



UNIVERSITY OF PELOPONNESE FACULTY OF
HUMAN MOVEMENT AND QUALITY OF LIFE
SCIENCES DEPARTMENT OF SPORTS ORGANIZATION AND MANAGEMENT

IMPLEMENTATION OF SOCIAL SUSTAINABILITY REGARDING YOUTH
AT THE EUROPEAN CHAMPIONSHIPS MUNICH 2022

By Janine Tamina Andrea Ongyerth

MASTER Dissertation submitted to the professional body for the partial fulfillment of obligations for the awarding of a post-graduate title in the Post-Graduate Program, “Olympic Studies, Olympic Education, Organization and Management of Olympic Events” of the University of Peloponnese.

SPARTA 2023

Approved by the Professor body:

1st Supervisor: Katerina Mouratidou Prof. ARISTOTLE UNIVERSITY OF THESSALONIKI,
GREECE

2nd Supervisor: Thierry Zintz Prof. UNIVERSITÉ CATHOLIQUE DE LOUVAIN,
BELGIUM

3rd Supervisor: Kristine Toohey Prof. GRIFFITH UNIVERSITY, QUEENSLAND,
AUSTRALIA

Copyright © Janine Tamina Andrea Ongyerth, 2023

All rights reserved.

The copying, storage and forwarding of the present work, either complete or in part, for commercial profit, is forbidden. The copying, storage and forwarding for non profit-making, educational or research purposes is allowed under the condition that the source of this information must be mentioned and the present stipulations be adhered to. Requests concerning the use of this work for profit-making purposes must be addressed to the author. The views and conclusions expressed in the present work are those of the writer and should not be interpreted as representing the official views of the Department of Sports' Organization and Management of the University of the Peloponnese.

ABSTRACT

Janine T. A. Ongyerth: Implementation of Social Sustainability Regarding Youth at the European Championships Munich 2022.

(Under the supervision of Professor Katerina Mouratidou)

This master thesis analyses the implementation of the youth programs at the European Championships Munich 2022 in order to evaluate their impact and effectiveness regarding social sustainability. Both the scientific literature and large sporting events either neglected or less considered the social pillar of sustainability compared to the ecological and economic aspects (Smith, 2009). Three innovative youth programs were planned and realized: The Young Leaders Forum for already engaged youth between 20 and 30 years old, The Munich 2022 Sports Badge with the opportunity to try out different sports, and the main youth initiative called the Future Class of 22 for youth up to the age of 20, which included 56 different events. A total of 89,210 young people as well as 40 cooperation partners participated in the youth programs. To evaluate the initiatives regarding social sustainability, a survey was answered by experts regarding youth sports. The results show that social sustainability was successfully implemented by the youth programs. The principles of equity, diversity, quality of life, social cohesion, as well as the values of fair play, respect, friendship, and participation and moreover the topics of values, health, education, inclusion, diversity, integration and civic engagement were transmitted well according to the experts. Furthermore, the goals to increase sport motivation and activation as well as school, club and federation cooperations, youth participation, youth empowerment and the goals by the cooperation partners were successfully reached. Further improvements can be done in regard of the principle called “democracy and governance”, the value of excellence and the topics of education and inclusion. Overall, 38% of the experts were satisfied and 57% were very satisfied with the overall outcome of the youth programs of Munich 2022. 5% were neutral and no expert was dissatisfied with the implementation. Furthermore, 95% of all experts recommend the implementation of social sustainability regarding youth to future large sporting events.

Key words:

European Championships Munich 2022, social impact, social sustainability, sport event, youth, youth program

ACKNOWLEDGMENTS

Sport is a tool so powerful that it can unite and influence people like nothing else can. Sport is also the constant in my life, my passion and my drive. From finding wonderful friendships as a young gymnast, to getting to know my strengths and weaknesses in competitions, experiencing true team spirit in high school, learning how to be a good role model as a coach, having joy while dancing, and getting to know great people, cultures and places – sport helped me to become the person that I am today and I am very thankful for that. As a dance coach, physical education teacher, sport volunteer, board member and sport event organizer my goal is to share these values, experiences and also life lessons that sport has to offer with other people, especially the youth.

I am very thankful for all the opportunities and mentors I had on my journey so far. One of these opportunities was getting asked to do the manager job of youth programs at the European Championships Munich 2022. I remember sitting in the Olympic Stadium at the athletics competitions during Munich 2022 and just knowing in that moment, how lucky I am. I got to realize all the youth programs I put my mind to before and during Munich 2022 with the full support of my team and my bosses, and I had the chance to pass on this power of sport to children and youth. This was literally my dream job at that time, and I got to experience it with people that I am especially thankful for to have in my life: my truly amazing friends, my supportive and kind boyfriend and my loving family. You are my rock, my inspiration, my love, my therapy and my good vibes, and I am so grateful for every one of you.

However, I am aware that not all major sport events include implementations of social sustainability regarding youth yet and in my opinion this is a mistake. Because of this master thesis I can contribute more insight into this field. Therefore, I like to express my gratitude to the IOA for believing in me and accepting my application for the master's program, as well as to the International Olympic Committee's Olympic Solidarity program for funding my studies. I had the great pleasure of learning from the IOA's professors and collaborating with my fellow colleagues. My gratitude especially goes to my lead supervisor Professor Mouratidou. Your kindness, optimism and dedication is well appreciated, and I am very thankful for all your help, knowledge, understanding and passion. I am also very grateful for my thesis review panel, to Professor Zintz and Professor Toohey. I have learned a lot from you, for example due to your insights, the values you teach and your expertise. All three professors have a great impact on the sports world and their work is highly appreciated.

CONTENTS

ABSTRACT	II
ACKNOWLEDGMENTS	III
LIST OF FIGURES	VI
LIST OF ABBREVIATIONS	VII
CHAPTER 1: INTRODUCTION	1
1.1 Definition and Value of an Event	2
1.2 Large Sporting Events	3
1.2.1 Concept of Sport	4
1.2.2 Definition of Large Sporting Events	6
1.2.3 History	7
1.3 European Championships	8
1.4 Sustainability	10
1.4.1 Historical Development	11
1.4.2 Definition	14
1.4.3 Three-Dimensionality of Sustainability	14
1.4.4 Social Sustainability	16
1.5 Implementation of Social Sustainability Regarding Youth	18
CHAPTER II: SOCIAL SUSTAINABILITY AT MEGA SPORT EVENTS	19
2.1 Current Sustainability-Concepts for Large Sporting Events (DOSB, IOC)	19
2.1.1 IOC Sustainability Strategy	20
2.1.2 Sustainability-Strategy by the German Olympic Sports Confederation	21
2.1.3 National Strategy of Large Sporting Events by the DOSB and the German Ministry	22
2.2 Current State of Research	23
2.2.1 Evaluation of Sustainability at the Olympic Games	24
2.2.2 Relationship between Social Sustainability and Large Sporting Events	25
2.3 Report of the European Championships Glasgow 2018	26
2.4 Aims and Purposes	28
CHAPTER 3: IMPLEMENTATION OF SOCIAL SUSTAINABILITY PROGRAMS REGARDING YOUTH AT MUNICH 2022	29
3.1 Prerequisites and planning stage	29
3.1.1 Prerequisites Given by the Location and Structure of Munich 2022	30
3.1.2 Prerequisites Given by the Sustainability Strategy	34
3.1.3 Budget and Focus Group	35
3.1.4 Cooperation Partners	36
3.1.5 Planning Stages and Progress	37

3.2 Munich 2022 Social Sustainability Programs Regarding Youth	38
3.2.1 Munich 2022 Sports Badge	38
3.2.2 Young Leaders Forum	40
3.2.3 Future Class of 22	41
3.2.3.1 Sports Competitions	42
3.2.3.2 Future Class of 22 Community	45
3.2.3.3 Activation Days	50
3.2.3.4 Trainings for Coaches and Teachers	52
3.2.3.5 Additional On-Event Participation	52
3.3 Results	55
3.3.1 Results of the Young Leaders Forum	55
3.3.2 Results of the Munich 2022 Sports Badge	57
3.3.3 Results of the Future Class of 22	58
3.4 Discussion	60
CHAPTER IV: EVALUATION OF SOCIAL SUSTAINABILITY PROGRAMS REGARDING YOUTH AT MUNICH 2022	62
4.1 Method	62
4.1.1 Participants	63
4.1.2 Survey Questionnaire Construction	64
4.1.3 Data Acquisition	65
4.1.4 Analysis	66
4.2 Results of Evaluation	66
4.2.1 Results of the Quantitative Evaluation	66
4.2.1.1 Sports Experience of the Experts	67
4.2.1.2 Evaluation of the Youth Programs of Munich 2022	67
4.2.1.3 Implementation of Social Sustainability Regarding Youth	71
4.2.1.4 Sustainability at Large Sporting Events	74
4.2.2 Results of the Qualitative Evaluation	77
4.2.2.1 Reasons for Becoming Cooperation Partner of Munich 2022's Youth Programs	77
4.2.2.2 Challenges and Goals of Youth Programs at Munich 2022	77
4.2.2.3 Long Term Effect of Youth Programs at Munich 2022	79
4.2.2.4 Sustainability at Large Sporting Events	80
4.3 Discussion	82
CHAPTER V: CONCLUSION	85
BIBLIOGRAPHY	89
APPENDIX 1: FUTURE CLASS OF 22 OVERVIEW	94
APPENDIX II: YOU MATTER WORKSHOP	102
APPENDIX III: SURVEY	113
APPENDIX IV: RESULTS OF SURVEY	123

LIST OF FIGURES

- FIGURE 1:** Classification of event types in reference to Freyer and Groß
- FIGURE 2:** Elements of sport based on Allen Guttmann in 2004
- FIGURE 3:** Google Books Ngram Viewer of the terms “sustainability”, ”internet” and “Olympics”
- FIGURE 4:** Survey on the reaction to the word “sustainable”
- FIGURE 5:** 17 Sustainable Development Goals
- FIGURE 6:** Schematic illustration of the ‘three pillars’ model of sustainability and the sustainable triangle
- FIGURE 7:** Schematic illustration of the guard rail model of sustainability
- FIGURE 8:** Schematic illustration of the systemic approach of sustainability
- FIGURE 9:** Principles of social sustainability according to Amartya Sen
- FIGURE 10:** The goal system of the National Strategy
- FIGURE 11:** Sustainability trend lines in the Olympic Games, 1992 – 2020
- FIGURE 12:** Engagement of young people at Glasgow 2018
- FIGURE 13:** Overview of the European Championships Munich 2022
- FIGURE 14:** Class of 22 athletes
- FIGURE 15:** Overview of the event locations in Munich
- FIGURE 16:** Overview of team Culture & Side events with responsibility descriptions
- FIGURE 17:** The Roofs, festival of Munich 2022
- FIGURE 18:** Planning progress of the Young Leaders Forum
- FIGURE 19:** Planning progress of the Munich 2022 Sports Badge
- FIGURE 20:** Planning progress of the Future Class of 22
- FIGURE 21:** Logos of Class of 22 and Future Class of 22
- FIGURE 22:** Overview of the youth initiative Future Class of 22
- FIGURE 23:** Overview of Munich 2022 sports competitions for schools
- FIGURE 24:** Fair Play Award winners GSG Röthenbach
- FIGURE 25:** Pages from Lauf dich fit - running diary
- FIGURE 26:** Time table of the Future Class of 22 Community
- FIGURE 27:** Pictures of Future Class of 22 Community online sport events
- FIGURE 28:** YOU Matter campaign picture
- FIGURE 29:** Crafted hands of YOU Matter workshops
- FIGURE 30:** Age distribution of the participants

FIGURE 31: Program participation of the 21 experts and their organizations

FIGURE 32: Rating regarding the implementation of youth programs of Munich 2022

FIGURE 33: Rating regarding the implementation of the Future Class of 22 events

FIGURE 34: Rating regarding the experience of participation in youth programs of Munich 2022

FIGURE 35: Rating of accomplishment of the youth program's goals

FIGURE 36: Rating of overall success of Munich 2022 youth programs

FIGURE 37: Transmitting of the social sustainability values

FIGURE 38: Implementation of the social sustainability topics

FIGURE 39: Reaching of the social sustainability principles

FIGURE 40: Believe of experts if Munich 2022 youth programs have a long term effect regarding social sustainability

FIGURE 41: Inclusion of sustainability at large sporting event's concept

FIGURE 42: Most important dimension of sustainability when it comes to organizing large sporting events

FIGURE 43: Would you participate again in the Munich 2022 youth projects?

FIGURE 44: Would you recommend implementing social sustainability concepts regarding youth to future large sporting events?

FIGURE 45: Provided evidence for the accomplishment of the youth program's goals

FIGURE 46: Reasons for Implementation of Social Sustainability Concepts at Large Sporting Events

LIST OF ABBREVIATIONS

Dsj: German Sports Youth

DOSB: German Olympic Sports Confederation

ECM: European Championships Management Sàrl

Munich 2022: European Championships Munich 2022

IOC: International Olympic Committee

YLF: Young Leaders Forum

CHAPTER 1: INTRODUCTION

“Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand.”

– Nelson Mandela (2000)

No matter which nationality, religion, cultural background, gender, ethnicity, beliefs and more, sport can unite people. Sport can create a bond between people, it can teach respect, create friendships and can give hope. You do not even have to speak the same language in order to understand the language of sport. Everyone can be part of it, and everyone can be inspired. However, this requires that you participate in sport in order to experience this power of sport that Nelson Mandela describes. Athletes, coaches, volunteers, sport photographers, and many more make this magic happen. So what would happen if there were not be any volunteers or coaches anymore? What would happen if there was no next generation to keep on inspiring others? How can people come together and create special bonds and understandings, if no one is there to organize such events?

One possibility is to inspire the next generation in order for sport to have the power to change the world for the better. The next generation is our future. They ARE the future. Values, ideas, skills, healthy lifestyles, changes, diversity, inclusion, human rights – these can all be passed on through our youth. This is what social sustainability with the focus group on youth is about: To inspire and empower youth with and through sport so that they can go on, include their own visions of a better future and keep inspiring others. Large sporting events can provide opportunities for youth programs with the goal of social sustainability. However, so far this dimension of sustainability has rather been neglected so far and not much research exists regarding social sustainability at large sporting events. Some believe that such programs are a waste of money and human resources, or that the economic or ecological dimension of sustainability are more important to focus on. Therefore, in this study the implementation of youth programs at the European Championships Munich 2022 are explained and evaluated, in order to analyze the effectiveness and the value of social sustainability regarding youth at large sporting events.

1.1 Definition and Value of an Event

Birthday parties, sports competitions, business conferences – they all share an important attribute: They are events. In order to understand the importance of sustainability of an event, it is necessary to know what an event actually is. According to the German Dictionary called Duden an event is a “special experience” (n.d.). It is not just a gathering of many people. The outcome, adventure and memories created at such an occasion make it become an actual event. An additional definition by Ulrich Holzbauer gives more details. According to him, “an occasion with a deliberately planned experimental character and experience is considered an event” (2020, p. 2).

Both definitions show, that the success of an event depends on the experience of the people involved. These are so-called stakeholders. According to Holzbauer these include visitors, customers, clients, the organizers, employees, the press, the contractors, suppliers and many more (2020). Furthermore, clubs and associations are included, too. All of these interest groups have high demands towards the event and also influence it directly or indirectly. Therefore, all of the stakeholders do not only shape an event, they are also responsible for its outcome (Holzbauer, 2020).

As Holzbauer depicts, those people are part of events due to different reasons. Gaining unique experiences, as the definitions already imply, is only one of them. Personally, someone can also improve their well-being, can acquire new skills and develop due to the activities and challenges. But stakeholders are not only interested in the personal factors, but also in the social ones. Events give everyone the opportunity to connect with people socially. Stakeholders also want to contribute to the community and want to be useful (2020).

Therefore events are needed for the development of a person individually, but likewise of society.

Consequently, as Holzbauer points out, it is very difficult to measure the success of an event objectively. When considering that an event is an experience, this perception can only be shaped in people’s minds and through their experiences. Therefore, the results of an event are determined rather subjectively by questioning stakeholders of an event. The following aspects have to be considered when measuring the success of an event. The different stages of planning, designing, organizing and implementing an event have to be completed successfully. Additionally, the positivity of an event is as important as the memory value. When thinking about the participants, they should not only be actively involved; the event should also have a

positive effect and benefits for them. Another aspect of the success of an event is the multiplicity of occurrences, media and perceptions. However, it is not only important how the event is perceived and the way people are informed about it, but it should also be connected to symbolism and impressions. Lastly, three characteristics should be fulfilled by an event: clarity, exclusiveness and uniqueness. Firstly, the event is supposed to have a special identity with memorably value, name and brand character, which give it a clear appearance. Secondly, the event as such cannot be repeated, meaning it is exclusive. Thirdly, the event is considered outstanding in a positive sense, which makes it unique. All the factors mentioned above should be achieved in order to make an event successful (Holzbauer, 2020).

1.2 Large Sporting Events

Overall, there are different kinds of events. Freyer and Groß (2002) differentiate between a mini-event on a regional level, a medium-event on a national and a mega-event on an international level. In compliance with this classification Kiel and Bächl (2014) developed subdivisions in order to depict the different event forms as can be seen in figure 1.

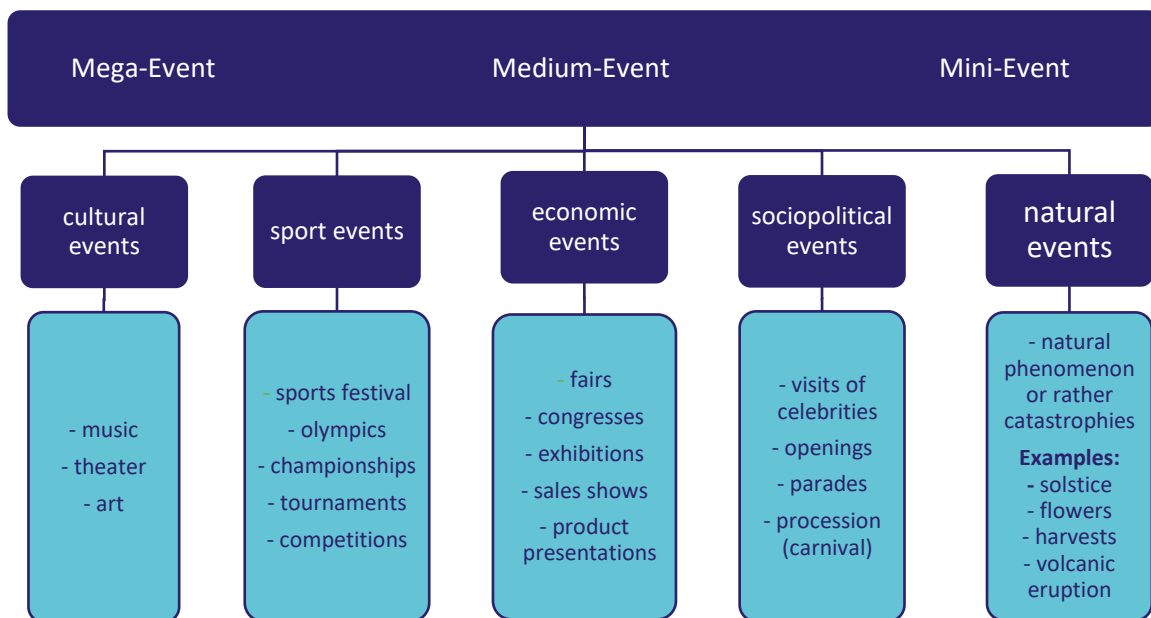


Figure 1: Classification of event types in reference to Freyer and Groß (Kiel and Bächl, 2014, p.11)

One subdivision of events are sport events. They can also take place as a mega-event, a medium-event or a mini-event (Freyer & Groß, 2002). In the following the term sport will be

defined in order to understand the special characteristics of sport events, which will be explained afterwards. Furthermore the history will be depicted and the concept of the European Championships as the example for a large sporting event will be explained.

1.2.1 Concept of Sport

In order to understand sport events, the term “sport” has to be defined. There are many different forms in which the word “sport” is used. There are mind sport, team sport, outdoor sport, motor sport, e-sport and many more. The following will refer to sport as Olympic sport, as this is the most relevant when considering sport events such as the Olympic Games or the European Championships.

Many people and dictionaries tried to define sport and it is clear that it is very difficult to find an accurate definition of the term. It is also important to notice that the concept of sport changes over time and depending on the location. According to the Cambridge Dictionary, sport is “a game, competition, or activity needing physical effort and skill that is played or done according to rules, for enjoyment and/or as a job” (n.d., a sport can be “all types of physical activity that people do to keep healthy or for enjoyment” (n.d., a) and in an old-fashion sense sport can be the “enjoyment in doing things” (n.d., a). This definition already includes many criteria that are relevant for sport. However, it is still too broad and could include for example piano playing or food competitions, for example, as well.

Another definition, which is more specific, is the definition by Allen Guttmann (2004): He characterizes sport as a play or activity that is organized, competitive and physical.

