

Preface

The UEFA European Football Championship 2008 was an outstanding event for Switzerland. For our country, which hosts many international and important sport governing bodies, this mega sport event was used as an opportunity to sensitize the national and international community to the true value of sport. Our government and the organizers realized that the EURO 2008 had the potential not only to revitalize urban centers or improve infrastructure and increase tourism revenues, but to create a significant and sustainable social legacy in Switzerland.



This study addresses a fundamental question of whether the implementation of corporate governance, policies and corporate social responsibility by the government and the organizers has helped to create any legacy for the EURO 2008 in Switzerland. Through careful attention to academic background about legacy and sustainability, the authors were able to put these notions in relation to a mega sport event, primarily the EURO 2008 in Switzerland. I, in particular, consider this study to be sought to use as a way to prove that the mega event's effects are probably greatest in terms of national pride, culture and education for our next generation. A mega sport event such as the EURO 2008 can provide a tremendous platform for teaching these sport social values that include respect, tolerance, solidarity, teamwork and fairness.

This book explains how sport mega events can serve as a catalyst for enhancing sustainable collective action and participation by organizers. The book also describes different initiatives, and how a legacy can be left behind – not only after the event but also into the buildup of another. Sustainable initiatives through the EURO 2008 are exemplified throughout this book with a focus on societal legacies, such as education, knowledge sharing, social cohesion and addressing gender and disabilities issues. The results show that good corporate governance for a mega sport event and sports in general, has been gaining ground. Further, the stakeholder's environmental interest, and in particular the public interest, cannot be limited to a narrow area anymore. Good corporate governance is not a new kind of institution or performance, but rather a gathering of political, economical, societal and cultural instances making globalization a process to sustainably serve our people.

This study engages the sustainable development of mega sport events and highlights areas such as corporate social responsibility initiatives. In seeking creative solutions, the authors provide perspectives for international sports governing bodies to be responsible to stakeholders, the environment and the overall social good.

All in all, this book is a timely and valuable contribution to the important debate on legacy and sustainability when it comes to the notion and potential candidatures of a mega sport event.

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Legacy, Sustainability and CSR at Mega Sport Events

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