buildings & sports equipment, impact on popular and competitive sports, inclusion and accessibility, and local added value. The six topics include specific measures related to the European Championships Munich 2022 and form the first pillar of 'Count & Last'.

During the event organisation, care is being taken to keep CO₂ emissions as low as possible. The short distances between the venues and the good connections by local public transport help, for example, to keep the impact on the city and its surroundings as low as possible. Unavoidable CO₂ emissions, including from the arrival of accredited personnel, the number of overnight stays, event technology and energy, and food and drinks of accredited personnel, are calculated and offset in cooperation with partner ClimatePartner. This is done, among other things, through a [reforestation project in eastern Nicaragua](#). This certified, internationally recognised climate protection project with VC standard has reforested 2,361 hectares with more than a million plants of a native bamboo species and protects 1,000 hectares of old forest.

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September start for Second Pillar

The second pillar of the sustainability concept, which is intended to continue the Olympic legacy in an innovative and modern way, consists of 12 projects that the local organising committee, together with various cooperation partners, are launching monthly from September 2021 until the start of Munich 2022. The 12 interactive campaigns for young and old have a sporty or social character and fill the values of credibility, innovation, passion, sustainability, respect, team spirit and diversity defined by the organisers. The launch project is the '22,000 LEGO® Bricks for Munich 2022' project. Colourful ramps (for example, for prams and wheelchairs) will be placed at the European Championships Munich 2022 to create awareness of accessibility among all visitors and participants.

'From Routes to Roots' is the motto in October for Strava Club members of the European Championships Munich 2022 in cooperation with ClimatePartner. Whether taking part in running, cycling, or rowing training, the Munich 2022 community will be asked to diligently collect kilometres – with kilometres covered converted into trees planted. The goal is reached when 1,000 trees are planted, with the Hofolding Forest south of Munich looking forward to reforestation. The club will continue to exist after the project and underlines the interactive and sustainable character of 'Count & Last'.

*"We are aware of our social responsibility," says **Marion Schöne**, Managing Director of Olympiapark München GmbH. "It is in our interest to realise an environmentally friendly European Championships. 'Count & Last' goes far beyond the pure organisation of this multisport event, and with the large number of interactive and sustainable projects it should set a benchmark for future major events."*

European Championships Management Sàrl Board Chair **Libor Varhaník** said, *"Sustainability is one of the core values of the multi-sport European Championships. For all stakeholders, ensuring Munich 2022 is environmentally sustainable – the use of the city's sporting infrastructure minimising environmental impact – is a key element in the overall philosophy underpinning the event. The staging of a major event like this has provided Munich with the opportunity to carry out the initiatives outlined that will continue the legacy from Berlin/Glasgow 2018, through Munich 2022, and onto future editions of the European Championships in 2026 and beyond."*

All the important information about the European Championships Munich 2022 is available at:

Web www.munich2022.com

Facebook [@ECMunich2022](https://www.facebook.com/ECMunich2022)

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LinkedIn [European Championships Munich 2022](https://www.linkedin.com/company/european-championships-munich-2022)

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#munich2022 #backtotheroofs

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NOTES TO EDITORS

1. The European Championships 2022 will take place from the 11th to 21st August 2022 and will be staged by the Host City of Munich and the nine participating Federations: European Athletics, Confédération Européenne de Volleyball, European Canoe Association, Union Européenne de Cyclisme, European Gymnastics, World Rowing, International Federation of Sport Climbing, European Table Tennis Union and Europe Triathlon.
2. The sports programme will feature about 4,700 athletes from around 50 nations, with 176 medal events. The nation finishing top of the overall medal table across all nine participating sports will be awarded the [European Championships Trophy](#).
3. The European Broadcasting Union (EBU), the umbrella body for Europe's free-to-air channels, is the Official Broadcast Partner of the European Championships Munich 2022.
4. European Championships Management (ECM), the organisation that founded the multi-sport European Championships, manages and coordinates the event in cooperation with the participating Federations, host cities and broadcast partners, continuously developing the event concept.
5. Munich's Olympic Stadium will be the venue for the European Athletics Championships with the Marathon and Race Walking held in the city, with over 1,500 athletes from over 50 countries competing in 50 medal events through 15th-21st August.

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6. The CEV EuroBeachVolley will take place at the Königsplatz in downtown Munich through 15th-21st August, with 128 athletes from 22 nations competing in the men's and women's European championships over seven days.
7. The ECA European Canoe Sprint Championships will take place at the Munich Olympic Regatta Centre through 18th-21st August, with 675 athletes from nearly 40 countries competing in 42 medal events over 4 days of competition. The championships will include 12 para canoe events.
8. Four UEC European Cycling Championships will be staged in Munich and its metropolitan area. Track, Road, BMX Freestyle Park and Mountain Bike will attract 770 of the sport's top names from over 40 countries to the Olympiapark, Messe München and the streets of Munich to compete for 30 medal events over 10 days of competition.
9. The European Women's and Men's Artistic Gymnastics Championships will take place at the Olympic Hall in the Olympiapark from 11th to 21st August, respectively, with more than 300 athletes from nearly 40 countries competing in 14 medal events over six days.
10. The European Rowing Championships will take place at the Munich Olympic Regatta Course 11th-14th August, with about 660 athletes from more than 30 nations competing for 22 medal events over four days. The championships will include 4 para rowing events.
11. The IFSC Climbing European Championships will be showcased at the Königsplatz from the 11th to 18th August with 300 climbers from around 30 countries competing in 8 medal events over 7 days.
12. The European Table Tennis Championships will be at the Rudi-Sedlmayer-Halle 13th-21st August. Around 260 athletes from more than 40 countries will compete in 5 medal events over 9 days of competition.
13. The ETU Triathlon European Championships over the first weekend (12th-14th August) will see its cycling and running transitions in the Olympic Park with swimming in the Olympic Lake as around 120 athletes from around 30 participating nations compete in 3 medal events over 3 days.
14. The inaugural European Championships in Glasgow and Berlin took place through 2nd to 12th August 2018. The event provided a unique platform to elevate the Champions of Europe. A cumulative television audience of 1.4 billion watched this memorable first edition on free-to-air channels in 44 territories across Europe and worldwide. There were 1.9 billion visits on websites registered and the reach on social media was 945 million.

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