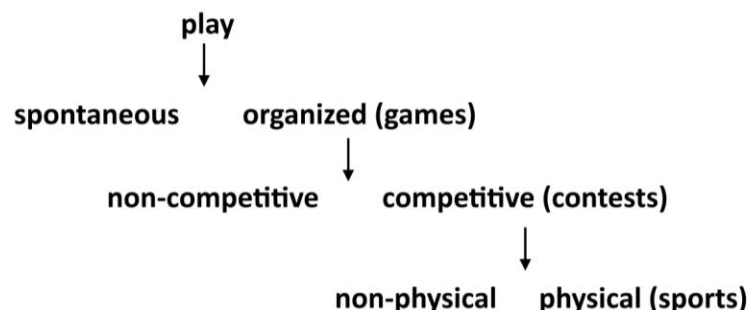


Figure 2: Elements of sport based on Allen Guttmann in 2004 (Christesen, 2020)

To be even more specific, the conceptual analysis can be very useful. Conceptual analysis is the “search for necessary conditions” (Parry, 2020, p. 4). It is a philosophical technique in order to fully understand the conditions that apply to a specific concept. One person trying to define sport with the conceptual analysis is Jim Parry. He argues that sport is the “institutionalized rule-governed contest of human physical skill” (2020, p.4). When comparing the definition of the Cambridge Dictionary to the definition of Parry, both definitions include similar aspects. However, sport is defined more accurately and has more specific criteria applied to Parry’s definition. All six criteria of Parry seem very relevant and necessary for sport. The following seven criteria are based on Parry’s article “Concept of Sport in Olympism” published in 2020:

First of all, sport has to be human. Sport cannot be executed by animals or machines, but only by humans. Therefore equestrian events are considered sport, greyhound racing is not. Additionally, humans try to achieve perfection when it comes to morality, physicality and intellectuality and sport helps to develop the human as an entity.

Another criterion according to Parry is that sport has to be physical. There needs to be physical movement, which aims to do a sporting skill. Physical movement is therefore necessary for the right outcome.

Sport also requires skills, and here physical skills are meant. These skills have to have a higher level, so just walking does not count as a high-level skill and therefore is not considered sport. Learning these skills helps to develop the human as a whole: body, mind, and spirit. Skills can be developed and practiced. Speed eating, for example would not be a sport because it just does not necessarily need to be practiced, it does not need a specific level of skill and it does not help the human to develop.

Another criterion is that sport is rule-governed. Sport has rules in order to have equal conditions for everyone, to make sure of fair play and justification. These rules are important to be specific in order to define the outcome. Field sport like hunting, for example, does not require specific rules to have the outcome of killing animals. Therefore hunting is not a sport.

The fifth aspect according to Parry is that sport is institutionalized. There are authorities, which are lawful, with the interest of sport itself. These are national and international federations. Jogging, for example, is not represented by institutions and therefore is not considered sport.

The sixth criterion is that sport is a contest. Parry defines sport as “constructed as essentially contested activity” (Parry, 2020, p.9). In defining the criteria of contest as essential, Parry makes clear that the contest is the focus and reason when doing sport. Sport is not only done as a leisure activity, it involves contests. When hiking, for example, people do it for pleasure and the challenge, but this is not a contest. Therefore hiking is not a sport. Also it is important to point out, that contests come with a specific framework. There are rules, institutions that organize the contests, and people compete against each other and there is competitiveness.

The seventh idea of sport is that it is a system of shared values and commitments. Parry argues that sport already has values and that “sport is the source of Olympic values” (Parry, 2020, p. 22). The Olympic values are defined by the International Olympic Committee (IOC) and include excellence, friendship and respect. The term excellence means that a person can be the best they can be – in sports and in life. The value of friendship refers to the idea that sport events bring people together. Additionally, respect includes the “respect towards yourself, the rules, your opponents, the environment, the public” (IOC, 2021) and more.

Combining all the aspects mentioned above, sport can be defined as a physical activity that is organized, institutionalized and rule-governed, includes competitions based on skills and humanity, advocates shared values and commitments and consists of enjoyment.

1.2.2 Definition of Large Sporting Events

Knowing the definitions of sport and event, putting the two together creates a very special type of event with unique characteristics. Ferrand, Torrigiani and Camps define sports events as a social and unifying situation that has an uncertain outcome, a brand equity and the ability to generate shared experiences (2006). If a sport event consists of one or more sports, has a high value, is planned and temporal, it is considered a major sports event (Gans, Horn, Zehmann, 2003).

The German Olympic Sports Confederation (DOSB) and the German Ministry, called Bundesministerium des Inneren, define nine characteristics of large sporting events that are divided into group A and group B in 2019. A sport event has to either fulfill all characteristics of group A, or it has to meet three aspects of group A and three of category B in order to be considered a large sporting event. Group A consists of the following aspects of large sporting

events: It has to take place for a longer period of time than regular sport events, it has a lot of media attention, many athletes from different countries take part in the competitions, and there is a huge interest and attendance of spectators. In Group B there are the following characteristics of large sporting events: The event takes part in a regular cycle, the competitions take place at many different venues, the number of competing athletes is higher than at regular sport events, the competitions happen on a high level of performance of top-class sport, and the public interest is very high. The DOSB and the German Ministry also distinguish between regular large sporting events, major sport events and mega sport events. According to them, about 75% or all large sporting events in Germany are regular ones. Major sport events are considered to be bigger and more complex. Mega sport events are the biggest ones worldwide including, for example, the Olympic and Paralympic Games, European Championships or World Championships in soccer. (DOSB & Bundesministerium des Inneren, für Bau und Heimat, 2021).

1.2.3 History

The large sporting events haven't always existed. Therefore, it is important to look back on how they were created to understand its importance. This sub-chapter refers to the historical background of such events, as it was reported by Paul Christesen in 2020. According to the latter, there was a major increase in athletic activities in Greece around 600 to 550BCE. At this point in history *plousioi*, who were very rich people, and *penetes*, who were well situated, both played sport. However, women, slaves and *ptochoi*, who were lower class people, were still excluded. The emergence of mass sport had many effects on sporting activities: Stadia and gymnasia were built. Sport competitions were regularly scheduled. Athletic scenes appeared on Greek pottery a lot. Victors had statues and poetry made for them. Big athletic competitions at religious sanctuaries emerged, such as the Isthmian Games in Delphi. There was a shift from sport competitions as funeral games, which were only rarely and unplanned when a wealthy person died, to religious festivals, which could be predicted, planned, reoccur, and were very common. (Christesen, 2020)

The first religious festival, the Greeks believe, were the Olympic Games. These were held in Olympia and were governed by Elis. Hippias guessed, due to the ongoing war with Sparta, that it started in 776 BCE. However, lists of victors only go back to 700 BCE. Nevertheless, it is true that they happened every four years and these four years are seen as one

Olympiad (Christesen, 2020). Additionally, the Pythian Games in Delphi, the Isthmian Games in Isthmia and the Nemean Games in Nemea were created. Together with the Olympic Games these were the Panhellenic Games, and were also called Crown Games. They formed the so-called *periodos*. These games were big attractions and major sport festivals for athletes and spectators and many people came. Overall, mass sport also started to be very popular and the Panhellenic Games influenced many other athletic festivals (Christesen, 2020).

The Olympic Games, as probably the first mega sports event in history, still exist today. This shows, how influential and important it is, to be continued even after such a long time. Large sporting events do not only fascinate people, they also have a lot of potential for society, businesses, and more, which will be explained at a later stage (Christesen, 2020).

1.3 European Championships

Many years later, among others, one special multi-sport event concept emerged in 2018: The European Championships. Its creation, reasoning and relevance are explained in order to understand the background of this event. All information in this chapter is based on the European Championships Management Sàrl (ECM) in 2021 (ECM, 2021a).

Following the example of the Olympic Games, more large sporting events emerged throughout the years. A highly successful one in Europe was the UEFA Champions League. From the very first beginning, especially male football has a high acceptance in European culture and also a lot of media coverage. As a result, nowadays football seems to get more attention than other sports in Europe. Paul Bristow and Marc Joerg, two men who were working on recreating the premier club competition of football, realized this and came up with an idea to draw more attention to the other sports as well.

So, Bristow and Joerg created the European Championships Management Sàrl (ECM), the “organization that founded the multi-sport European Championships” (ECM, 2021a). At this sport event many European Championships of different sports are combined under one umbrella. “It is a proven fact that there is a greater interest – in terms of attendance and television audiences – for multi-sports events rather than separate, individual championships.” Consequently, the sports benefit from each other and are stronger together. This concept is maybe “the biggest innovation in European sport since [...] the UEFA Champions League” (ECM, 2021a).

The first European Championships took place in Glasgow and Berlin in 2018. They combined the championships at the same time of cycling, gymnastics, rowing, triathlon, aquatics and golf in and around Glasgow, and athletics in Berlin. Four years later, in 2022, the next European Championships were located in Munich and realized by the agency called S&K Marketing. The sports of athletics, cycling, gymnastics, rowing, and triathlon reappeared. Additionally beach volleyball, canoe sprint, table tennis and sport climbing joined the multi-sports event. Golf and Aquatics dropped out due to different reasons such as time and given infrastructure (ECM, 2021a).

This rather new concept of sport event in Europe was managed and coordinated by the ECM in cooperation with the participating sports federations, broadcasting partners and host cities. Its task was, and still is, to “continuously develop[...] the event concept” (ECM, 2021a). This implies, that it is not a given structure by a uniform brand, but that it is valued to constantly improve and adapt. Therefore, it can be concluded that each European Championships event, despite sharing the same idea and brand, stands on its own, trying to create a unique legacy and experience with its own adjustments to time, place and circumstances, as a multi-sports event.

The European Championships are a large sporting event. When considering the nine characteristics of large sporting events as mentioned above, all nine apply to the European Championships. When looking at the most recent one, the European Championships Munich 2022, its duration was eleven days, included nine different sports, was covered by media nationally and internationally reaching a total of 5.4 billion people according to research by IRIS, 50 nations were part of the competitions, and 1.47 million visitors experienced this special event (ECM, 2021b+d).

When considering the already mentioned categories of large sporting events by the DOSB and the German Ministry, the European Championships are not only a large sporting event, but they are also considered a mega event. In this direction one should consider that during the European Championships in 2018 a total of 4.024 and in 2022 a total of 4.700 athletes took part in the competitions (ECM, 2021c+d). When comparing these numbers to the Paralympic Games Tokyo 2020, in which 4.403 athletes (International Paralympic Committee, 2021) competed, the sizes are quite similar. Since the Paralympic Games are considered a mega sport event, the European Championships can therefore also be categorized as a mega sport event. In the following, not the European Championships as a whole concept, but specifically the European Championships Munich 2022 are analyzed in this paper.

1.4 Sustainability

There is one term that is more and more linked to events: *sustainability*. “Sustainability is here to stay or we may not be” (n.d.) is how Niall FitzGerald puts it. In other words, we have to live sustainably so that we still have a future. Additionally, the saying also implies that sustainability is not only relevant today, but may always be important.

In order to understand the relevance of *sustainability*, the term is looked up on the Google Books Ngram Viewer. This is an online search engine that evaluates the amount of word appearances in books up to 2019. The Time magazine calls the Google Books Ngram Viewer “the closest thing we have to a record of what the world has cared about over the past few centuries” (McCracken, 2014). When looking up the term in the Google Books Ngram Viewer, sustainability is a trending word that started to be used around 1970 and is used the most at the last evaluated date in 2019 (see figure 3). Furthermore, it is similarly used as the term *internet*. In comparison, the term Olympics is steadily used without much change in number or appearance. Overall, the trending, compared to the terms *internet* and Olympics in order to get a better understanding of the data, shows the increasing importance of sustainability (Google Books Ngram Viewer, 2019).

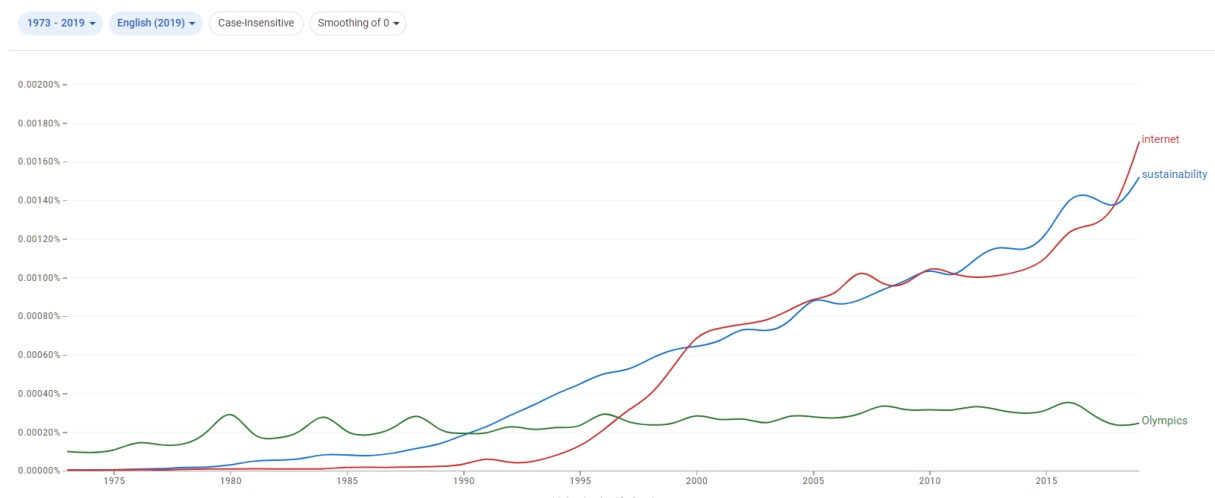


Figure 3: Google Books Ngram Viewer of the terms “sustainability”, “internet” and “Olympics” (Google Books Ngram Viwer, 2019)

While the term sustainability is used quite commonly, not many people know what it actually means. A survey by Shelton Group from 2015, as can be seen in figure 4, found that only 59% of the people asked really understand it. Furthermore, 40% have a neutral position on its importance and 76% view it as expensive (Shelton Group, 2015).

What is your reaction to the word “sustainable” when used to describe a product (or a company’s manufacturing practices)?

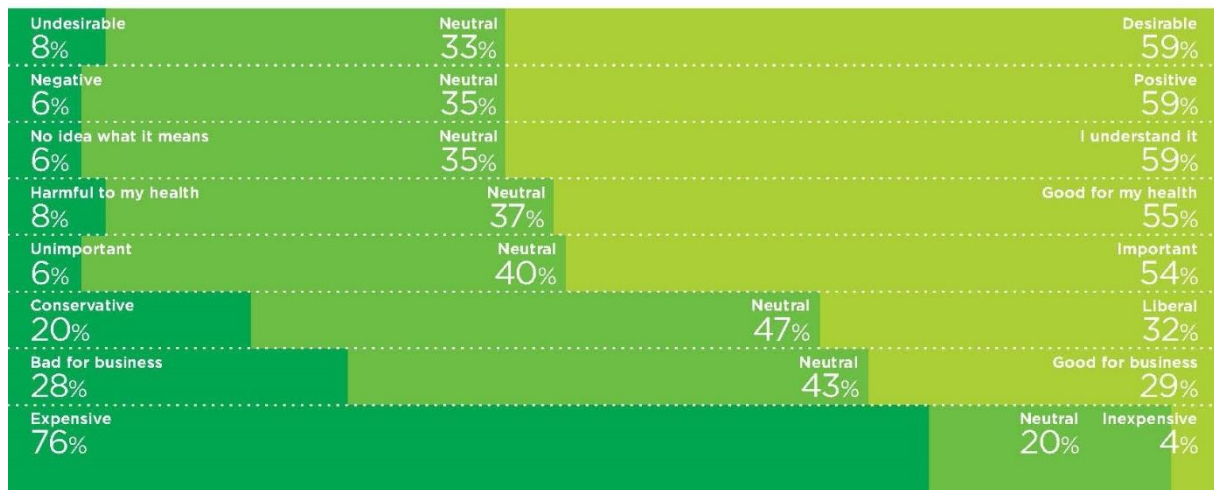


Figure 4: Survey on the reaction to the word “sustainable” (Shelton Group, 2015)

In the following, the meaning of the term sustainability is defined, its development analyzed, and today’s pillars explained to understand its relevance for mega sport events.

1.4.1 Historical Development

Historically, the concept of ecological sustainability was founded by the German Hans Carl von Carlowitz in *Sylvicultura Eoconomica* in 1713. Due to a timber shortage Carlowitz called for a responsible use of timber, and also considered re-stocking forests (Molitor & Ibsch, 2019).

“Old clothes should not be discarded until one has new one and just so, the stock of fully-grown timber should not be cut down until one sees that there is sufficient re-growth. [...] Therefore the greatest art science/ diligence and institution of this country will consist in how such a Conservation and cultivation of the wood can be arranged as to make possible a continuous, steady and sustaining use because it is an indispensable thing without which the country cannot maintain its Being.” (Carlowitz 1713, p. 150, as cited in Molitor & Ibsch, 2019, p. 37).

Carlowitz did not technically speak of today’s understanding of sustainability as the meaning of *sustainable* changed over time, but he already created the idea of “preserving resources for the future” (Molitor & Ibsch, 2019, p.36) and set the ground for economic sustainability

especially in Germany. It has to be noted, that the term was established out of a crisis. A few years later, in 1798 the philosopher Thomas Robert criticized the overpopulation of the Earth and consequently the risks for the economy and society. Two centuries later industrialization led to pollution of soil, water and air, resulting, for example, in the Great Smog of London causing the death of many (Molitor & Ibisch, 2019).

Seen as the “starting point of the worldwide environmental movement” (Molitor & Ibisch, 2019, p.40) is the published book *Silent Spring* by Rachel Carson in 1962, in which she described the toxic effects of pesticide dichlorodiphenyltrichloroethane (DDT), which were banned shortly after its publication. Also over time the fight against poverty and hunger as well as “the creation of a new political world order” (Molitor & Ibisch, 2019, p.41) came into focus. The thinking of practical and easy solutions started to shift towards reinventing the concept of human development. For example, the Clear Air Act and the Clean Water Act passed in 1970 and 1972, and the Club of Rome called *The Limits to Growth* was established “for the development of a sustainable future for humanity” (Molitor & Ibisch, 2019, p.40) in 1969.

Due to stagnation in global development and other new concerns, the Independent Commission for International Development Issues, consisting of twenty countries, was established in 1977. Only a few years later, in 1980, and with the German Chancellor Willy Brandt being the chairperson, it published the *Brandt Report* with the subtitle *A Program for Survival*. In it the topics hunger, inequality, war, poverty, rearmament, overpopulation, refugee crisis, migration and many more were addressed as issues to threaten the human well-being. The final report of the then so-called UN Commission on Environment and Development with the name *Our Common Future*, or also *The Brundtland Report* as Norwegian Prime Minister Gro Harlam Brundtland was its chair at the time, was published in 1987. It is considered “a milestone in the evolution of sustainability discourse” (Molitor & Ibisch, 2019) addressing ecological, economic and social problems and providing concepts for further sustainable development.

Continuing the historic development and awareness of sustainability, in 1992 the UN Conference on Environment and Development hosted the so-called *Earth Summit* in Rio de Janeiro. This is considered the largest ever summit with around 10,000 delegated attending from 178 states. As a result, almost all countries adopted *Agenda 21*, which means they committed to implementing sustainable development on a national level. Therefore, countries also started to integrate sustainability into areas of education and the UN Decade of Education

for Sustainable Development was created. Additionally, in 2000 eight Millennium Development Goals, written within the Millennium Declaration by the United Nations, were established to outline the agenda for the following years. To reaffirm this commitment, another World Summit was held in 2012 in Rio de Janeiro. The result of this summit is the 2030 Agenda. The former eight Millennium Development Goals was replaced by seventeen Sustainable Development Goals (SDGs) that were published in 2015. The aim is to implement the SDGs, consisting of 169 sub-goals, by 2030 (Molitor & Ibisch, 2019,43).

Keeping track of the implementation and development is the Department of Economic and Social Affairs of the United Nations. Since the publication of the 2030 Agenda, to follow up on the process every year the UN Secretary General presents the SDG Progress Report, and every four years the Global Sustainability Development Report, which is written by an Independent Group of Scientists, is published (United Nations, n.d.). By January 2023 a total of 3560 events, 1332 publications and 6710 actions were recognized by the United Nations in the process of sustainable development and reaching the SDGs (United Nations, n.d.).



Figure 5: 17 Sustainable Development Goals (United Nations, n.d.)

All of the SDG goals, which can be seen in figure 5, are equally important and the aim of achievement is seen as a global process. According to Iris Pufé the 17 SDGs can be structured within the five “Ps”: People, Peace, Planet, Prosperity, und Partnership. (Pufé, 2017, pp.55-57).

1.4.2 Definition

Knowing the historical development of sustainability makes it easier to understand its full meaning. The word *sustainable* originates from Latin *sustinere* meaning “to hold out, endure, withstand” (Molitor & Ibsch, 2019, 39). Since 1610 it is known in the English language as “tolerable, bearable” (Molitor & Ibsch, 2019,39) and changed its meaning around 1845 to “acceptable” (Molitor & Ibsch, 2019, 39). According to the Cambridge Dictionary today sustainable means to be “able to continue over a period of time” (Cambridge Dictionary, n.d.b). In the Brundtland Report the term sustainable development was defined for the first time, and its definition has been used ever since.

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations, 1987)

Overall, sustainability “isn’t a trend, it’s an ethic, and it can never be unfashionable” (Hosey, 2017). Senegalese forest engineer Baba Dioum said at the General Assembly of the International Union for Conservation of Nature in 1968: “In the end, we will conserve only what we love, we will love only what we understand, and we will understand only what we are taught.” Therefore the challenge is to “continue to find new ways [...] to inspire change” (Hosey, 2017).

1.4.3 Three-Dimensionality of Sustainability

In order to fully understand sustainability, four different models can be applied. These are called the three pillars model, the sustainable triangle, the guard rail model and the systemic approach. In this chapter these models are explained in detail, based on the article *Sustainability as a reaction: what has been happening so far* by Heike Molitor and Pierre L. Ibsch published in 2019 unless stated otherwise.

Overall, sustainability is often subdivided into three dimensions: ecology, economy and society. “The ecological dimension refers to the ecological carrying capacity of the planet; the social dimension convers social justice; and the economic dimension relates to economic efficacy and efficiency” (Molitor & Ibsch, 2019). One model that views all three dimensions as equally important, is the ‘three pillars’ model of sustainability, as can be seen in figure 6. This one is commonly used, but it does not address any incompatibilities. Another model that

also considers all three dimensions equally, but has a more integrative approach, is the sustainability triangle which is also depicted in figure 6. Instead of standing independently on their own, in this model the three pillars are brought together and combined.

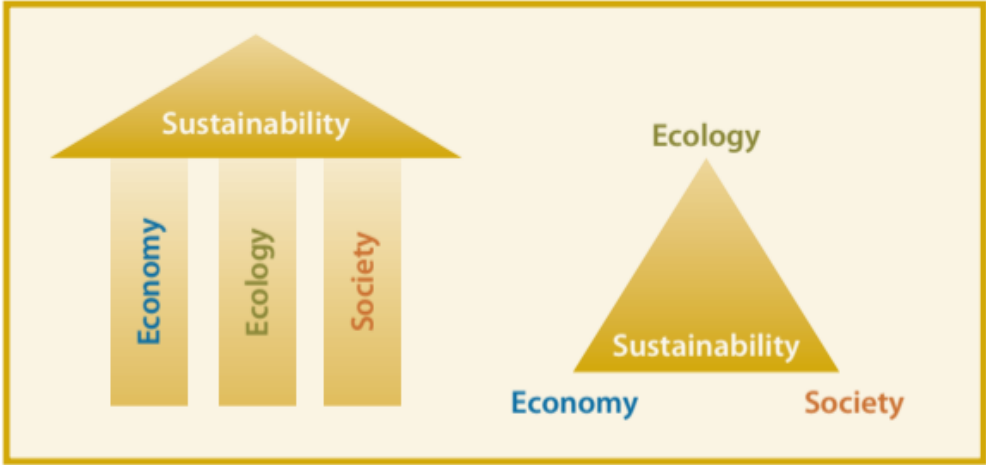


Figure 6: Schematic illustration of the ‘three pillars’ model of sustainability (left) and the sustainable triangle (right) (Molitor & Ibisch, 2019, p. 52)

Another model is the guard rail model which is depicted in figure 7. Here the focus lays on a ‘development corridor’ which is based on ecological parameters within which social and ecological goals can be achieved. This approach identifies the need for politicians to know the circumstances well in order to provide policy advice and further actions for better living-conditions in the future.



Figure 7: Schematic illustration of the guard rail model of sustainability (Molitor & Ibisch, 2019, 54)

The fourth sustainability model is the systemic approach. As can be seen in figure 8, this model is based on the theory that all three dimensions are dependent on each other. The economy is embedded within society, because it provides its needs. Furthermore, society is embedded within the global ecosystem, because ecology serves as the foundation for the development of society.

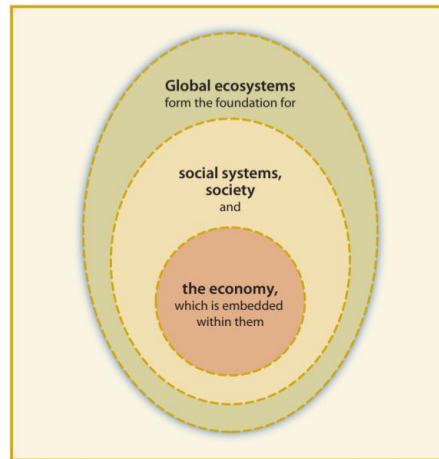


Figure 8: Schematic illustration of the systemic approach of sustainability (Molitor & Ibsch, 2019, p. 53)

Comparing all four models, they all have their strengths and weaknesses. However, they all show correlations between the three dimensions and depict that all three have to be considered when thinking about sustainability. All three dimensions, economical, ecological and social, sustainability, are important, and also influence the outcome for a better future and to reach the SDGs by the United Nations.

1.4.4 Social Sustainability

In the Brundtland Report by the United Nations published in 1987 the definition and concept of sustainability includes a socially shaped, anthropological model. According to the Brundtland Report “[h]umanity has the ability to make development sustainable to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations, 1987, p.5). It is important to include all generations, to actively consider the future generation and to provide the right to a decent life for all. But even though historically and in theory the focus should equally lie on all three dimensions of sustainability, the social dimension has long been ignored by scientists and decision makers, and has just recently attracted more recognition on a political and economic level (Littig & Gießler, 2004; Spangenberg & Omann, 2002).

Social sustainability is concerned with the impact on people and society. It is defined as “[t]he ability of a community to develop processes and structures which not only meet the needs of its current members but also support the ability of future generations to maintain a healthy community.” (Business Dictionary, n.d.) More details and insight give the following two definitions on social sustainability:

Concerning how individuals, communities and societies live with each other and set out to achieve the objectives of development models which they have chosen for themselves, also taking into account the physical boundaries of their places and planet earth as a whole. At a more operational level, social sustainability stems from actions in key thematic areas, encompassing the social realm of individuals and societies, which ranges from capacity building and skills development to environmental and spatial inequalities. In this sense, social sustainability blends traditional social policy areas and principles, such as equity and health, with emerging issues concerning participation, needs, social capital, the economy, the environment, and more recently, with the notions of happiness, wellbeing and quality of life. (Oxford Institute for Sustainable Development, n.d., as cited in Ricee, 2020)

Social sustainability occurs when the formal and informal processes, systems, structures, and relationships actively support the capacity of current and future generations to create healthy and livable communities. (Western Australia Council of Social Services, n.d., as cited in Nisha, 2020).

Many different categories regarding social sustainability exist, but the one by Nobel Laureate Amartya Sen is the most common (Ricee, 2020). He structures social sustainability according to these principles:



Figure 9: Principles of social sustainability according to Amartya Sen (Hodgson, n.d.)

Equity stands for the aim to reduce disadvantage for certain groups, to help the target group to have more control over their own lives and it also includes the promotion of fairness. The second principle, diversity, stand for the inclusion of different groups, to find ways to meet their needs, recognize diversity and allow different viewpoints. Additionally, it also consists of education regarding diversity, in order to promote the acceptance and understanding within the broader community of different backgrounds, life circumstances and background. Furthermore, the quality of life is a principle of social sustainability. Not only does this principle cover the support of physical and mental health, it also consists of training, education, and skill development opportunities. Additionally, it includes affordable housing, access to transport, employment opportunities, safety and security. The forth principle, social cohesion, focuses on increasing participation in social activities, linking different social groups, and supporting a target group by encouragement. Also, providing access to civic and public institutions for certain groups in order to improve the understanding and contribution is part of this principle. The last one, democracy and governance, is linked to social cohesion as it means that the active participation of certain groups and their representation at decision-making processes should be improved. This includes making processes clear to staff and stakeholders, having a budged and

trained staff and volunteers, and thinking about the duration, outcomes and the following steps regarding a certain sustainability project (Amartya Sen, as cited in Hodgson, n.d.).

Whenever a project is developed regarding social sustainability, these principles by Amartya Sen should be considered in order for it to be efficient and successful. Consequently, the challenge of businesses, projects or events, that want to work socially sustainable, is it, to find a balance between the positive outcome for its existence, and at the same time to achieve positive social effects for the society (Pufé, 2017).

1.5 Implementation of Social Sustainability Regarding Youth

When social sustainability wants to be reached at a large sporting event, programs or concepts need to be implemented. At first there exists the idea for doing something, but then implementation means the actual execution (Lutkevich, 2022). According to the Merriam-Webster Dictionary “an act or instance of implementing something [is] the process of making something active or effective” (n.d.). In order to do that, a goal, the objectives, success criteria, a scope document to define the project, a resource plan, risk analysis, timeline, and roles and responsibilities need to be defined (Lutkevich, 2022).

One aspect that needs to be determined is the focus group for the program to implement social sustainability. As already mentioned, there are many stakeholders of events, one of them being the youth. The German Sports Youth defines youth as everyone up to the age of 27 (n.d.). Though, the IOC on the international level includes, for example, for the IOC Young Leaders youth up to 28 years (2021a). Young Leaders Forum that already took part at the European Championships in Berlin 2018 and takes place at Munich 2022 as well, includes young people up to the age of 30 (Brennan, 2022). Additionally, international political programs, such as the Y7 or Y20, also include youth until the age of 30 (YAS, n.d.). Consequently, in this paper every child and young person up to the age of 30 is defined as youth. The youth is a great focus group when implementing social sustainability at a large sporting event, because youth sport can consequently bring positive changes for society as well as for the individual youth (Anderson-Butcher, 2019). Programs regarding youth can be used as a “vehicle for social development” (Anderson-Butcher, 2019, p.180). As the youth is the future, and can bring social change, it is the ideal, but of course not the only possible, focus group for programs to implement social sustainability at large sporting events.

CHAPTER II:

SOCIAL SUSTAINABILITY AT MEGA SPORT EVENTS

Considering as well as implementing sustainable concepts and initiatives when organizing mega sport events has evolved over time and is a rather recent development. Sustainability Strategies emerged on an international and also on a national level. The International Olympic Committee in 2017, the German Olympic Sports Federation (DOSB) in 2019 and the German Ministry in cooperation with the DOSB, all adopted and published applicable strategies. These strategies are based on research and were created together with experts. They have to be considered and provide the guidelines when organizing major and mega sport events. Furthermore, studies considering social sustainability at past mega sport events can be helpful. “However [...] the scrutiny of major events has tended to neglect the social dimension” (Smith, 2009, p.109). By doing research on the correlation of social sustainability and mega sport events, only two relevant studies could be found: One study by Martin Müller et al. on all three dimensions of sustainability regarding the Olympic Games published in 2021, and one study analyzing social sustainability effects of large sporting events by Andrew Smith in 2009. When considering the European Championships as a mega sport event specifically, the report of the past event in Glasgow in 2018 includes also the results regarding social sustainability. Overall, the up-to-date sustainability strategies, the current state of research as well as the report of the past European Championships are analyzed in order to understand the current status of social sustainability at large sporting events.

2.1 Current Sustainability-Concepts for Large Sporting Events (DOSB, IOC)

As sustainability is more and more acquired when organizing large sporting events, the International Olympic Committee (IOC) on the international level and the German Olympic Sports Confederation (DOSB) on the German level came up with sustainability-concepts for future large sporting events. These strategies are helpful when planning sport events and can give insight and guidance regarding all three dimensions of sustainability. In order to design and implement a social sustainability project however, especially the aspects regarding the social dimension are important. Therefore the following two chapters will focus on the social rather than on the economic or ecological dimension of these two concepts. As can be seen,

social sustainability has been more and more included into the sustainability strategies, which shows, that it becomes increasingly relevant.

2.1.1 IOC Sustainability Strategy

The International Olympic Committee recognizes the impact the Olympic Movement as well as Olympic- and Paralympic Games can have economically, environmentally and socially. Therefore, it published the IOC Sustainability Strategy in 2017 in which it defined five focus areas regarding future steps to become more sustainable. These include the infrastructure and natural sites, sourcing and resource management, mobility, workforce and climate (IOC, 2017). These areas focus more on the economic and ecological dimensions of sustainability. However, the IOC also states that “the enthusiasm for the practice of sport, and the enjoyment of watching sport provide ideal opportunities to raise public awareness and educate young generations” (IOC, 2017, p. 8). It does not only acknowledge the importance to include young people in the processes of sustainability, it also refers to the SDGs of the United Nations and recognizes “sport as an enabler of sustainable development” (IOC, 2017, p.18). The IOC Sustainability Strategy quotes the United Nations 2030 Agenda for Sustainable Development, paragraph 37:

Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions It makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusive objectives. (cited in IOC, 2017, p. 18)

The IOC points out, that its third mission of the Olympic Movement, “[p]romote sport and the Olympic values in society” (IOC, 2017), can be linked to many SDGs of the United Nations. Consequently the IOC states in its Sustainability Strategy report of 2017 that it aims to contribute to the following Sustainable Development Goals:

- 3: good health and well-being
- 4: quality education
- 5: gender equality
- 8: decent work and economic growth
- 11: sustainable cities and communities
- 12: responsible consumption and production
- 13: climate action
- 14: life below water

- 15: life on land
- 16: peace, justice and strong institutions
- 17: partnership for the goals

Overall, even though the focus of the IOC Sustainability Strategy lays more on economic and ecological areas of sustainability, the IOC recognizes the social component and includes recognition of the importance of social sustainability, explains the impact that sport can have on it, and addresses goals in form of mentioning the intention to contribute to SDGs that refer to the social pillar (IOC, 2017).

2.1.2 Sustainability-Strategy by the German Olympic Sports Confederation

Only two years later, due to the currency and demand, the German Olympic Sports Confederation adopted the *DOSB-Nachhaltigkeits-Strategie*, which is translated the DOSB-Sustainability-Strategy, in 2019. By aiming for more sustainable sport events, the DOSB hopes that the national society will be convinced and more supporting of future sport events and that the international community will view Germany as a valued, responsible and sustainable host country for sport events. This chapter is based on the DOSB-Sustainability-Strategy of the DOSB published in 2019 unless stated otherwise (DOSB, 2019).

This strategy refers to the ‘three pillars’ model of sustainability and considers all three dimensions as equally relevant. According to the DOSB the ecological dimension includes the areas of environmental and nature protection. The economic pillar refers to economy, good governance and human resources development. And the social sustainability refers to the education of values including fair play, respect, excellence, participation. Additionally, it also consists of the topics of health, education, equality, inclusion, diversity, integration and civic engagement (DOSB, 2019).

The DOSB defined five sustainability goals and four areas of action. The goals are to promote climate protection, to shape people’s and organizations’ development, to reduce the consumption of resources, and to improve communication to staff and other organizations. The areas of action consist of the culture of organizations and humans, the sports-infrastructure, events and mobility. Regarding the implementation of social sustainability at large sporting events especially the area of action referring to events, is important for consideration. According to the DOSB sport events can and should provide new ideas for the everyday work

of sport federations and clubs. Sport events can also inspire and motivate people, help with personal development and achieve a positive public image (DOSB, 2019).

2.1.3 National Strategy of Large Sporting Events by the DOSB and the German Ministry

Another two years later, after the publication of the DOSB-Sustainability-Strategy, the DOSB worked together with the Bundesministerium des Innern, für Bau und Heimat (referred to in the following as the German Ministry) and released the *Nationale Strategie Sportveranstaltung*, its translation meaning National Strategy Sport Events, in 2021. All information provided in this chapter is based on this publication, unless stated otherwise. Future sport events in Germany, according to the DOSB and the German Ministry in 2021, should put more focus on

- (1) a long-lasting and positive effect
- (2) increasing of the excitement and support of the society
- (3) providing transparency, coordination and cooperation regarding effective and efficient use of resources
- (4) the improvement of international competitiveness of German applications for large sporting events.

Even though the National Strategy does not name social sustainability as such, it does point out that the main goal is “strengthening the positive effect of large sporting events on sport and society – together, sustainable, professional and with best possible use of resources” (translated, DOSB & Bundesministerium des Inneren, für Bau und Heimat, 2021, p.15). As explained in chapter 1.4.4, social sustainability refers to the positive impact for people individually and for the society, which is why this concept of DOSB and the German Ministry does include social sustainability without mentioning the term per se (DOSB & Bundesministerium des Inneren, für Bau und Heimat, 2021).

All in all, the National Strategy consists of six strategic goals and ten subgoals, which are depicted in figure 10. Applying the already mentioned definition of sustainability by one of the authors, the DOSB, the goals can be categorized into the economic, ecological and social pillar. While subgoal “b” takes the economic dimension of sustainability into consideration, subgoal “i” is especially referring to the ecological one. All the other goals and subgoals can be referred to the social sustainability pillar. This shows, that even though the National Strategy does not mention the social sustainability as a term, it does require future large sporting events

to plan accordingly and to consider this pillar of sustainability throughout the event (DOSB & Bundesministerium des Inneren, für Bau und Heimat, 2021).

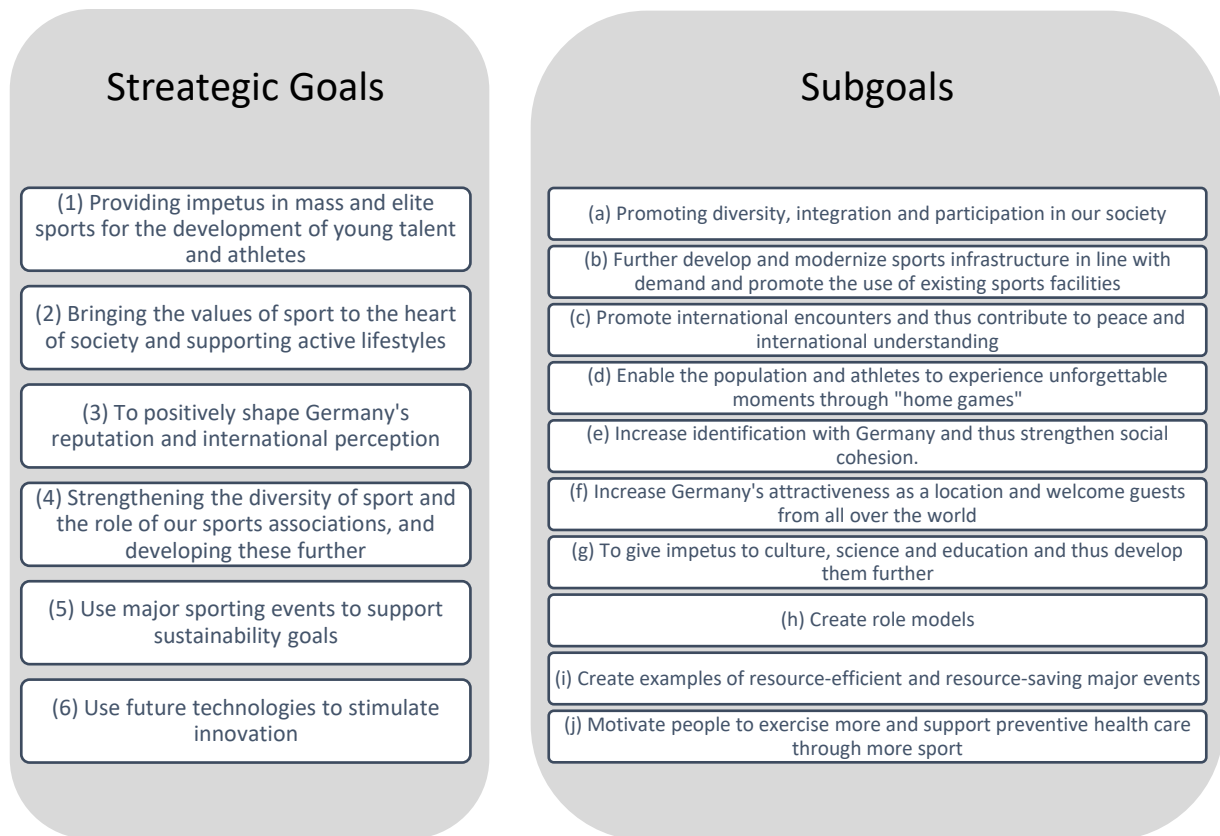


Figure 10: The goal system of the National Strategy
(translated and adapted from DOSB & Bundesministerium des Innern, für Bau und Heimat, 2021)

2.2 Current State of Research

As can be seen by the publication dates of the Sustainability Strategies, this focus is rather new and its implementation has just started. Also, more detailed research of this topic regarding sustainability at mega sport events takes place only recently. However, so far studies focused more on the economic and the ecological dimension, rather neglecting the social pillar (Hover et al, 2016; Müller, 2021, p. 109). Therefore, it was difficult to find studies that really analyze the social aspects of sustainability at mega sport events. Below, two studies, one analyzing all three pillars of sustainability at the Olympic Games by Martin Müller et al and one evaluating the social sustainability effects of large sporting events in general by Andrew Smith, are explained in detail.

2.2.1 Evaluation of Sustainability at the Olympic Games

As already mentioned, the United Nations vision sport as a tool for sustainability, and the IOC worked out the Sustainability Strategy in order to focus on the SDGs, to be a role model and to contribute to a more sustainable future. One study focuses on evaluating sustainability of the 16 Summer and Winter Olympic Games that took place between 1992 and 2020. Martin Müller, Sven Wolfe, Christopher Gaffney, David Gogishvili, Miriam Hug and Annick Leick published this study called *An evaluation of the sustainability of the Olympic Games* in 2021. They analyzed economic, ecological and social sustainability equally with the help of existing databanks, and each Olympic Games got scores from 0, the lowest, to 100, being the highest score. Each pillar consisted of three focus areas, and in the social dimension the areas of rule of law, social safety and public approval were analyzed.

The results show that “the Olympic Games between 1992 and 2020 have a medium sustainability level” (Müller et. al, 2021, p. 344). Salt Lake City hosted the most sustainable Olympics, with Albertville placing second. As can be seen in Figure 11, sustainability of the Olympic Games is decreasing, especially in the social and economic dimension. The authors claim that mega events such as the Olympic Games can be role models and be innovative, especially when it comes to sustainability. However, they continue to analyze, as the study shows, that this is currently not the case and reforms are required. It is also mentioned, that the databank, on which the results are based on, are not always equally informative when it comes to the different Olympic Games. All in all, this study is still the most comprehensive evaluation up to this date. As a conclusion of the results, the downsizing of the event, as well as a rotation of the Olympic Games among the same cities, and thirdly an improved sustainability governance is suggested for the future (Müller et al, 2021).

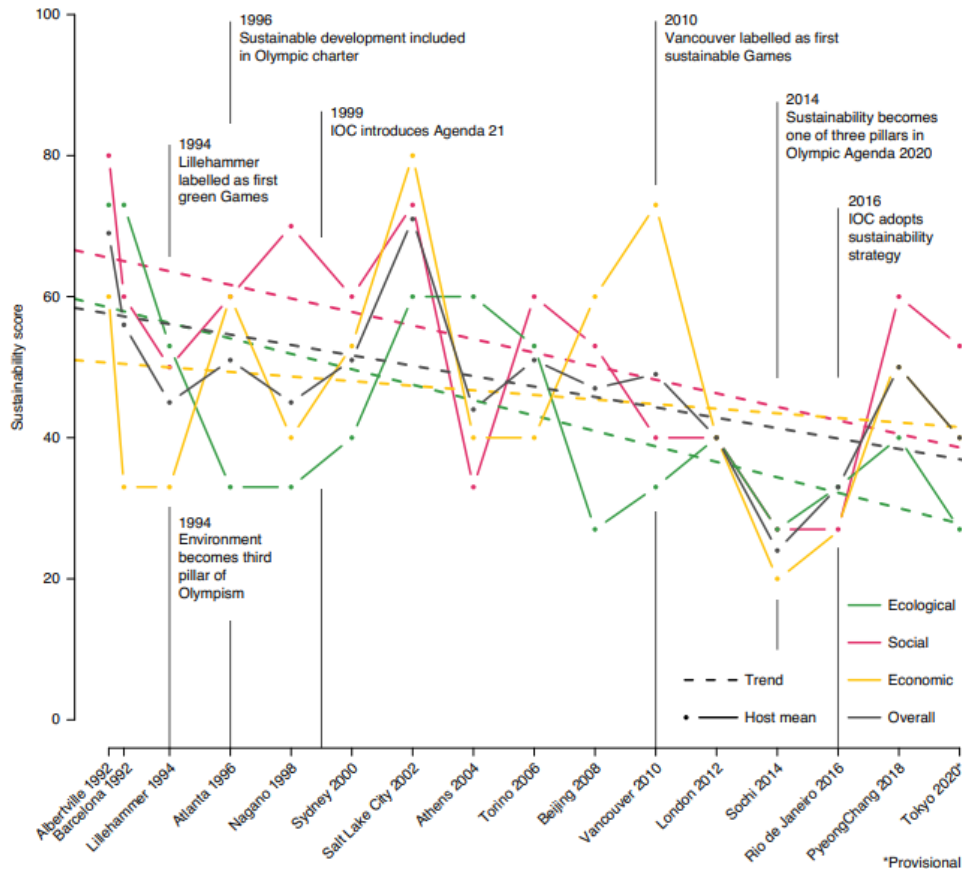


Figure 11: Sustainability trend lines in the Olympic Games, 1992 – 2020 (Müller et al., 2021)

2.2.2 Relationship between Social Sustainability and Large Sporting Events

While the study on the Olympic Games evaluates all three dimensions of social sustainability, the study *Theorising the Relationship between Major Sport Events and Social Sustainability* by Andrew Smith published in 2009 focuses only on the social dimension. It analyzes if large sporting events achieve the aim to “meet the social needs of present and future generations” (Smith, 2009, p. 109).

The findings of the study are that events “have made a negative contribution to the social sustainability of host cities” (Smith, 2009, p.117). Local people may find it difficult to connect, to find a sense of identity and also to see a meaning of the event for their neighborhoods. Furthermore, large sporting events can result in forcing people do dislocate their homes, which again results in a negative development of identity and sense of belonging. Additionally, positive social effects that include hope and the symbol of a new beginning are analyzed and found to be short-lived.

On the contrary, the results also show that large sporting events can also have positive social sustainability effects. Socially oriented initiatives that are well designed and do not focus on commercialism can link the qualities, publicity and associations of sport to an improvement of social sustainability, such as the well-being and diversity. Smith points out, that at the point of his research the social effects of large sporting events are underestimated during the planning stage of an event, and overestimated when it comes to the long-lasting results of an event (Smith, 2009).

2.3 Report of the European Championships Glasgow 2018

The first ever and also most recent European Championships before Munich 2022 were held in Berlin and Glasgow in 2018. The Evaluation Full Report on the events that took place in Glasgow has been published about the event, which apart from many other topics also covers the analysis of its social sustainability measures. The following findings are based on this report published by the European Championships Glasgow 2018 (n.d.).

Glasgow 2018 wanted to involve many people in the event, considering diversity. Thus, the aim was to create benefits for the community as well as socially. Focus groups were the residents, visitors, volunteers and young people. Key findings regarding social sustainability are that Glasgow residents felt pride and had positive feelings about the event. Visitors included different profiles such as families, residents, and also less active people. “Volunteers felt the experience was beneficial, with impacts around development of useful skills, future involvement in volunteering and making new contact and friendships” (European Championships Glasgow 2018, n.d., p.47).

One focus group of implementing social sustainability were young people. In the *Year of the Young People* it was important for Glasgow 2018 to engage young people from Glasgow as well as Scotland. In order to achieve that, they focused on four different areas, which are depicted in figure 12.

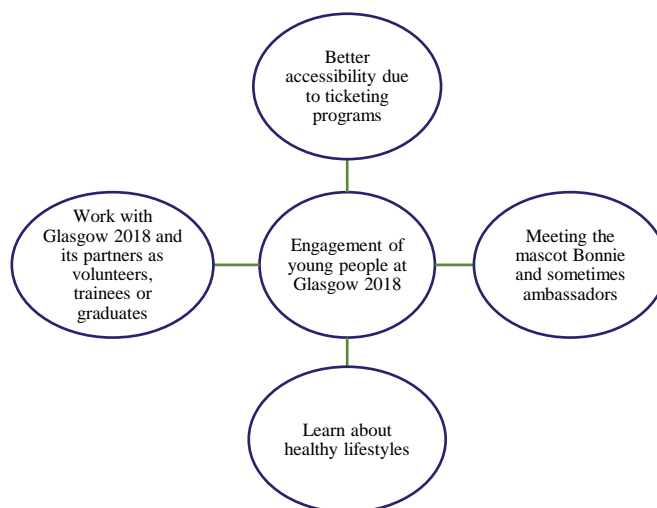


Figure 12: *Engagement of young people at Glasgow 2018*
 (own diagram based on *European Championships Glasgow 2018, n.d.*).

Firstly, Glasgow 2018 established an accessible ticketing strategy with an extensive community ticketing program. Due to this strategy, some events were free and everyone was able to watch them. Because of the program, for example youth groups such as the Scout and Guide Network or the summer holiday programs, were able to purchase discounted tickets. Both, the strategy as well as the program, made it possible that 20,000 child concession tickets were sold and around one third of all visitors were families with children under the age of 16. Additionally, to making the European Championships more accessible for young people, students of 169 schools and nurseries had the chance to meet the mascot Bonnie, who visited 17 Scottish tourist attractions and went to 38 family aimed events. Sometimes also ambassadors visited schools. Furthermore, Glasgow 2018 offered young people the chance to work with Glasgow 2018 and its partners as volunteers, trainees or graduates. (European Championships Glasgow 2018, n.d.). And lastly, it offered opportunities to learn about healthy lifestyles.

The Glasgow Connected Arts Network (GCAN) asked young people and audience members about their experiences and evaluated the findings that can be found in the Glasgow 2018 Evaluation Full Report as well. According to this, young people appreciated the accessibility of the events, the atmosphere and described the event as “young-person friendly” (European Championships Glasgow 2018, n.d., p.51). Though, one criticism is that the marketing could have been better because young people would very likely not have attended the events, if they had not been part of the evaluation group (European Championships Glasgow 2018, n.d., p. 51).

Considering social sustainability projects during Glasgow 2018, the event did consider the social impact of the event on the local and national society. The results show that by doing so, the event did have a positive effect especially on residents. However, when it comes to young people, the implementation does not seem very broad, does not include actual sport activities, and there is definitely room for improvement.

2.4 Aims and Purposes

The European Championships Munich 2022 took sustainability into account, including youth programs. These should be well designed, planned and implemented to ensure that the event is as socially sustainable as possible. Therefore, the hypothesis for this thesis is:

Social sustainability regarding youth can successfully be implemented by organizing concrete youth programs at the European Championships Munich 2022.

As research shows, social sustainability was either neglected or less considered as the other pillars of sustainability in the past (Smith, 2009). Few studies have explicitly investigated the correlation between mega sport events and social sustainability. Smith found out that the social effect of large sporting events were underestimated during the planning stage and that only well designed initiatives not focusing on commercialism were able to provide positive social sustainability effects (2009).

The objective of this master thesis is to present these youth initiatives and investigate their impacts of social sustainability regarding youth at the European Championships Munich 2022. All relevant terms and concepts regarding sport events in general as well as the European Championships in particular, social sustainability and youth are explained in chapter 1. The following chapter reflects on the current state of research in the field of social sustainability both in literature and studies. Chapter 3 covers the concrete implementation of social sustainability regarding youth at the European Championships Munich 2022. The prerequisites and the planning process are depicted, then the established concepts of the youth programs are explained in detail. Afterwards the results are presented and analyzed to establish if the initiative was implemented well and if the goals were reached. Chapter 4 focuses on the evaluation of the programs by experts in the form of a survey, providing both quantitative and qualitative data. The results of the survey are presented in Chapter 5 and the concepts are examined for their social sustainability and applicability for future large sporting events.

CHAPTER 3: IMPLEMENTATION OF SOCIAL SUSTAINABILITY PROGRAMS REGARDING YOUTH AT MUNICH 2022

50 years after the Olympic Games another large multisport event takes place in Munich: The European Championships Munich 2022. As explained by the Local Organizing Committee (LOC) of Munich 2022 in 2021, due to this linkage the slogan for this sport event is *Back to the Roofs*. The roofs in this case refer to the unique roof that combines many sport facilities in the Olympic Park in Munich. The similarity to the word *root* shows that these exact facilities that were built for the Olympic Games 50 years ago were also used for Munich 2022. The vision of Munich 2022 was to set new standards, to inspire and to leave a lasting legacy for all participants, the city of Munich and for future sport events (LOC Munich 2022, 2021). Its mission was to combine exceptional experiences and achievements under one roof (LOC Munich 2022, 2021). The goal was to stand for the unexpected and for incomparable moments and feelings of happiness that will be remembered. Therefore the values of authenticity, innovation, consideration, passion, diversity and sustainability were paramount for this event (LOC Munich 2022, 2022a).

This chapter depicts, explains and analyses the implementation of social sustainability regarding youth at the European Championships. While the programs called Munich 2022 Sports Badge and the Young Leaders Forum were the responsibilities of colleagues, the Future Class of 22 youth initiative was implemented by the author of this thesis who was working for the LOC of Munich 2022. Therefore all the information given is based on the knowledge and work by the author unless stated otherwise.

3.1 Prerequisites and planning stage

The Munich 2022 youth programs included three main one. There was the Young Leaders Forum, which was a forum for youth aged 20 to 30 that already was involved in sports to gain expertise for their future work. Then the Munich 2022 Sports Badge was offered, which was a sports badge that especially young visitors were able to get awarded by successfully completing sport challenges of all nine Munich 2022 sports. The third program was the Future Class of 22, which was for youth up to the age of 20 consisting of various projects before and during the European Championships Munich 2022, which made it the main Munich 2022 youth initiative. For the implementation of all three programs the prerequisites and planning stages are explained in the following.

3.1.1 Prerequisites Given by the Location and Structure of Munich 2022

The Local Organizing Committee (LOC) of the European Championships Munich 2022 as well as the events themselves were located in Munich, Germany. While the ECM is the creator and supervisor, the LOC was in charge of organizing the large multi-sport event consisting of nine sports: Triathlon, beach volleyball, rowing, cycling, gymnastics, canoeing, climbing, table tennis and athletics. It lasted for eleven days, from August 11 to August 21 in 2022. Table 13 shows an overview of the size of the event as well as the rounded numbers.



Figure 13: Overview of the European Championships Munich 2022 (LOC Munich 2022, 2022b)

From each of the nine sports of Munich 2022 one or two athletes were chosen to represent the sport in various YouTube clips, on events and on social media during the time span from around two years before up to the event (muenchen.tv, 2020). They were the ambassadors for their sport at the European Championships, were fourteen people in total and were called the Class of 22. The athletes are depicted in figure 14.

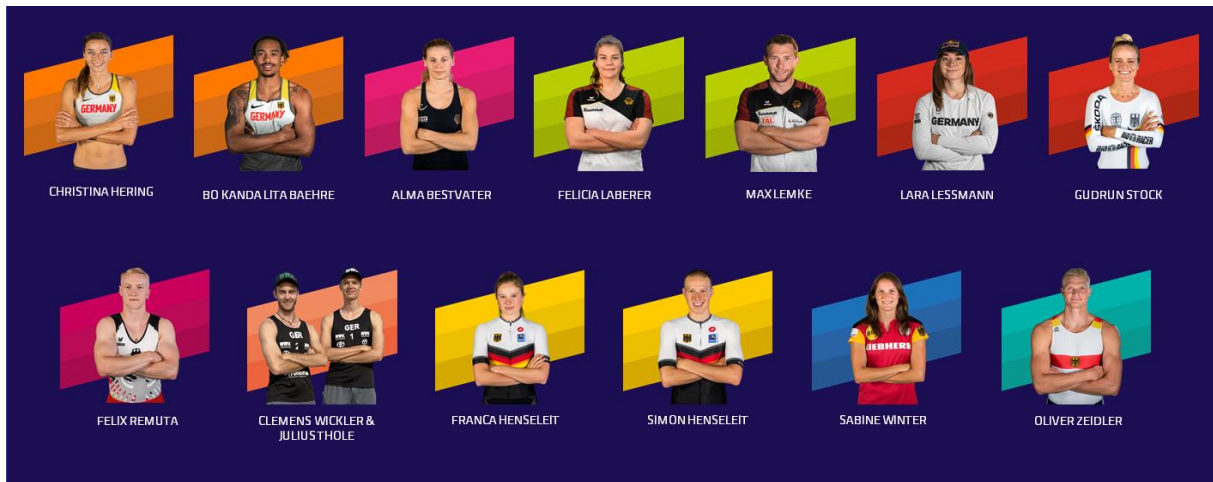


Figure 14: Class of 22 athletes (LOC Munich 2022, 2022b)

The European Championships Munich 2022 were organized by the LOC, which consisted of nine teams. These include Event Services & Operations, Event Production, TV Production & Broadcast, Sports & Competition, Culture & Side Events, Marketing & Communications, Sponsoring & Sales, HR & Administration and Finance.

The Team called Culture & Side Events was in charge of every event that was organized apart from the European Championships competitions. Locations were the same as the locations of the competitions. This can be seen in figure 15.

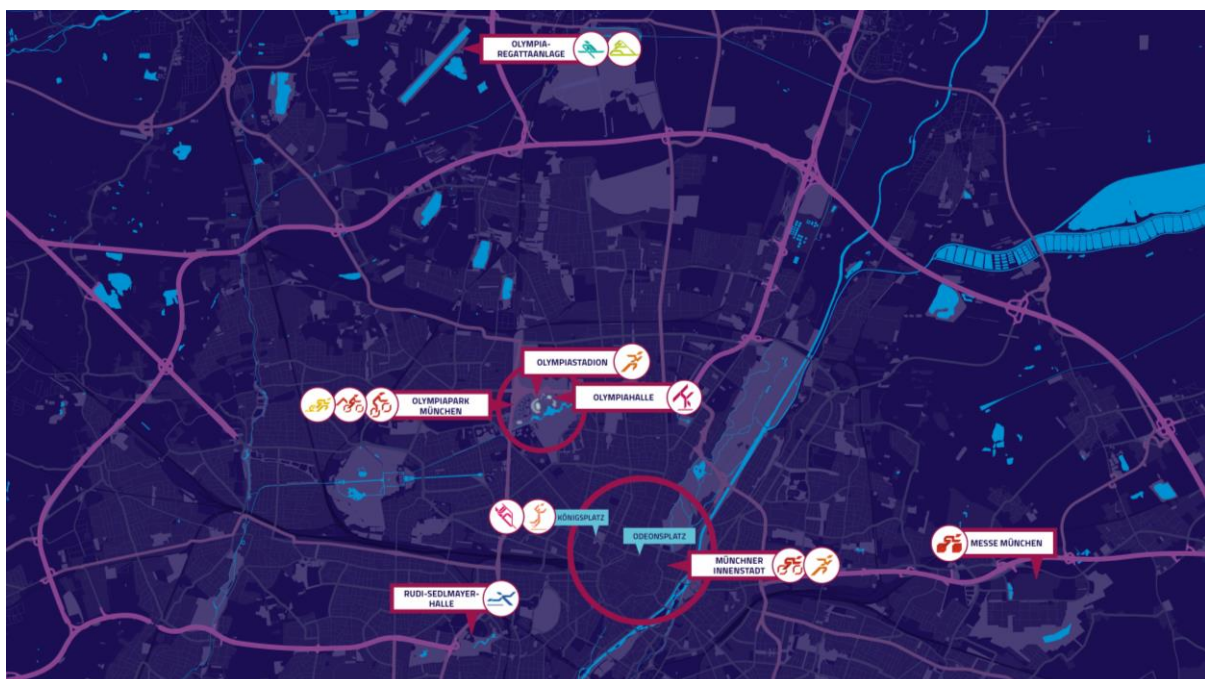


Figure 15: Overview of the event locations in Munich (LOC Munich 2022, 2022b)

This team’s responsibility included two main focus areas: Organizing a festival and implementing sport programs for children and young adults. The Culture & Side Events team consisted of thirteen LOC employees. An overview can be seen in figure 16, in which each box represents one employee. Here not the actual contract working titles, but rather a combination of the title and the responsibilities of each member are mentioned. The right side of the figure refers to employees who were organizing the The Roofs festival, the people on the left side implemented youth programs.

The team leader as well as five other full-time workers were in charge of organizing the festival. Additionally, one part-time student worker assisted them. Shortly before the event two interns as well as many freelancers completed the festival team.

Regarding the organization of the sport programs for children and young adults there were two full-time employees and one part-time student worker. One intern joined them six month before the event. On top of that, six student interns helped them for one week each. One of these student interns and one additional student intern also assisted the other four people during the event. Furthermore, one technical freelancer for the Munich 2022 Sports Badge as well as one Future Class of 22 freelancer worked during the event itself. Overall, this sums up three organizers and one intern during the planning and organization stage, and eight employees that implemented the youth programs during the time span of the event itself.

As already mentioned, one of two focus areas of the Culture & Side Events team was organizing the Festival of Munich called The Roofs. This organization already started many months before the planning of youth sport programs. Therefore when thinking about the ways of implementing youth programs regarding social sustainability, the festival’s planning stage had to be fully known and taken into consideration.

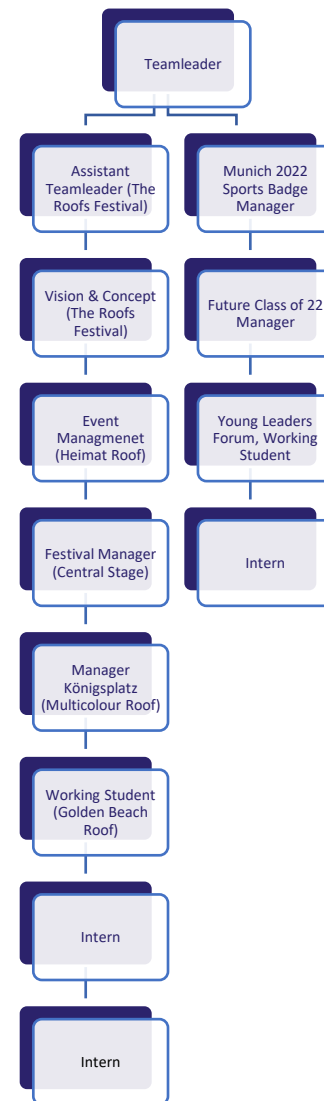


Figure 16: Overview of team Culture & Side Events with responsibility descriptions (author’s own graph, 2023)

In different areas, on different stages and with different themes the, as the team called it, “tenth sport” of Munich 2022 consisted of a festival free of cost to combine sport with culture, music and arts. In eleven areas visitors, officials and athletes were invited to experience the unexpected, to step into different worlds and to have fun at all times during the European Championships Munich 2022. All the descriptions regarding The Roofs are based on information by the LOC Munich 2022 (2022d) unless quoted otherwise. The specific locations of all areas of The Roofs can be found in figure 17.

The main area was called Central Roof. This was the biggest The Roofs stage that was built particularly for this event in the middle of the lake called Olympiasee. Here the most well-known, mostly German, artists performed on stage, medal ceremonies of athletics took place, athletes of all nine sports came for talks and much more. This area was often so full, that it had to be closed for more people: For example, with 55,000 visitors attending the opening ceremony, the police of Munich had to close the park so no any more people could enter (Kerber, 2022). Consequently, the German television show called Sportschau drew the conclusion after day one already that the combination of traditional sport facilities and modern sport seems to work (Kerber, 2022).

Besides the Central Roof, there were many other areas. One was the Technology Roof with the presentation of Start Ups, e-gaming and future technology. The Art Roof presented street art, a water gallery and different art exhibitions. At the Creative Roof visitors were able to relax to music and food from different cultures and countries and a more bar-like atmosphere was to be found at the Capri Roof. The festival included the Partner Roof consisting of food, merchandising, and the presentation of sponsors and partners, too. One partner also had its own area called BMW Welt Roof. There BMW’s products were showcased and people were able to take part in the Slide Championships. A big slide on the outside wall of the BMW Welt was built especially for this event and people were able to slide down and have their personal time clocked. The area called Heimat Roof consisted of showcasing the Bavarian culture, food and Bavarian exhibitors. Another area was the Kids Roof. Here children were able to craft, move, eat and, for example, get a haircut for free if they read a story from a book they liked to the hairdresser.

While all the areas mentioned above were located within the Olympiapark, two more were at different locations in Munich. The Golden Beach Roof, which attracted people with DJs, a Beach Bar and a Chill Area, was located at the regatta. In the city center of Munich, at

the Königsplatz, there was the Multicolour Roof. Yoga sessions and other sport activities, international food, poetry slam, small businesses and more were presented here. Here the program and exhibitors changed every few days due to different day themes: Recycling & Upcycling, Sports & Friends, and Arts, Nature & Nutrition.

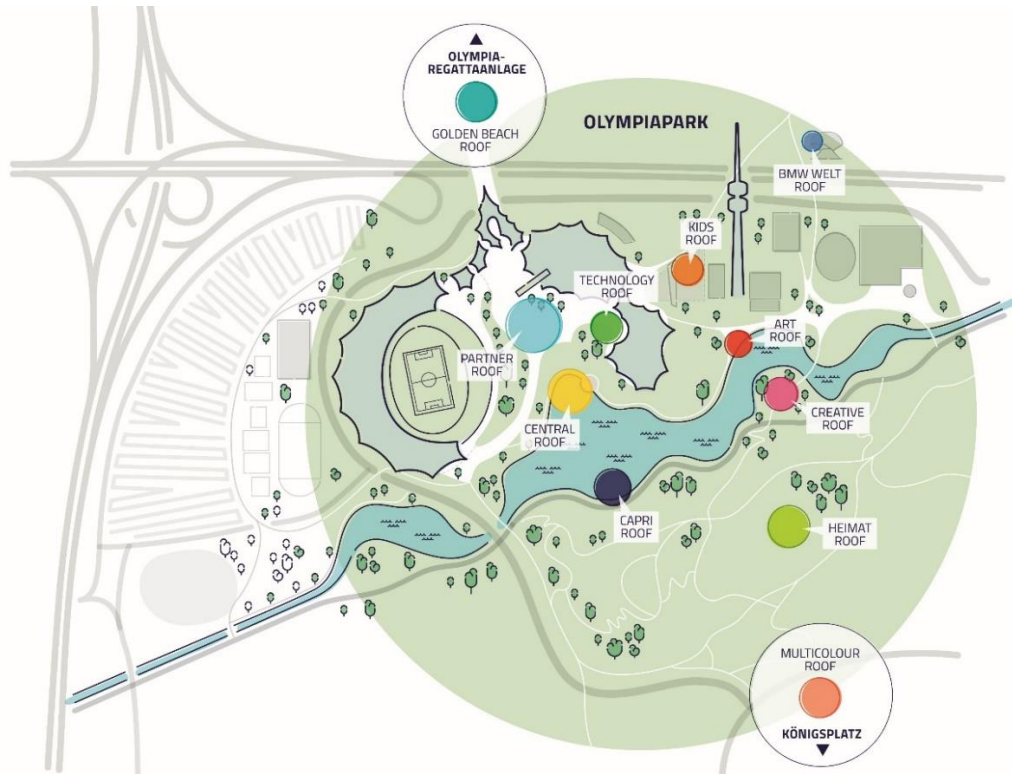


Figure 17: The Roofs, festival of Munich 2022 (LOC Munich 2022, 2022d)

3.1.2 Prerequisites Given by the Sustainability Strategy

Not only the prerequisites of already existing ideas, locations, and employees, but the ones given by the event's Sustainability Strategy had to be taken into consideration when creating youth programs regarding social sustainability, too. The idea of sustainability is not only part of the slogan *Back to the Roofs*, but Munich 2022 also created a sustainability strategy considering all three sustainability pillars in order to implement this goal into every area of the event. Therefore the following six focus topics were chosen and published in the interim report of Munich 2022 in 2021:

- (1) Reuse of sports facilities and equipment
- (2) CO2 neutral transport and mobility
- (3) Waste and littering
- (4) Impact on mass and competitive sports
- (5) Inclusion and accessibility
- (6) Local value creation

(LOC Munich 2022, 2021, p.11)

The first three topics refer to the ecological pillar, number four and five to the social, and number six to the economic pillar of sustainability. Regarding the social pillar, the aims given by the sustainability strategy of Munich 2022 were:

- Inspiration of visitors for sporting activities
- Increase the membership rate of local and regional sport clubs
- Involve national sports federations in the organization and implementation of the event

(LOC Munich 2022, 2021, p.56)

These goals refer to two Social Development Goals. The first one is number 3, Good Health and Wellbeing, and the second one is number 17, called Partnerships For the Goals (LOC Munich 2022, 2021).

Overall the initiative of the European Championships Munich 2022 to focus on sustainability before, during and after the event was called *Count & Last*. “In addition to targeted measures in the implementation of the event, 12 monthly projects provided an interactive and inspiring countdown to the European Championships” (LOC Munich 2022, 2022a). Every month a different sustainability project was showcased and people were motivated to participate.

When thinking about how to implement youth programs, the Sustainability Strategy had to be considered and the initiative *Count & Last* had to be kept in mind.

3.1.3 Budget and Focus Group

Besides the prerequisites given by the event’s structure, the team or the Sustainability Strategy, there were more aspects to consider and to decide on before starting the implementation of youth programs.

As an overall youth program budget, 363,000€ were available for the implementation of social sustainability regarding youth. 70,000€ of which were supposed to be used for the Munich 2022 Sports Badge, 85,000€ for the Young Leaders Forum and 70,000€ for the Future Class of 22. On top of that, 138,000€ were spent in employment to realize these programs. Additionally, some costs such as providing benefits for the volunteers, were able to be taken over by other teams with their own budgets.

Funding sources of Munich 2022 were the Federal Ministry of the Interior and Community, Germany, the Bavarian State Ministry of Interior for Sport and Integration, the

City of Munich, and the Olympiapark München. As a result, the interest of the funding sources were to focus on youth programs not only within Bavaria and Munich, but also on a national level. As a location for many of the programs the Olympiapark München could be used.

In addition to the location, the age of the focus group had to be considered. The Young Leaders Forum already existed in previous European Championships and therefore the age of participants was already pre-defined for youth from 20 to 30 years of age. The Munich 2022 Sports Badge was supposed to focus especially on young children up to and including primary school level. This left everyone between around 10 to 20 years old, which should all be included in the Future Class of 22 youth initiative.

3.1.4 Cooperation Partners

In order to reach the social sustainability goals, it was important to think about what should happen after Munich 2022. Organizing all of these youth programs could only be sustainable if children and young people receive contact details and information where and when to continue their chosen sport. Thus, it was important to find cooperation partners, that would still exist after the event and could continue to inspire the youth after Munich 2022. For that purpose, as well as the already existing expertise, sport clubs and sport federations as cooperation partners were necessary.

Furthermore, partners were needed for cooperations, which would help the organizers to get in contact with the youth. Having sport clubs and federations as cooperation partners could only provide information for the youth who were already signed up members. Though, the focus was to inspire youth with and through sports that may not have been passionate about sports yet. Consequently, schools and local youth groups became cooperation partners. Overall, cooperation partners were particularly Bavarian schools, local youth groups and local sport clubs from Munich, as well as Bavarian and German sports federations.

One exception, whose cooperation partners were given from the beginning, was the Young Leaders Forum. This event had already happened at previous European Championships and was organized by the European Athletics Federation. This time, the goal was to include the European federations of not only athletics, but of all nine sports of Munich 2022.

3.1.5 Planning Stages and Progress

Three youth programs were supposed to be planned and implemented: The Young Leaders Forum, the Munich 2022 Sports Badge and the Future Class of 22. As previously mentioned, the Young Leaders Forum had already existed during past events and thus many prerequisites have been given. The planning and organization phase had lasted until Munich 2022, and the Young Leaders Forum was planned to take place on some, not all, days during the European Championships. Since the Young Leaders Forum was invented by the European Athletics Federation, one more prerequisite was, that this program happened when athletics competitions were going on at the same time. The planning progress can be seen in figure 18.



Figure 18: Planning progress of the Young Leaders Forum (author's own graph, 2023)

The Munich 2022 Sports Badge was an idea that evolved a little bit later than the Young Leaders Forum. Therefore, the planning progress is a little bit delayed as is depicted in figure 19. However, it was clear from the beginning of the process, that this program for children should also take place during Munich 2022.

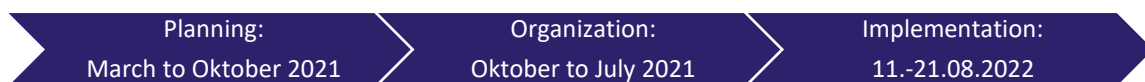


Figure 19: Planning progress of the Munich 2022 Sports Badge (author's own graph, 2023)

The third youth program, the Future Class of 22, had a different planning progress than the other two. Apart from the other two youth programs, the Future Class of 22 was not only realized with the help of sport clubs and sport federations, but moreover with school cooperations. Therefore the implementation of different projects within the Future Class of 22 were already supposed to happen during the school year 2021-2022, and the highlights of the initiative should then also happen during Munich 2022. While a colleague came up with the idea of the name Future Class of 2 and the idea to have school sport competitions, everything else such as planning the overall concept and specifics, organizing and then implementing the program, still had to be done when the author started her job in August 2021. The planning progress of the Future Class of 22 can be viewed in figure 20.



Figure 20: Planning progress of the Future Class of 22 (author's own graph, 2023)

Furthermore, it is important to notice, that the COVID-19 pandemic was going on and official regulations was changed often and ongoing. Therefore, for planning the implementation of all youth programs, but especially of the Future Class of 22 programs during the school year, everything needed to be as flexible as possible in order to adapt to the current regulations regarding group sizes, hygiene, masks, tests, vaccination requirements, location usage, contact with others, public transport, distancing and access rules. For example, in Germany, as of December 28, 2021, gatherings of a maximum of ten people were allowed and mass were compulsory in schools (Bundesregierung, 2021). For sport events only a vaccinated, recovered and sometimes additionally up-to-date tested person was allowed to attend sport events and indoor events were only allowed 30% to 50% of the total capacity (Bundesregierung, 2021).

3.2 Munich 2022 Social Sustainability Programs Regarding Youth

After considering all prerequisites for the planning and organizing process, the programs for social sustainability regarding youth were implemented. In the following, the implementation of the Munich 2022 Sports Badge, the Young Leaders Forum and the Future Class of 22 are explained in detail.

3.2.1 Munich 2022 Sports Badge

During the time span of the European Championships Munich 2022 many areas of the festival The Roofs were created at different locations in the Olympiapark. In addition, the Munich 2022 Sports Badge, in German called Munich 2022 *Sportabzeichen*, took place there from August 11 to 21 in 2022 (LOC Munich 2022, 2022c).. The focus group were young children, but everyone was able to take part in the sports badge from 11am to 7pm on each of these days.

According to the invitation letter of the LOC Munich 2022 (2022c), in order to successfully gain the Munich 2022 Sports Badge, people had to try out all nine different sports of Munich 2022 and achieve a certain score at each sports challenge. The tasks required

strength, speed and skill and everyone could score up to ten points in each sport. Every sport was represented by its national along with local sport federation, of which each had its own exhibition stand to represent its sport as well as to take part in the Munich 2022 Sports Badge.

Apart from the sport federations, which managed their own helpers and employees at their own exhibition stands, more people were working to make this possible. In charge was one LOC member of the Culture & Side events team. He had help from one technology freelancers, part-time assistance from one intern and two student interns, as well as many volunteers who helped out with the signing-in process of participants as well as answering questions, handing out prizes and helping the sport federations elsewhere if needed.

There were also many aspects that needed consideration regarding the participation of visitors. To make scorings comparable the age categories were: 6 to 9 years, 10 to 13 years, 14 to 17 years and 18+ years (LOC Munich 2022, 2022c). For participation visitor had to sign up online either at home or on the spot with the help of available tablets. Afterwards the participant received a wristband with a QR-code on it that made it possible for him or her to be scanned at any of the sport exhibition stands and to have his or her scores entered online immediately. Participation was free of cost. The different challenges could either be completed on one single day or on many days throughout the Munich 2022 time span. Once the Munich 2022 Sports Badge was completed, the certificate was available online (LOC Munich 2022, 2022c). Additionally, the daily winner of each category as well as winners of the whole time span were awarded with special prizes such as tickets to sports and music events, national team sports gear and more. The ceremony of the best overall winners took place on the Central Stage, the same stage on which European champions in athletics received their medals.

The goal was to give especially children, but everyone else as well, the chance to try out different sports, to compete against others and to have a fun experience. It was likewise important to connect interested people with the sports federations to create ties that may hold beyond Munich 2022. When signing in online, every participant was able to choose, if he or she wanted their data to be transferred to the sport federations to get additional information about each sport and its sport clubs. As a result, the Munich 2022 Sports Badge enabled sport federations to reach out to interested participants and for interested people to find ways to get involved into sports even beyond the event itself.

3.2.2 Young Leaders Forum

While the Munich 2022 Sports Badge put the focus on getting young children interested in different kinds of sports, the European Athletics Young Leaders Forum meets Allianz, in short Young Leaders Forum (YLF), was intended for young adults at the age of 20 to 30 years old, who were already were involved with sports. It was organized by one LOC member of the Culture & Side Events team, the part-time help of one intern as well as a team of the cooperation partner European Athletics. For the first time, the German financial service called Allianz became a partner of forum.

For five days young people took part in the event that showed similarities to a summit or congress including seminars and workshops. The European sports federation, European Athletics, had organized this event seven times already in the past. After all, this time it was not only supposed to include “Europe’s most talented future administrators and organizers” (European Athletics, 2022) of athletics, but young adults from the other eight Munich 2022 European sport federations as well. “The aim [...] [was] for the participants to share ideas and try to find solutions to contemporary issues, as well as learn from other countries and, this year, other sports” (European Athletics, 2022).

The program included the Opening Ceremony at the BMW *Doppelkegel* in the Olympiapark München. “High-quality speakers and high-profile presenters [delivered] workshops” (European Athletics, 2022), Q&As and were available for discussions. These people included European medalist Paula Radcliffe, European Olympic Sports Director Peter Brüll and World Athletics President Sebastian Coe. The topics focused on sustainability in sport, future event organization, safe sport and future leadership (European Athletics, 2022). Besides the already mentioned program, the European Championships were watched together in the evenings.

Apart from the participants that were nominated by the nine European sports federations, also so-called Wild Cards were given out to nominees of regional and national sport federations to empower local and national as well as international youth through the YLF.

3.2.3 Future Class of 22

In accordance with the already mentioned Class of 22, which are professional athletes representing the nine sports of Munich 2022, the youth initiative of Munich 2022 was called Future Class of 22. This name implies that this is the future generation of athletes, as well as future coaches, future volunteers, future organizers, future administrators and more. To show the connection between the professional athletes and the future generation, even the logos were intended to look similar as can be seen in figure 21.



Figure 21: Logos of Class of 22 and Future Class of 22 (LOC Munich 2022, 2022b)

As already mentioned, the author of this thesis was in charge of this youth initiative and had the job description *Manager of School and Sport Club Cooperations*. She started her job one year before Munich 2022, in August 2021. By this time, the name Future Class of 22 as well as the starting point of school competitions was already established. However, the final result of the youth initiative Future Class of 22 was conceived, planned, organized and finally implemented by her.

The youth initiative aimed to leave a lasting legacy on the sports landscape. Reaching the following three aspects was crucial: Motivating young people to join cooperations of schools and sport clubs, in German called *Sportarbeitsgemeinschaften*, and sports clubs, delivering new approaches to physical education for teachers and (re)igniting the enthusiasm for sport. The second goal was to inspire children and young people to take up sport and promote physical activity in times of COVID-19. Thirdly, children and young people should play an active role at the European Championships Munich 2022, which means they should not only be visitors but be included in processes, discussions, the nine sports and the championships themselves. Therefore the Future Class of 22 was based on three main pillars and include two more components. The five elements of the youth initiative are depicted in figure 22. The projects of the Future Class of 22 happened throughout the school year of 2022-2023 and during

Munich 2022, with the first youth event on November 12, 2021 and the last one on August 21, 2022. An overview of all Future Class of 22 events can be viewed in appendix I.

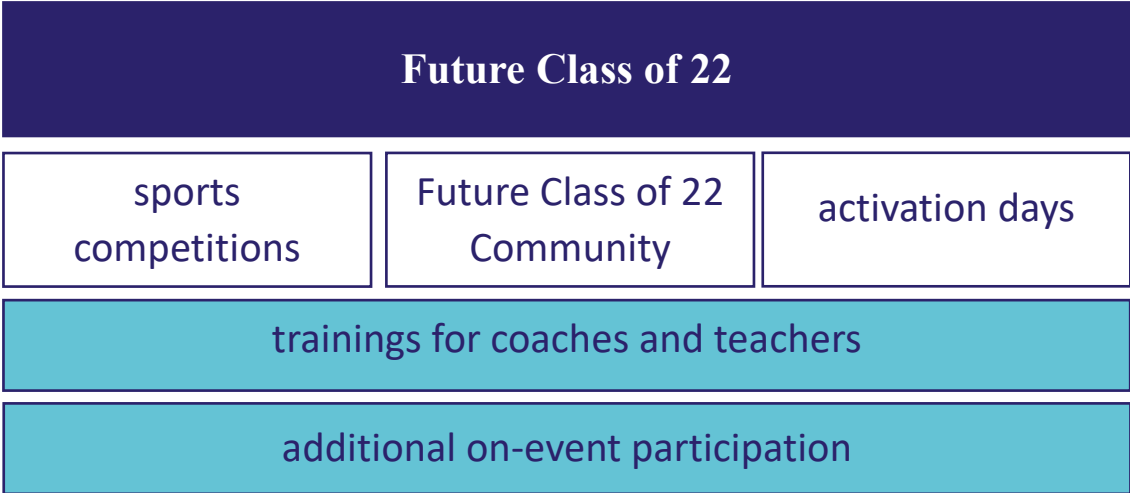


Figure 22: Overview of the youth initiative Future Class of 22 (author’s own graph, 2023)

3.2.3.1 Sports Competitions

Young people should be able to feel like the stars of tomorrow. They should be able to experience what it is like to play beach volleyball on the same court as the European champions, to do gymnastics on the same floor than as the European Championships and to have competitions within Munich 2022 in front of the same audience, the same atmosphere and at the same time as the professional athletes. To achieve these special moments six sports competitions were established as are depicted in figure 23. In beach volleyball, gymnastics, table tennis, athletics, sport fundamentals as well as in fair play schools were able to enter competitions starting in fall 2021. Competitions then happened in spring and summer of 2022, with their finals and/or award ceremonies taking place during Munich 2022 alongside the European Championships. At the award ceremonies professional athletes, representatives of sport federations as well as the CEO of the Olympiapark München Marion Schöne were present to congratulate the young athletes. To ensure that inspired, motivated as well as talented future athletes are connected to the sport federations and sport clubs, all of these competitions were organized together with cooperation partners.

Beach Volleyball	Table Tennis	Gymnastics	Beweg dich schlau!	Beweg dich fair!	Lauf dich fit!
<ul style="list-style-type: none"> • grades 5 - 7 • Bavaria 	<ul style="list-style-type: none"> • grades 3 - 4 • Munich 	<ul style="list-style-type: none"> • grades 5 - 10 • Bavaria 	<ul style="list-style-type: none"> • grade 3 bayernweit 	<ul style="list-style-type: none"> • all grades • Bavaria 	<ul style="list-style-type: none"> • grades 1 - 10 • Bavaria

Figure 23: Overview of Munich 2022 sports competitions for schools (author’s own graph, 2023)

For beach volleyball the cooperation partner was the Bavarian Volleyball Federation. Competition was open for the grades five to seven for all Bavarian students. Considering this sport, the age group was chosen rather young on purpose to not only attract new sport club members but further to spot potential future professional players. It was played in mixed gender teams of four people on each team. 135 teams competed at the preliminaries in June at different locations throughout Bavaria. The best 32 teams reached the final tournament, which was located at the Olympiapark München. The best two of this event then reached the finale. The best team winning the Fair Play Award, which is depicted in figure 24, was rewarded with tickets for the European Championships. This was played at the same venue as the European Championships, at Königsplatz, Munich on August 21, 2022. During the break between the quarter-finals and the semi-finals of the European Championships Munich 2022, they were allowed to play their final on the center court of the professional athletes' games. This meant as well, that the children were able to warm up alongside the professional players, entered the center court along with the same professional announcement of the teams and experienced everything behind the scenes of Munich 2022.



Figure 24: Fair Play Award winners GSG Röthenbach (author's own picture)

Another school competition took place in gymnastics. The cooperation partner was the Bavarian Gymnastics Federation and the competitions were available in two age categories: Grades five to seven, and grades eight to ten. One team consisted of four members that could be all girls, all boys or mixed gender. The competition was based on the program called “Turn 10”. Students were able to create their own gymnastics routines consisting of ten elements of their choice, which were rated based on their difficulty. This ensured that students of all levels, from total beginners to trained athletes, could compete. Overall, 19 teams from 11 different schools took part in the gymnastics competition on July 18, 2022 in Munich. The team that won the Fair Play Award got tickets for the European Championships. The three winning teams per age group performed a team routine on the Munich 2022 floor prior to the women's team final during European Championships Munich 2022 at the Olympiahalle on August 13, 2022 and were honored afterwards.

Similarly to these two school competitions, another tournament was planned to happen in table tennis in cooperation with the Bavarian Table Tennis Federation. Grades five to seven from all over Munich could have competed starting in spring 2022. Though, due to the pandemic and staffing problems it was cancelled by the federation. All attempts to reschedule failed because the school year had already progressed too far.

One sport competition promoting coordinative and cognitive skills rather than a specific sport was called *Beweg dich schlau!*, meaning “Move smart!”. Together with its founder and former professional skier Felix Neureuther as well as the patron and Bavarian Minister of the Interior Joachim Hermann it was kicked off with a press conference on November 16, 2021. This exercise program with the focus on the fundamentals of sport was for all school teams consisting of ten mixed-gender members of Bavarian elementary schools. Participants of the third grade had to solve different sport challenges that tested body and brain. While the so-called Activation Days took place at the participating schools from May to June, the best eleven teams advanced to the *Beweg dich schlau!* – Championships. In August 15, 2022, the students competed right in the middle of The Roofs festival and Munich 2022: at the Olympiaberg, Munich. Felix Neureuther took the time to do the warm-up with all teams before the competition started, and politicians and sport representatives joined them throughout the day. The day concluded with the award ceremony, which happened on stage of the Heimat Roof, one of the areas of The Roof festival.

Likewise not focusing on one sport specifically, but on the concept of fair play, was the competition called *Beweg dich fair!*, translated “Move fair!”. The cooperation partner was the National Anti-Doping Agency Germany (NADA). Schools could order the free game *FAIR WERFEN – Wer gewinnt ohne Tricks*, meaning “FAIR THROW – Who wins without tcheating”. The game combined movement and critical thinking for students to reflect on the concept of fair play. Schools were able to play this game on their own terms with students of their choice. In the activation period in June and July 2022 190 games were ordered by schools.

The sixth sport competition was called *Lauf dich fit* meaning “Run fit”. The cooperation partner was the Bavarian Athletics Federation. This running project was for schools throughout Bavaria and for students of grades one to ten. With the help of a running diary including different materials regarding athletics and the European Championships Munich 2022, students trained over a longer time span together with physical education teachers. Some of the pages that were created by the author of this thesis can be viewed in figure 25. The aim was to motivate

students and for them to run 15, 30 or 45 minutes at the end of the training period. Out of the 300 registered schools, all students and teachers of the best three schools per district were invited to the morning sessions of athletics during the European Championships Munich 2022.

100-M CHALLENGE

München 2022 vereint viele Sportarten, bei welchen es um sportliche Höchstleistungen, spektakuläre Wettkämpfe und geballte Emotionen geht.

Wir geben dir Tipps, wie viele Sportarten und Medaillenentscheidungen es insgesamt sind. **Kannst du die genaue Anzahl herausfinden und unsere Übungsabfolgen richtig nachmachen?**

SPORTARTEN

3 + 3 = 6

2 + 2 + 2 + 2 = 8

2 + 2 + 2 + 2 = 8

2 + 2 + 2 + 2 = 4

2 + 2 + 2 + 2 + 2 = 10

MEDAILLEN ENTSCHEIDUNGEN

8

4

1 6

500-M CHALLENGE

So wie ich Teil der Class of 22 bin, bist du durch deine Teilnahme bei „Lauf dich fit!“ Teil der Future Class of 22! **Finde heraus, welche Sportart zu dir passt.**

START

WAS MACHT DIR AM MEISTEN SPASS?

Im oder am Wasser sein | mit Bällen spielen | laufen und springen | klettern | Fahrrad fahren | Kunststücke ausprobieren

WAS DAVON MACHST DU AM LIEBSTEN?

Ich schwimme gerne. | Ich spiele gerne im Sand. | Ich mache gerne Westreiten. | Ich springe gerne hoch oder weit. | Ich klettere gerne hoch hinaus. | Ich fahre gerne längere Strecken mit dem Rad. | Ich balanciere und turne gerne.

Ich fahre gerne Boot und sitze mit Blickrichtung nach ... | Ich werfe gerne weit. | Ich probiere gerne kreative Sprünge (z.B. Drehungen). | Ich schwinde gerne an Stangen und balanciere gerne. | Nur eins ist mir zu langweilig, ich fahre gerne Rad, laufe und schwimme gerne. | Ich mag gerne Kunststücke mit dem Rad lernen.

Ich liebe die Schnelligkeit im Spiel. | Ich liebe die Schnelligkeit im Spiel. | Ich liebe die Schnelligkeit im Spiel.

vorne | hinten

TRIATHLON | BEACH-VOLLEYBALL | TISCH-TENNIS | RADSPORT | LEICHT-ATHLETIK | TURNEN | KANU | RUDERN | KLETTERN

Figure 25: Pages from *Lauf dich fit - running diary* (Left side: Try different movements to solve how many sports and medals are at Munich 2022; Right side: Answer the questions to find out the sport that interests you the most) (Bayerischer Leichtathletik-Verband e.V., 2021)

3.2.3.2 Future Class of 22 Community

While the sport competitions focus more on younger people and on future athletes, the author also established a youth program for teenagers aged 14 to 20 to inspire youth to become, for example, future volunteers, future coaches, future sport officials, future sport employees and more. Due to the ongoing pandemic an online community with the name Future Class of 22 Community was created. Cooperations partners were the German Sports Youth of the German Olympic Sports Confederation and the German Paralympic Sports Youth of the National Paralympic Committee Germany. Depending on the sport, the corresponding national sports youth was asked to cooperate for specific events as well.

Overall 141 young people signed up to the Future Class of 22 Community, whose Opening Ceremony was online on November 12, 2021 and the closing party was in person on

August 19, 2023. Regarding participation, quality was more important than quantity, to ensure that every single person of this community can participate and find an aspect of sport that interests him or her. People signed up just like for social media and were able to connect, text each other, and to inform themselves about specific topics and future events.

At the beginning, events of the Future Class of 22 Community happened as video calls. One reason for this was the ongoing COVID-19 pandemic, the other reason is that the community was mainly intended for youth in Germany, along with every young person that could understand German. Therefore, for example, one member was from Switzerland. To ensure that everyone was able to take part in every event of interest to them, having online events was the best option for inclusion, diversity and health. As the European Championships came closer in time, more and more COVID-19-related laws were dropped and more and more events could take place in person. During the European Championships Munich 2022 all events were in person. Therefore the Future Class of 22 Community was realized by a mix of online and in-person events. Every month four new elements and events related to these were featured:

- (1) one of the nine Munich 2022 sports
- (2) one special sport related topic
- (3) *Mach mit!* – activity, translated “Take part”, providing participation opportunities
- (4) possibilities to take part in the sustainability initiative Count & Last



Figure 26: Time table of the Future Class of 22 Community (author’s own graph, 2023)

Every month a different one of the nine Munich 2022 sports was featured online as can be seen in the dark blue boxes in figure 26. On the community’s website interesting information about the sport, its European Championship competition in Munich, and possibilities to participate as athlete, coach, volunteer and more were appealingly presented. On top of that, events such as meet & greets with the Class of 22 athletes and opportunities for the young people to try out the sports were offered. Examples are shown in the pictures of table 27. Community members that engaged the most in the events of a specific sport got a ticket to the European Championships of this particular sport in Munich as a reward.

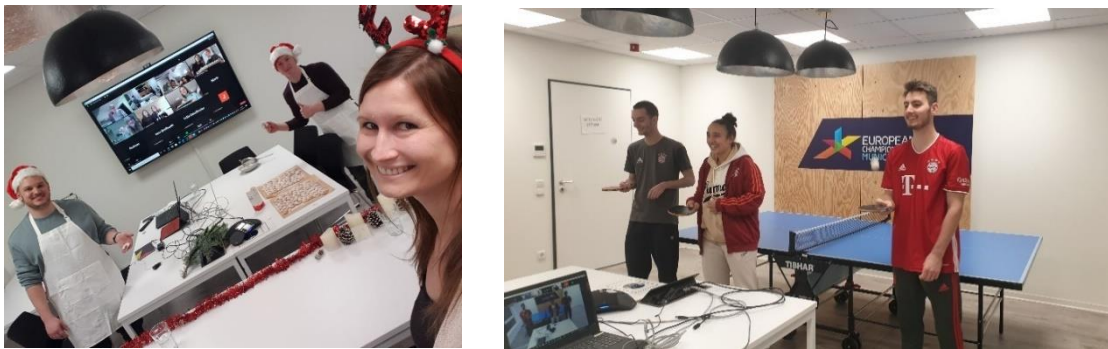


Table 27: Pictures of Future Class of 22 Community online sport events
 (left side: Meet & Greet / Christmas Cookie Baking with of 22 gymnast Felix Remuta; right side: Table tennis trial lesson with youth coaches of FC Bayern München e.V.) (personal pictures by the author)

Additionally, each month a sport related topic was the focus of the community, as is featured in light blue in figure 26 by providing information online and in form of events. For example, a workshop by the German Paralympic Sports Youth was offered on inclusive trends, explaining how rules of trend sports could be changed in order to make them inclusive and more. Another videocall was organized with the German UN youth delegates as guests. Due to the war in Ukraine, the UN youth delegate from Ukraine joined the session answering questions of the community, too.

Moreover, each month the participants were invited to take part in *Mach mit!* – activities, meaning “Take part!”. These resulted in opportunities of participation during the European Championships Munich 2022 in August. For example, the photographers of the best turned in pictures regarding the topic of “sport unites us” won the opportunity to be a Future Class of 22 Photographer. Along the professional photographers they visited the sport climbing competitions at the European Championships with all media access. Furthermore, due to a table tennis challenge the young participants could win a Behind the Scenes Tour at the table tennis European Championships Munich 2022.

Lastly, all community members had the chance to take part in the topic featured by the already explained sustainability initiative Count & Last, for example by getting extra participant spots at events which were reserved for the youth. When planting trees together with the professional athletes of the Class of 22, some of the participants' sports were reserved for youth only. Another example is that people were allowed to send in videos saying "Welcome to Munich" in order to be featured at the Opening Ceremony, and here especially young people were invited to take this opportunity.

All of the examples mentioned above are only a few of many events and topics that were covered with the Future Class of 22 community. While most events were exclusively for members of the community, one month the community's activities were open for everyone no matter if signed in or not. In January 2021 the focus of the Future Class of 22 Community was mental health of youth in and through sport. This topic was also featured by the sustainability initiative Count & Last the same month, to reach more people and involve many schools, clubs, teachers, coaches and especially young people. In fall of 2021 the Corona und Psyche Study (COPSY) of the Hamburg-Eppendorf University was published stating that 82% of all children and young adults in Germany feel psychologically burdened (Ravens-Sieberer et al, 2021).



Figure 28: YOU Matter campaign picture (picture taken by the author, 2021)

The motto was "Hand in Hand – because YOU matter". The author together with a board member of the German Sports Youth created a sport workshop on this topic, which could be downloaded from the Munich 2022 website and implemented by any teacher and coach during physical education or practice. The YOU Matter workshop can be found in appendix II.

Furthermore, the author with the help of a colleague visited schools in Munich and conducted this workshop in many sport classes. She also offered this workshop as an online video conference in German as well as in English. The goals of this workshop were:

- De-tabooing of and raising awareness about the issue of mental health,
- Knowledge acquisition and action improvement toward self and others,
- Exchange opportunities and discussion bases for open and honest communication
- Show affected children and adolescents that they are not alone and can accept help

(Ongyerth & Hasenpusch, 2022, p.1)

Every child or young person that participated in the workshop was invited to craft a personalized hand out of paper with a motivational saying on it, and send it to the LOC. Examples can be seen in figure 29. All hands were combined then and a piece of art sending the message of the importance of mental health was created to be showcased during Munich 2022. The LOC employees created such a piece of art out of personalized hands for their office as well.



Figure 29: Crafted hands of YOU Matter workshops (picture taken by the author, 2022)

Furthermore, online trainings for teachers and coaches on this topic were held in German and in English in video calls. In conjunction with these, one mental health workshop was addressed to the LOC employees. The goals of the trainings were the following: Mental health should no longer be a taboo subject, gaining more attentive action through more knowledge about mental health and to have a joint exchange in search of improvement and implementation possibilities.

As a result of this month 686 crafted hands were submitted to the LOC and the download of the workshop was still available on the website of the European Championships Munich 2022 until the website was taken down in December 2022.

To conclude the Future Class of 22 Community, there was the Future Class of 22 Party on August 19, 2022 during the European Championships Munich 2022. In addition to the community members, youth that was already engaged in different sport clubs and sport federations also got invited to the party. During the last months the members already had a chance to get to know different ways to get involved into sports and learned about opportunities at sport clubs and sport federations. At this party sport interested youth could connect with people that already were involved in person. As special guests Class of 22 gymnast Felix Remuta and the professional gymnasts Nick Klessing and Philipp Herder attended the party, too. The performance of the acrobatic duo Movimento, a DJ and the special location of the BMW Kegel at the Olympiapark right next to all the competitions of Munich 2022 concluded the unique party experience. By showing sports opportunities already throughout the project and then ending the Future Class of 22 Community with this party where people could meet in person, the goal was to create long term connections even beyond this youth project of Munich 2022.

3.2.3.3 Activation Days

In addition to the activation days in schools throughout the YOU Matter campaign, more activation days on various topics were organized. They had the goal to connect young people that might not have been so involved with sports yet with sport clubs and sport federations. The target group for these activation days were Bavarian schools. Due to the pandemic these events were carried out according to the rules that were in place at the time.

In March 2022, there was an activation day for Bavarian schools as well as interested young people. On this day, the official competition sites of Munich 2022 opened for all participants. In the Olympiahalle and the athletics indoor arena called Werner-von-Linde Halle students were able to try out different sports that were offered by local sport clubs and Bavarian sport federations. Additionally, they had the opportunity to meet professional athletes and got in exchange with staff of the LOC. In the Olympiastadion workshops on youth participation and youth empowerment were held by staff of the LOC. One goal of the workshops was to find out wishes and requests that young people might have for Munich 2022 that the LOC then considered during the planning period. Furthermore, participants were invited to go up the Olympiaturm for free. Here they were able to explore the recently opened exhibition *Per Aufzug in die Zukunft*, which showcased the 50th anniversary of the Olympiapark since the Olympic

Games and presented ideas for the next 50 years. Due to the pandemic time slots and a limited number of participants were implemented to ensure the safety of everyone. All in all, this day offered a combination of trying out different sports and getting in contact with sport clubs and sport federations of these sports, gaining knowledge at the exhibition and experiencing active participation in sport during the workshop phase.

One month later, in April 2022, a sport and music festival called *Move for Solidarity Day* took place at the Olympiapark München. Due to the current events in Ukraine, the LOC of the European Championships wanted to use the power of sport to show solidarity (Rathaus Umschau, 2022). All children and young people, especially refugees from Ukraine and other countries, were invited to come to the park and try out different sports. Some refugees were even picked up by buses to make it easier for them to get to the Olympiapark München. There, local sport clubs along with some Bavarian sport federations showcased some of their sports programs for everyone to try out. Since the Ukrainian war started, many have fled to Germany and this activation day was supposed to help them find sport programs they might like and to get connected with the according sport club or even the coach. On top of that, local bands played music. Moreover, visitors were able to donate sport equipment and money for refugees. As the Move for Solidarity Day was on the Ukrainian Easter children got a little present if they tried out different sports.

As all three pillars of sustainability were important for the organizers of Munich 2022, the Go Green Day was organized for schools to address environmental issues. In conjunction with the Count & Last topic of the month called *Biking for Mobility*, this activation day also focused on raising awareness to use the bike instead of cars or buses. The aim of the Count & Last project of the month May was to collect the kilometers participants rode on their bikes and to donate a specific number of bikes depending on the outcome. For the Go Green Day, schools were invited to encourage students to walk or bike to school instead of using buses or being dropped off by their parents by car. At the end of the day each school collected the number of kilometers their students walked or went by bike and sent it to the LOC. The school that reached the highest number of kilometers then won a visit by the Munich 2022 mascot *Gfreidi* as well as the professional triathlete and Class of 22 athlete Franka Henseleit and LOC staff members. They all came on the day of the school's internal *Bundesjugendspiele*, an athletics competition that schools can carry out once a year, and were available for pictures, autographs, offered sport activities, awarded sport-related prizes and the professional athlete had many talks with the students (Ritter, 2022).

Another unique experience for youth was a table tennis training session for students that was held with the professional table tennis player Dimitrij Ovtcharov in the official Munich 2022 table tennis venue called Rudi-Sedlmayer-Halle. For this, the elite school for sports of the German Olympic Sports Federation was invited. One more event which had the goal to inspire was the equally-named *Inspiration Day* that was offered for a local Montessori school and its students from grades four to six. Only a few days before Munich 2022 its students were able to look behind the scenes of the gymnastics and athletics venues of Munich 2022 in the Olympiapark in Munich and took part in a sports workshop offered by the LOC.

In Germany, there are school competitions organized by *Jugend trainiert für Olympia*, meaning “youth is training for the Olympics”. During the athletics and rowing competitions Munich 2022 supported the events by offering sport activations, quizzes, challenges and on top of that presenting tickets to winning students.

All of these activation days were meant to inspire, and to make students curious and more interested in sports. Most of the time they offered participants the direct connection to sport clubs and sport federations.

3.2.3.4 Trainings for Coaches and Teachers

Over the time span of the school year 2022 – 2023 nine trainings for coaches and teachers were offered. Due to the pandemic these took place online in form of video conferences in German as well as in English. Topics included the nine sports of Munich 2022, explanations, and additional information on the youth programs of Munich 2022 as well as mental health implementation ideas for children and young people in and through sport. As already mentioned, one additional workshop on mental health was addressed to LOC employees.

3.2.3.5 Additional On-Event Participation

Youth events did not only take place during the school year 2021 – 2022, but also during the event itself from August 10 to August 21, 2022. Highlights included the aforementioned finals and medal ceremonies of the Future Class of 22 Competitions and experiences won at the

Mach mit! – activities by the Future Class of 22 community, such as being a Future Class of 22 Photographer. The Future Class of 22 Party took part during the event, too.

After all, many more Future Class of 22 activities occurred during the European Championships Munich 2022. Young people were included throughout the event. This was already the case at the Opening Ceremony of Munich 2022 on August 10, 2022. Alongside professional athletes, including Class of 22 athletes, children walked up on stage to represent their sport as flag bearers of the nine sports. Before this they got a stadium tour to learn more about Munich 2022 from behind the scenes, and afterwards the children watched the show by sitting next to politicians and sport representatives at the VIP tribune. This experience was not only to include them into the event, but to treat them equally to professional athletes and to give them insights not only as visitors but as active participants of the European Championships.

Two other events aimed to uplift young people were the Inspiration Tour and the Festival Day. The Inspiration Tour was organized for siblings of hospice children in the Children's Hospice Munich and offered insights into gymnastics at the Olympiahalle and athletics at the Olympiastadion. While this tour focused on sports, the Festival Tour included special experiences at The Roofs festival as well. In cooperation with the Kulturraum München, an organization that supports people with low income in Munich, children in need were able to sign up and experience one day for free at Munich 2022. The children were divided into two groups according to age and watched sport competitions. LOC members discussed some insights with them, sports and activities by the festival were tried out and sights such as the Olympiaturm were visited. Moreover, the older youth group had the unique chance of a meet & greet with the famous German singer ELIF, who they got to see perform on the Central Stage of The Roofs festival afterwards.

Another event that focused on empowering youth by including them in the festival was The Roofs Gymnastics Show. This was organized in cooperation with the Bavarian Gymnastics Federation. All Bavarian youth show groups could apply to be part of this show on the Central Stage of The Roofs festival at prime time on Saturday evening, on August 13, 2022. The best seven groups consisting of 185 young people were then chosen for a show full of dance, acrobatics, rope skipping and more. The evening started with the words by Marion Schöne, the CEO of the Olympiapark München GmbH and Julia Schneider, the chairwoman of the German Gymnastics Youth. Midway through the show the Class of 22 gymnast Felix Remuta and the professional gymnast and Olympic medalist Marcel Nguyen gave an interview about their

experiences as young people and now as professional athletes in this sport in order to inspire the future generation as role models. Overall, the level of skill was very high. All participants were treated equally as professional gymnasts, including the opportunity to warm up at the gymnastics venue of the European Championships, at the Olympiahalle, and to get backstage passes as artists.

During the sports policy round table at the Heimat Roof, a young sportsman had the chance to join the stage. The current Bavarian Minister of Interior Joachim Herrmann, the current Bavarian Minister of Education Dr. Michael Piazzolo, former ski racer Felix Neureuther, the president of the Bavarian Sports Association Jörg Ammon, Bavarian Sports Youth Chairman Michael Weiß and the CEO of the Olympiapark München GmbH were invited by the Bavarian Sports Association in cooperation with the Future Class of 22 to promote young talent in sports. Marion Schöne, CEO of the Olympiapark München GmbH, gave part of her speaking time to the LOC intern who was also involved in the Future Class of 22 activities. Munich 2022 made sure that people at this round table were not only talking about youth, but were including the youth.

On August 21, 2022, young talent of the Bavarian Cycling Federation was honored on the same stage. The planned subsequent test training for the cyclists together with Future Class of 22 members on part of the original European Championships mountain bike track were cancelled by the federation due to circumstances such as the weather.

Some Future Class of 22 events focused on sports media. At the TUM Young Engagement and Media Day of the Future Class of 22, 15 students of the Technical University of Munich were invited to look behind the scenes, try out different sports, watch the finale of the Future Class of 22 Competition of *Beweg dich schlau!*, and talk with its founder and professional skier Felix Neureuther. Another highlight of this day was visiting the athletics competition at the Olympiastadion and being allowed to interview the athletes at the European Championships as reporters in the mixed zone. A few days later, a workshop on media and sustainability was held for young members of the German Table Tennis Youth. During the workshop the teenagers took part in a media challenge and four people won the opportunity to be Future Class of 22 sport reporters on the next day at the European Championships in table tennis. The whole group could look behind the scenes and had a media tour at the European Championships of table tennis. Then the four winners were reporters in the mixed zone and got the opportunity to interview Timo Boll, one of the best German table tennis players, right after

his game. All of these media-related activities served the purpose of showing different job opportunities of sports and provide insights, teach sport values as well as provide knowledge of sport in general.

Other activities by the Future Class of 22 included a workshop given by the National Anti-Doping Agency Germany on the topic of fair sport for engaged youth of the FC Bayern München e.V. , behind-the-scenes tours of various sports for the Future Class of 22 Community and young people getting the chance to have lunch with Felix Neureuther. Moreover, the Future Class of 22 had its own exhibitor booth in the city center at the venue Königsplatz for one day. There young visitors could try sport challenges, gain sport knowledge, win sport prizes, and try out different sports.

Overall, the Future Class of 22 events during the European Championships Munich 2022 addressed all children and youth, no matter which age and if they were already involved or not at all involved in sports. During these activities young people should feel like an active participant of Munich 2022, rather than a visitor.

3.3 Results

The Munich 2022 youth programs included the Young Leaders Forum, the Munich 2022 Sports Badge as well as the Future Class of 22. Overall, a total of 89,210 people participated in all three of them. While each of the three programs had its own goals, they all aimed to involve cooperation partners, especially national sport federations. All in all, the youth programs had 40 cooperation partners. Nine of them were European sport federations, and sixteen of the Bavarian and German sport federations were the main cooperation partners throughout the planning and implementation stage. In the following the results regarding each of the youth programs is depicted by analyzing if its goals were reached and social sustainability was considered effectively.

3.3.1 Results of the Young Leaders Forum

Overall, the implementation of the European Athletics Young Leaders Forum meets Allianz, in short Young Leaders Forum, was a success. The following results in this subchapter

are based on the internal post championship report of the Young Leaders Forum provided by the LOC member Francis (2022). According to her, there were two highlights. First of all, the goal to integrate participants from eight other sports apart from athletics into the forum was achieved. Moreover, due to wild cards regional and national participants got the chance to benefit from this event as well. Another positive aspect was that for the first time, the financial service Allianz partnered up with the forum and this sponsorship was beneficial for both sides. Allianz implemented the Allianz Hackathon called *Move now* into the program, organized a welcome dinner at the Allianz Arena and was very cooperative throughout.

Regarding participation, altogether 125 young people aged 20 to 30 years from 43 countries took part. These were applicants from all nine sports of these thirteen different sport organizations: European Athletics, the Bavarian Athletics Association, the Confédération Européenne de Volleyball, the European Canoe Association, European Gymnastics, European Rowing, the European Table Tennis Union, the European Triathlon Union, the German Athletics Federation, the German Sports Youth, the Bavarian Sports Youth, the International Federation of Sport Climbing, the National Paralympic Committee Germany and the Union Européenne de Cyclisme. 66 participants were female and 59 participants male. Hence, participants showed a diversity in country, gender, sport, and sport organization.

Considering the program of the forum, there was a variety offered to ensure good outcomes and interesting topics for all participants. 19 lectures and five workshops were organized by European Athletics and the LOC. Moreover, a total of 32 speakers were invited to share their knowledge and insights. All four focus topics, sustainability, leadership, safe sport, and management of the future, were addressed so that the participants could gain knowledge and input for their future sport work.

Nonetheless, one major challenge of organizing the Young Leaders Forum during the European Championships Munich 2022 was the COVID-19 pandemic. As a result, there were last minute changes of travelling, shuttle transportation and accommodation. Furthermore, one COVID-19 case appeared at the beginning of the forum which led to room changes and organizational changes. Consequently, the organizers always had to be flexible regarding working hours, organizational matters and logistics.

All in all, the Young Leaders Forum was, as a great experience for the participants. But not only did it effect the participants immediately, it likewise impacted their future. The youth was able to gain new knowledge and had the opportunity to connect with others from different

sport backgrounds and sport expertise. Both aspects can help them in their future sport work and ensures social sustainability regarding youth.

3.3.2 Results of the Munich 2022 Sports Badge

For the Munich 2022 Sports Badge the goal was to provide sport challenges of all nine Munich 2022 sports especially for young people in order for them to try different sports and afterwards stay involved in sports. To ensure future participation in sports, people were able to name their contact details so that sport clubs and sport federations could reach out to them afterwards and send them information about future sport opportunities. According to the post event report of the LOC employee Peschke, both goals were successfully achieved (2022). The following subchapter is based on this report.

Overall, 4,000 participants registered in the Munich 2022 Sports Badge. The total of 10,982 completed sport challenges proves that many sports were tried out by the participants. In the age group from six to nine years a total of 8,287 challenges and in the age group from ten to thirteen a total of 6,178 challenges were completed. In the age group from 14 to 17 a total of 1,666 and in the category with the age from 18 years or higher 6,166 challenges were completed. This depicts that the focus age group had the highest number of completed challenges and therefore the tasks interested younger children most. The higher number of adults can be explained as many children were accompanied by their parents, who then sometimes tried out different sports alongside their children. However, when comparing the number of participants to the number of completed sport challenges, it can be seen that not every participant completed the Munich 2022 sports badge, as it consisted of nine different sport challenges. Consequently, not every participant tried every offered sport, but they were still motivated to engage in different activities.

The second goal, to connect participants with sport clubs and federations for future involvement, was also accomplished, as 73% of all registered people consented to the disclosure of their data. To be precise, 2,807 participants were interested in getting information about future sport opportunities. Sport federations especially wanted to reach out to children that got seven or more points on their challenges and therefore showed special talent.

There were some aspects that needed adjustments, though. The sport activities of the Munich 2022 Sports Badge were all outdoors. Due to the weather one of the eleven days had to

be cancelled on a short-term notice. Furthermore, many sports stands at Munich 2022 provided rather interesting sport activities for children but not so challenging ones for teenagers or adults. Even though the older age groups were not the focus group, the sports badge included them in participation and therefore should further contain sport activities in accordance to these age groups.

The new electronic system of registration and result tracking with the help of wristbands with QR-codes on them worked well. It saved time, was easy to use and was very efficient for data storage. Hence, not only were participants able to complete their sports badge at any day throughout the European Championships Munich 2022 and did not have to try all nine sport challenges on one day, the data storage provides an uncomplicated way for federations to contact interested people after the event. Overall, it was a good participation turnout just as the organization per se and the connection between interested youth and sport federations ensured social sustainability.

3.3.3 Results of the Future Class of 22

The Future Class of 22 youth initiative was the only one of the three that took place over a time period of ten month. Especially in times of COVID-19 when most sports were not to be done anymore, many people resigned from German sport clubs (Mühlfenzl, 2021). One goal of the Future Class of 22 was to promote physical activity and to inspire young people to get interested and involved in sports (again) as athletes, coaches, volunteers, and many other possible ways. A total of 56 projects were offered before and during the European Championships Munich 2022. These included six sports competitions, 16 Future Class of 22 Community events, 14 activation days, nine trainings and additional 12 on-event programs for youth. From all of these, 16 events happened online via videocalls. The Future Class of 22 was realized with nine Bavarian and German cooperations partners mainly consisting of sport federations that cooperated throughout the planning as well as the implementation phase. On top of that, 17 other cooperation partners such as sport clubs and sport federations helped to set up certain aspects of the Future Class of 22. Overall, 83,009 young people and 1,076 coaches and teachers participated from Munich, Bavaria, Germany, and various other countries. These numbers prove that young people got interested in sports again.

The second goal was to work with schools in order to create new connections between students and sport clubs, and to deliver new approaches for teachers that could be applied during

physical education classes. A total of 745 schools, one university and 26 cooperations partners including sport clubs and sport federations participated in the Future Class of 22 school programs. Hence, many opportunities for connections between them were established and this goal was successfully reached. As far as the second part of this aim is concerned, offering new approaches for teachers, trainings were not only provided for teachers but coaches as well. Among the nine trainings one major topic was the mental health of youth in and through sports. The trainings included ways of implementing this topic in physical education and sport practices. Overall, at most Future Class of 22 events, schools, sport clubs and sport federations were present to ensure instant possibilities of connecting for future collaborations. All in all, schools, sport clubs and sport federations were presented with and participated in various common projects. Schools showed a lot of interest by their participation and teachers as well as students gave a lot of positive feedback. One aspect of the goal, to (re)ignite the enthusiasm for sport was reached as well, as the participation numbers show.

The third goal of the LOC was to include youth not only as visitors, but as active participants of Munich 2022. This is why a variety of programs was organized. Beforehand, workshops such as at the activation day for schools, which specifically focused on finding out and including the wishes of the young people that they had for the event itself, were organized. During the European Championships Munich 2022 young people got to be athletes, were included into the opening ceremony, were participants, looked behind the scenes, were photographers, reporters and participated in many activities. The youth was able to experience different aspects, jobs, venues, and sports of Munich 2022 in ways that regular visitors were not able to. Consequently, young people did play an active role in the European Championships Munich 2022.

Planning and implementing all Future Class of 22 programs was not always easy due to always changing COVID-19 regulations. The mixture of online and on-site events made it possible to provide different youth programs throughout the school year of 2022-2023. However, the organization always had to be adjusted, re-evaluated and sometimes more implementation options had to be considered in order to then be able to choose the most suitable one shortly before its start. Due to the pandemic as well as staffing problems the Bavarian Table Tennis Federation cancelled the table tennis competitions for schools and all attempts by the LOC to reschedule failed. On top of that, good weather was important. At some events such as the test training of mountain biking, the weather was important for the safety of the youth. This Future Class of 22 event had to be cancelled due to bad weather forecast by the Bavarian

Cycling Federation. The Move for Solidarity Day was rescheduled due to bad weather because this would have meant less participation and hence less impact on youth. Consequently, the pandemic as well as the weather required flexible planning and implementation.

Overall, the Future Class of 22 was a success as can be seen by the great turnout of participants, the great interest of cooperation partners, and the diversity and variety of events. From the 70,000€ available, only part of it, which were 44,116.76€, were needed to implement all of the 56 Future Class of 22 initiatives. When comparing the number of participants to the money spent, one can see that a few financial resources can already have a big impact on social sustainability. All goals that the various activities were set out to achieve were met. Further, due to the connections between schools, sport clubs, sport federations and youth social sustainability regarding youth was implemented at the European Championships Munich 2022.

3.4 Discussion

All Munich 2022 youth programs were a success and the planning as well as the implementation went well. In all aspects the focus was on social sustainability, which included teaching sport values, promoting sport and to find ways of connecting the youth to sport clubs and federations in order for them to stay involved in sports in the future. The author joined the team one year before the European Championships in August 2021. However, because of the amount of interest from the youth as well as from the organizations, a longer working time span would be recommended. At the start of employment, the school year was about to start and the planning of all Future Class of 22 programs had to be fast and effective. As the schools plan their school year's events at the beginning of the new school year around September and October, the whole plan had to be ready to be presented to the schools by then, so her start into the job could not have been any later. Furthermore, would she have joined earlier, even more projects could have been realized, but then more additional help would have been needed, too. The time frame of the Young Leaders Forum as well as the Munich 2022 Sports Badge worked out well.

Another challenge due to her late start as well as other factors was the media coverage of the Future Class of 22. Media publications were important to reach possible participants and to get young people involved. When the organizer joined the LOC, the Munich 2022 media plan had already been worked out and it was already chosen to target an international audience in the English language. The Future Class of 22 on the other hand reached out to German-

speaking youth mainly from Germany. Consequently, most promotion of the Future Class of 22 was done by cooperation partners, direct contact to schools and organizations and from time to time it was also published on the Munich 2022 homepage and social media channels. If the youth projects had been implemented into the Munich 2022 communication plan from the beginning, then even more young people could have been encouraged and consequently there would have been an even greater outcome.

One major challenge was the COVID-19 pandemic. On one hand, this meant that the organization of the youth programs had to stay flexible and provide different options of implementation. On the other hand, due to the pandemic creative ways on how to promote sports, for example through video calls or an online community, were found. These channels may not only been useful during the pandemic, but might be in general, as it allowed participants from all locations and financial background to participate and be included. However, the youth appeared to have more interest in on-site events, which is why the combination of online and on-site events was the best option for the Munich 2022 youth programs.

Overall, the mix of events before and during the multisport event was well-balanced and considered all age and interest groups. The focus was not only on finding future professional athletes, but on considering mass sports as well. Moreover, coaching, volunteering, sport jobs, sport organization and administration were promoted. In order to realize social sustainability, the cooperations with local, national, and international partners were crucial so that the youth were provided with opportunities on how to stay involved in sport even beyond the European Championships Munich 2022. All in all, by implementing the sport programs, the youth was given a voice, the chance to actively participate and they were empowered in and through sport. These are experiences, values, friendships, new knowledge, and personal growth that can have a lasting imprint on their lives and the lives of their surroundings.

CHAPTER IV: EVALUATION OF SOCIAL SUSTAINABILITY PROGRAMS REGARDING YOUTH AT MUNICH 2022

In the previous chapter the planning and implementation of social sustainability regarding youth at the European Championships was explained in detail, and the results were analyzed and discussed. To fully evaluate this, experts were asked to complete a survey regarding social sustainability at Munich 2022.

The research questions of the survey were:

- 1. To which degree were the goals of the youth programs at Munich 2022 reached?*
- 2. Which impacts did the implementation of social sustainability at Munich 2022 have on youth?*
- 3. Under which circumstances are social sustainability concepts regarding youth recommended for future large sporting events?*

4.1 Method

As method for this study the survey and the mixed methods research, including quantitative and qualitative data collection and evaluation was used to answer the research questions. The population consisted of 21 experts on the topic of sport regarding youth. The survey was constructed with closed questions, resulting in the numerical and statistical data to test the research questions. Further, open questions were included to understand the results of the quantitative evaluation by capturing explanations, reasons and views by the experts. The combination of quantitative and qualitative collected data provide important insights on the topic of social sustainability regarding youth. Only the experts' data relevant to the study are presented in order to preserve anonymity. To identify one element the nominal measurement is used.

4.1.1 Participants

All youth programs of Munich 2022 were organized by the LOC together with 16 main German, including many Bavarian, cooperation partners. The responsible LOC employees and main contacts of each partner were asked to participate in this questionnaire with a response rate of 100%. They display a diverse background knowledge and working experience on the field of social sustainability regarding youth in Germany. The following list shows their respective organization and job description, including three managing directors, two board members, eleven employees and five interns. The author, who was a LOC employee herself, did not participate in the questionnaire.

Expert 1:	German Sports Youth,	<i>managing director</i>
Expert 2:	National Paralympic Youth Germany,	<i>board member</i>
Expert 3:	German Canoe Federation,	<i>board member</i>
Expert 4:	German Rowing Federation,	<i>employee</i>
Expert 5:	German Table Tennis Association,	<i>employee</i>
Expert 6:	German Triathlon Union,	<i>employee</i>
Expert 7:	German Volleyball Federation,	<i>employee</i>
Expert 8:	German Alpine Club Section Munich,	<i>intern</i>
Expert 9:	Bavarian Athletics Association,	<i>managing director</i>
Expert 10:	Bavarian Table Tennis Association,	<i>managing director</i>
Expert 11:	Bavarian Cycling Federation,	<i>employee</i>
Expert 12:	Bavarian Sports Association,	<i>employee</i>
Expert 13:	Bavarian Sports Youth,	<i>employee</i>
Expert 14:	Bavarian Volleyball Federation,	<i>employee</i>
Expert 15:	Bavarian Gymnastics Federation,	<i>intern</i>
Expert 16:	Felix-Neureuther Stiftung,	<i>employee</i>
Expert 17:	LOC Munich 2022,	<i>employee</i>
Expert 18:	LOC Munich 2022,	<i>employee</i>
Expert 19:	LOC Munich 2022,	<i>intern</i>
Expert 20:	LOC Munich 2022,	<i>intern</i>
Expert 21:	LOC Munich 2022,	<i>intern</i>

Interns were included in this questionnaire since they were not only involved in the organization of the youth programs, but due to their age were considered “youth” in the field of sport. It was important to include their point of view about a topic that refers to their generation. Figure 30 depicts the age distribution of the respondents. With eleven female and ten male participants, the population is well gender balanced. The author, even though she was also one of the LOC employees, did not participate in the questionnaire.

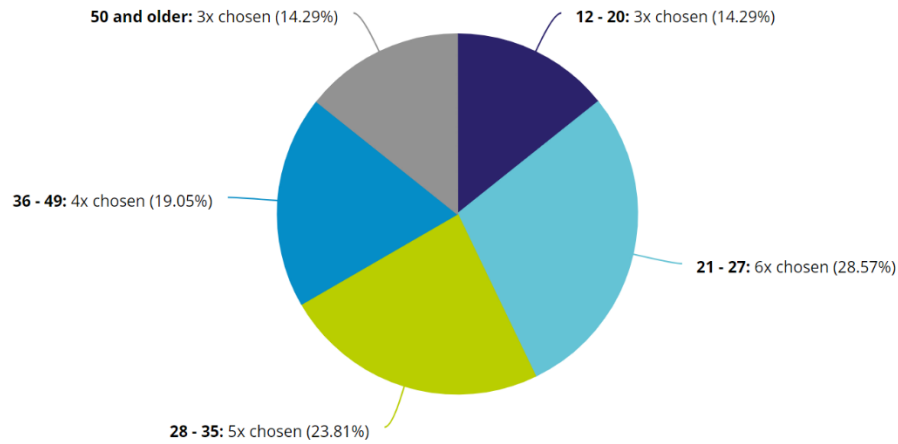


Figure 30: Age distribution of the participants

4.1.2 Survey Questionnaire Construction

Prior to their participation in the survey, the respondents were given a brief explanation about the terms of confidentiality and anonymity. The text included that “participation is voluntary. To participate in this study, you must be 18 years of age or older. By completing this survey, you agree to participate in this study. Your name as well as your address will not be mentioned in the master thesis.” All participants accepted the conditions.

The complete survey was created on the website UmfrageOnline (Ongyerth, 2023) and can be found in appendix III. This online platform was ideal to handle the sample size and made it possible to include participants from all over Germany. The survey was provided both in English and German to make it more accessible.

It was divided into four sections, each starting with a clear instruction. The first segment determined basic background information about the participants. The second part covered the evaluation of the youth programs and implementation of social sustainability regarding youth at Munich 2022. Reference is made to the five values, seven topics and five principles that can be found in the literature, to enable an analysis by the participants. As the IOC considers friendship a core value, it was added to the values respect, fair play, participation and excellence (DOSB, 2019), described in subchapter 2.1.2. The topics were education, health, inclusion, equality, diversity, civil engagement and integration (DOSB, 2019). According to Sen, social sustainability can be reached when the principles of equity, diversity, quality of live, social cohesion, and democracy and governance are reached, as explained in subchapter 1.4.4 (quoted

in Hodgson, n.d.). The third section addressed the question whether social sustainability was reached within the youth programs of Munich 2022. The final part focused on social sustainability at large sporting events in general. Before concluding the survey, there was a thank you note and the opportunity for participants to get a free entry to the Olympic Tower in Munich as a little reward for their time.

The survey was constructed based on the rules of Strigas, given in his lecture on research methodology (2020). Each sections started with simple, objective, closed questions before getting to sensitive, open and subjective views. They included dichotomous, multiple choice, rating scales and open-ended questions. Rating scales were used to include different scaling options. Open-ended questions were included to enable explanations, authentic responses and additional information from the participants.

4.1.3 Data Acquisition

The survey was created based on the “Guidelines for Constructing a Survey” by Passmore, Dobbie, Parchman and Tysinger (2002). First the problem was stated, the project was planned and the research questions were formed. After research and many conversations with experts, the survey was developed and constructed. Once the population and the sample for the survey were determined, two experts, who were involved in the planning stages of the youth programs of Munich 2022 as well but were not involved during the events themselves, then tested the draft of the survey and gave constructive feedback. Their results were not included in the final results, as it was only the pilot test. After more conversations and the adjustments made to the survey, the population was contacted via mail. This personally addressed mails included why the person is viewed as an expert on this topic, the definition of social sustainability and information on the structure and duration of the survey, reasons and motivation for participation and important points regarding language, submission date, anonymity and confidentiality. The mail was concluded with thanking the experts for completing the survey. The population was then given up to two weeks to complete the survey. Up to two follow up mails were sent to participants that had not completed the survey yet. However, after two weeks every one of the population participated in the survey and a response rate of 100% was reached.

4.1.4 Analysis

The survey had a mixed methods research design to collect both quantitative and qualitative data, which was analyzed to answer the research questions stated in the beginning of chapter 4. The quantitative results of the rating questions about the implementation and achieved goals of the youth programs, as well as the values, topics and principles of sustainability were evaluated via a descriptive statistical analysis. The mean values and standard deviation of the mean values were calculated to enable statistical relevant statements about possible tendencies. The multiple choice questions that assigned the working area of the experts, was hereby used to take the actual sample size into account. Dichotomous questions were depicted in percentage numbers. A text and thematic analysis were then applied to the qualitative responses of the experts to the open-ended questions. The most frequently repeated words and themes were identified and classified relevant. The realization of the goals of the youth programs was graded accordingly by adding up the factors the experts could list that indicate a success.

4.2 Results of Evaluation

The results of the survey are presented in this subchapter. The most important findings are depicted in the following. When referring to questions or answers of the survey in this subchapter, the complete survey and its responses can be found in appendix III and IV. At first the results of the quantitative and then of the qualitative data is presented.

4.2.1 Results of the Quantitative Evaluation

In this subchapter the results of the qualitative data are presented using descriptive statistics. First, the results of the data referring to the sports experience of the experts, then the evaluation results of the youth programs of Munich 2022, and afterwards the results in regard to the implementation of social sustainability regarding youth and then sustainability at large sporting events are provided.

4.2.1.1 Sports Experience of the Experts

In the first section of the survey background information regarding the experts was asked. As already mentioned, all 21 experts have worked in regard to the youth programs of Munich 2022. At the time of Munich 2022, the average work experience of the population in the field of organized sport was 7.11 years. Considering this work experience in the area of youth projects in sport, the average answer was 6.78 years. The population was not only asked about their work experience, but also if they come from a sports background. While 19.05% of the experts did sports during their youth on a non-competitive level, 80.95% were involved on a competitive level. None of the experts answered that they had not done sports during their youth.

4.2.1.2 Evaluation of the Youth Programs of Munich 2022

In the second section of the survey the population was requested to evaluate the youth programs of Munich 2022. While 80,95% of the experts were involved in the Munich 2022 Sports Badge and 71,43% in the Future Class of 22, only 33,33% were part of the Young Leaders Forum. These results depict that some experts were involved in more than one of these programs as can be seen in figure 31.

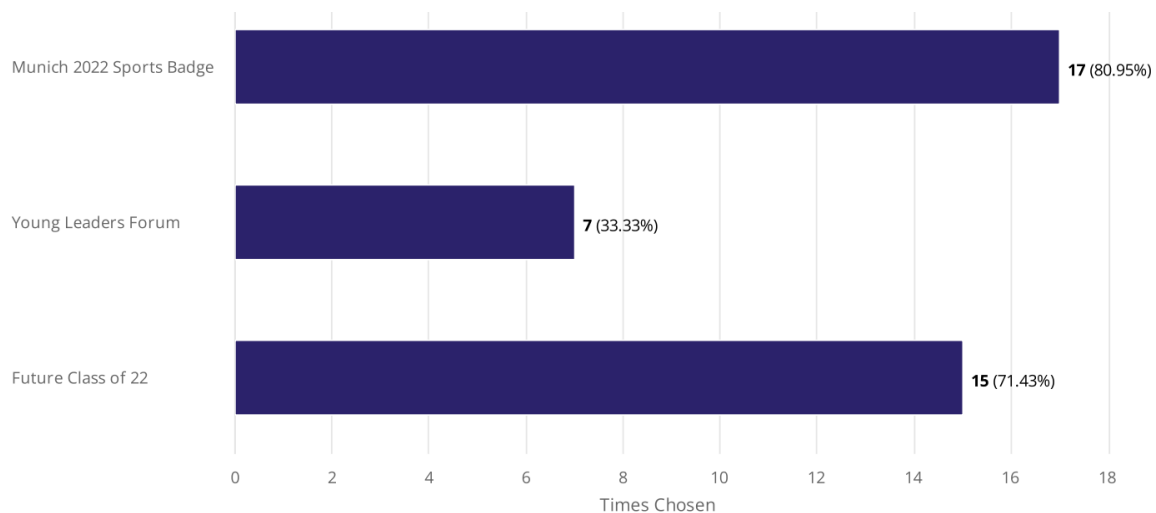


Figure 31: Program participation of the 21 experts and their organizations

Most importantly, the experts were asked to rate the implementation of the youth projects of Munich 2022 from one to five, one being the worst and five being the best category. Since not all participants were involved in all youth projects, they were also able to pick “no answer” as a reply to this question. As can be seen in figure 32, the mean of all three youth

projects is between four and five. While only nine out of 21 participants rated the Young Leaders Forum, it reached the mean of 4.11 with a standard deviation of 0.74. The implementation of the Future Class of 22 was evaluated with the mean of 4.47 and a standard deviation of 0.78, having four people not giving an answer. And the Munich 2022 Sports Badge was rated with a mean of 4.67 and a standard deviation of only 0.47 with only three abstentions. None of the three youth programs were viewed by the experts as really bad or bad, and all of their means reached the evaluation between good and really good.

	-- 1		- 2		o 3		+ 4		++ 5			N/A -	
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±	Σ
Munich 2022 Sports Badge	0	0%	0	0%	0	0%	6	33.33%	12	66.67%	4.67	0.47	3
Young Leaders Forum	0	0%	0	0%	2	22.22%	4	44.44%	3	33.33%	4.11	0.74	12
Future Class of 22	0	0%	0	0%	3	17.65%	3	17.65%	11	64.71%	4.47	0.78	4

Figure 32: Rating regarding the implementation of youth programs of Munich 2022

As the Future Class of 22 consisted of many subcategories and events, these were also rated between being well and very well by the experts resulting. The implementation of all Future Class of 22 events reached a mean between 4.1, which was the Move for Solidarity Day for refugees and children in and around Munich, and 4.58 for the additional Future Class of 22 events at Munich 2022. These and all the other Future Class of 22 ratings can be viewed in figure 33.

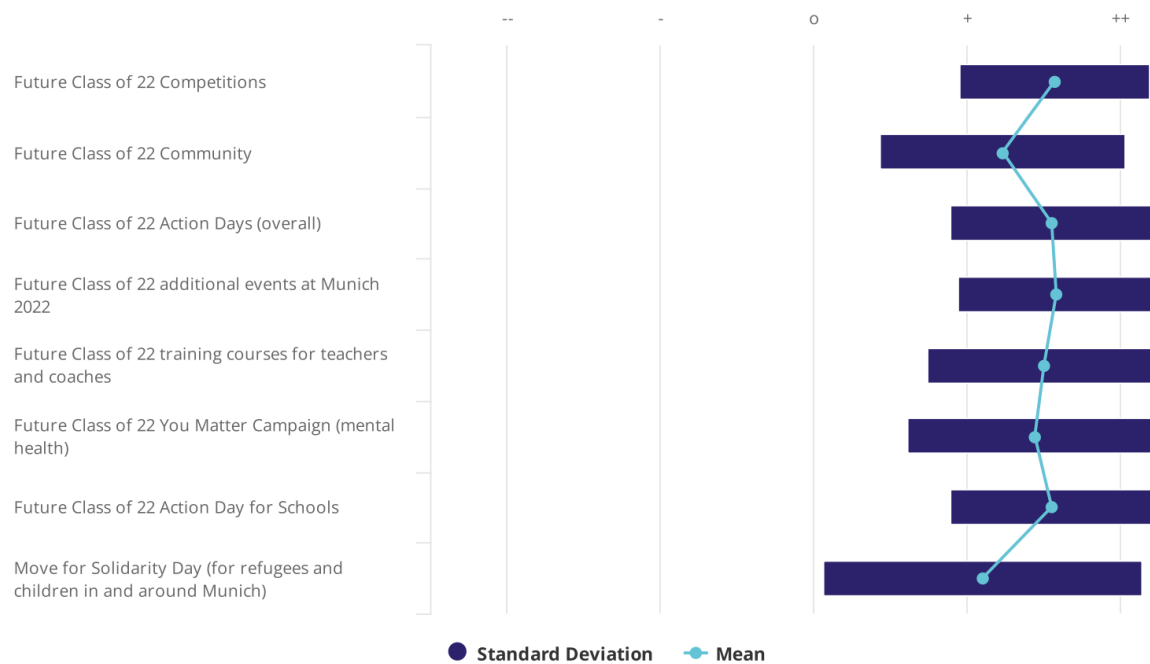


Figure 33: Rating regarding the implementation of the Future Class of 22 events

As the focus groups of the youth projects are important for the social sustainability goals, the experience of these groups were also assessed by the survey. The results are depicted in figure 34. Overall, all participants' experiences were rated by the experts with an average of good or very good. The experience of participation for teachers and coaches got the lowest rating with a mean of 3.9 and a standard deviation of 0.87. The experience by schools was viewed as slightly better with a mean of 4.19 and a standard deviation of 0.79. Clubs and Federations were rated to have had a good to very good experience with a mean of 4.52 and only a standard deviation of 0.59. And the experience of the main focus group, the children and youth, was evaluated with a mean of 4.96 and a small standard deviation of 0.21. Regarding this result, 95,24% of all experts share the opinion that the experience of children and youth was very good.

	Very bad 1		Bad 2		Neutral 3		Good 4		Very good 5		Ø	±
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Children/ youth	0	0%	0	0%	0	0%	1	4.76%	20	95.24%	4.95	0.21
Teachers/ coaches	0	0%	1	4.76%	6	28.57%	8	38.1%	6	28.57%	3.9	0.87
Schools	0	0%	0	0%	5	23.81%	7	33.33%	9	42.86%	4.19	0.79
Federations/ clubs	0	0%	0	0%	1	4.76%	8	38.1%	12	57.14%	4.52	0.59

Figure 34: Rating regarding the experience of participation in youth programs of Munich 2022

Due to their expertise the participants of the survey were asked to which extend the goals of the youth programs of Munich 2022 were accomplished. The results can be seen in figure 35. According to the results all goals, including to increase the sport motivation and activation, school, club and federation cooperations, youth participation, youth empowerment and their organization’s goals were reached with mean ratings between the categories of well and very well accomplished. The lowest ranking with a mean of 3.9 got the goal of youth empowerment. The highest mean scores had the goals “increase sport motivation and activation” with 4.48 and the goals of the expert’s organizations with a mean of 4.57. Regarding the rating of the accomplishment of their organization’s goals, the standard deviation was only 0.49 with every expert choosing either good or very good as the rating answer. Furthermore, none of the experts picked very bad or bad accomplishment on any of the goals.

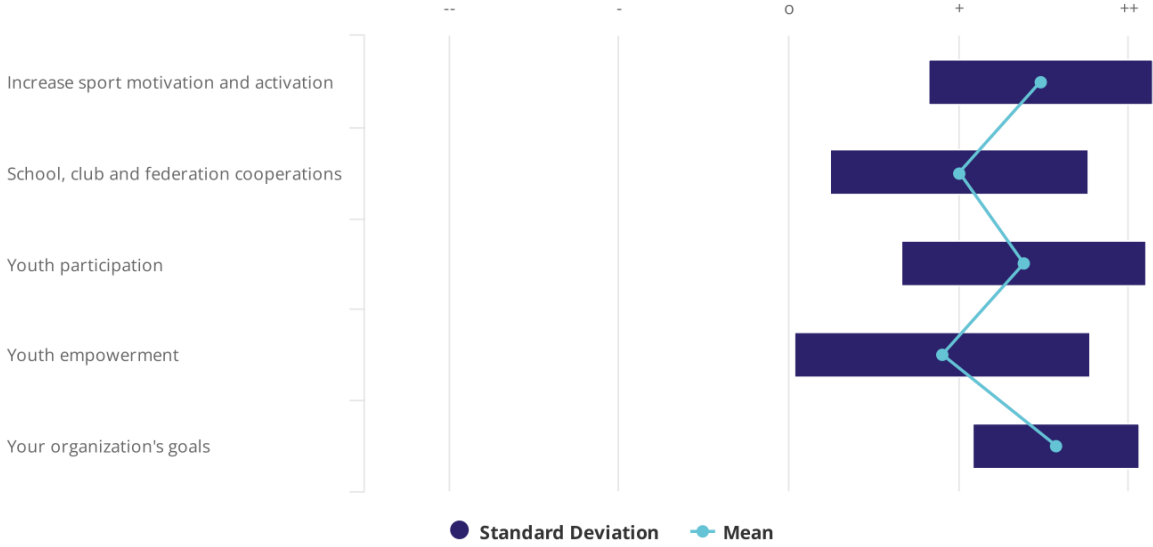


Figure 35: Rating of accomplishment of the youth program's goals

Considering all the challenges, accomplished goals, highlights and more, at the end of this section the experts were asked to rate the overall success of the Munich 2022 youth programs from one star meaning very bad to five stars being very good. The results are shown in figure 36. While no one gave the programs only one or two stars, 4,76% picked three, 38% chose four and 57,14% selected five stars as their rating of the success of the implementation of youth programs at Munich 2022. The mean success rate was 4.52 with a standard deviation of only 0.59.

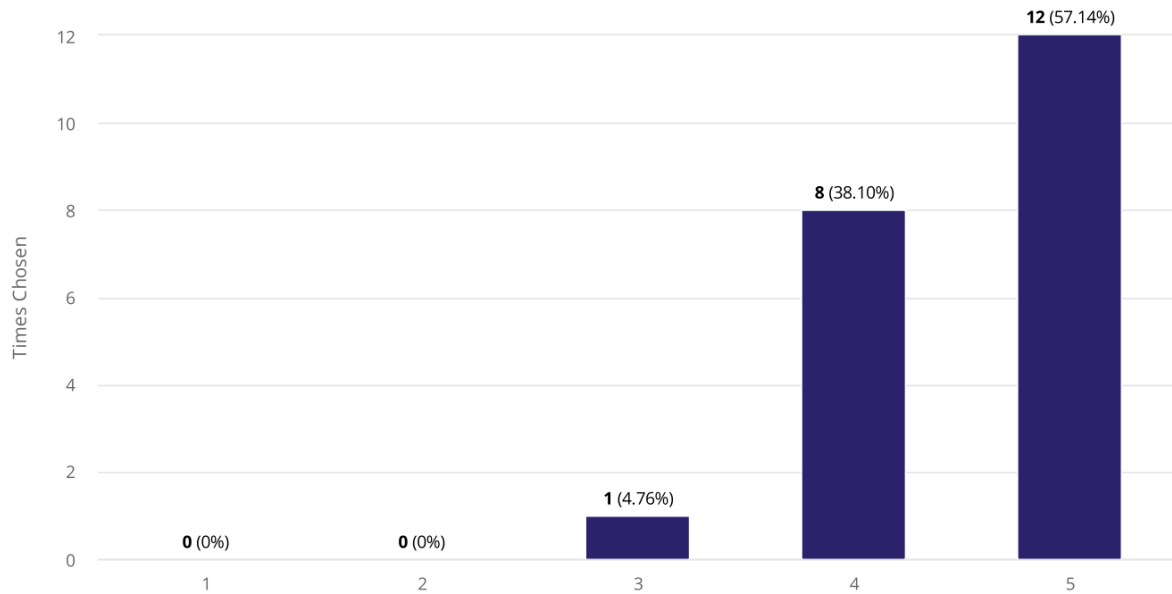


Figure 36: Rating of overall success of Munich 2022 youth programs

4.2.1.3 Implementation of Social Sustainability Regarding Youth

As explained earlier, the third section of the survey refers to all the criteria of social sustainability. Therefore, the experts were asked about all five values, seven topics and seven principles in regard to implementation of social sustainability regarding youth at Munich 2022. Concerning the five values of fair play, respect, friendship, excellence and participation the population was overall giving good ratings. Even though the value of excellence reached a mean of 3.86, 38,09% of all experts gave it a bad or neutral as a rating. The best rating on the other hand got the value of friendship with a mean of 4.57 and 100% of all participants choosing either good or very good as a rating option. The results of the transmitting of values is depicted in figure 37.

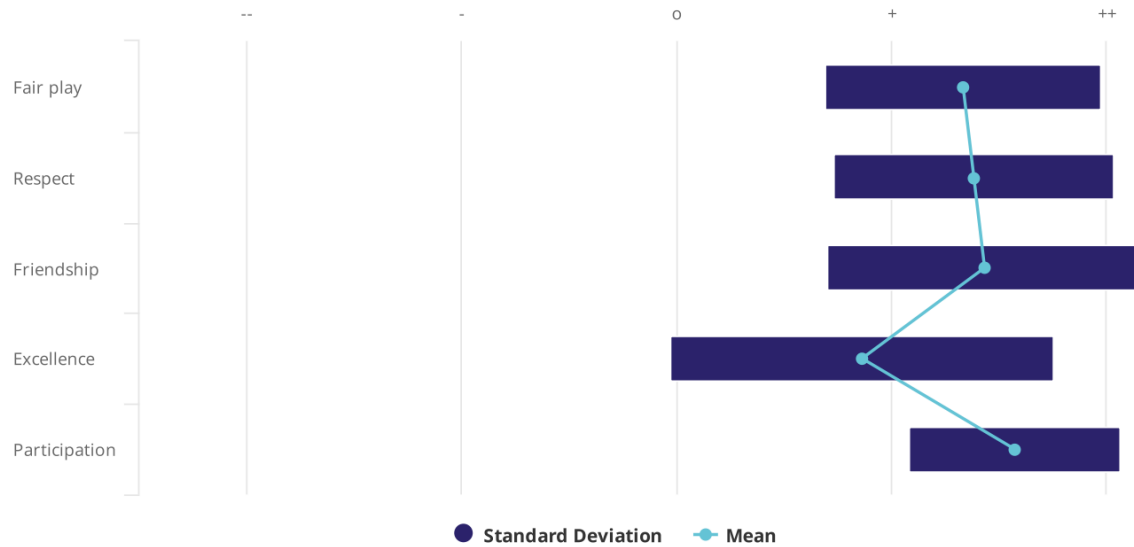


Figure 37: *Transmitting of the social sustainability values*

The population was also asked how satisfied they were with the implementation of the topics values, health, education, inclusion, diversity, integration and civic engagement. The results are depicted in figure 38. The means of all topics laid between 3.76 for education and 4.3 for values meaning the average of experts were satisfied with the implementation of all topics. However, not all experts totally agreed on the overall good rating of the implementation of the topics. 15% of all answers were dissatisfied with the implementation regarding the topic of inclusion. While no expert was very dissatisfied with either implementation of the topics, at least one participant was dissatisfied with each of them. Furthermore is should be noted, that four people were not able to answer this question towards the topic of education and chose not to answer this part.

	Very dissatisfied 1		Dissatisfied 2		Neither satisfied nor dissatisfied 3		Satisfied 4		Very satisfied 5				N/A -
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±	Σ
Values	0	0%	1	5%	3	15%	5	25%	11	55%	4.3	0.9	1
Health	0	0%	1	5%	2	10%	8	40%	9	45%	4.25	0.83	1
Education	0	0%	1	5.88%	7	41.18%	4	23.53%	5	29.41%	3.76	0.94	4
Inclusion	0	0%	3	15%	4	20%	7	35%	6	30%	3.8	1.03	1
Diversity	0	0%	1	5%	3	15%	5	25%	11	55%	4.3	0.9	1
Integration	0	0%	1	5%	2	10%	8	40%	9	45%	4.25	0.83	1
Civic engagement	0	0%	2	10%	4	20%	6	30%	8	40%	4	1	1

Figure 38: Implementation of the social sustainability topics

The third aspect of social sustainability asked to the population was, to which extend the principles of equity, diversity, quality of life, social cohesion, democracy and governance were reached according to the expert’s opinion. Overall, the experts rated all four principles as good with a mean of 3.71 for democracy and governance, 4.3 for diversity, 4.32 for equity, 4.33 for social cohesion and 4.44 for quality of life as can be seen in figure 39. The only principle that was badly reached according to one expert was the principle of democracy and governance. All other principles had each between 85,71% and 94,44% of all experts answering that the principles were reached well or very well.

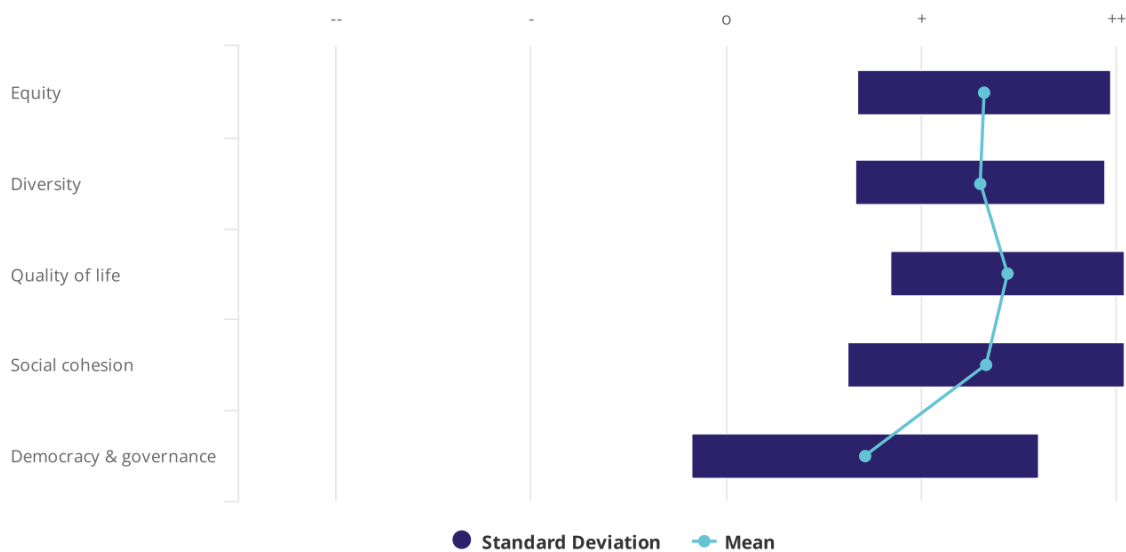


Figure 39: Reaching of the social sustainability principles

When asked if the Munich 2022 youth programs have a long term effect regarding social sustainability, in figure 40 can be seen that 9,52% answered with no, 52,38% said maybe and 38,10% believed that they have.

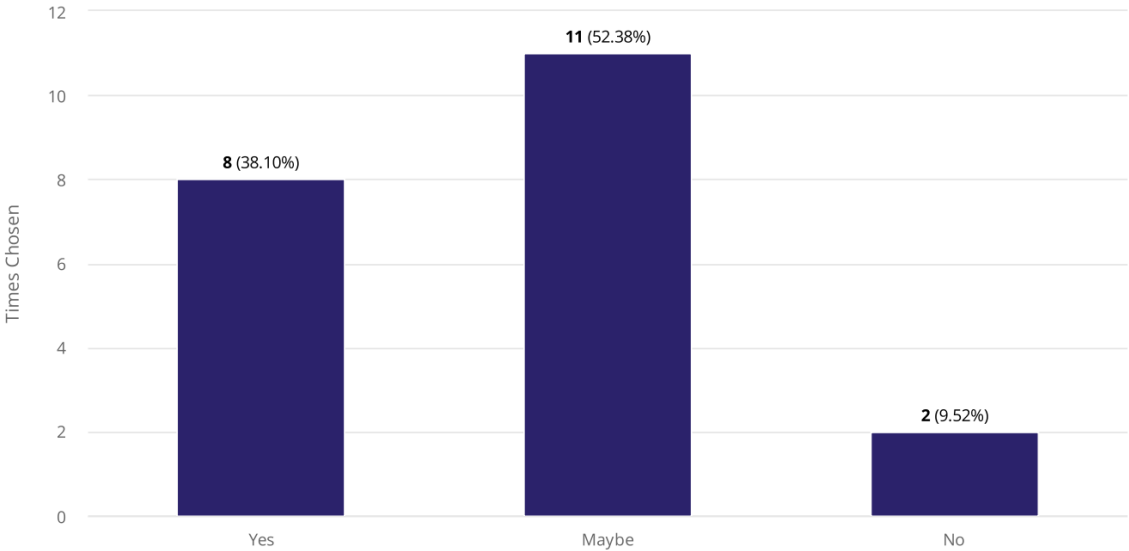


Figure 40: Believe of experts if Munich 2022 youth programs have a long term effect regarding social sustainability

4.2.1.4 Sustainability at Large Sporting Events

In the final section the experts were providing their viewpoints regarding sustainability at large sporting events. While 4.76% said that the inclusion of sustainability in a large sporting event’s concept is neither important nor unimportant, the other 95,24% believed that it would be at least important if not even extremely important as can be viewed in figure 41.

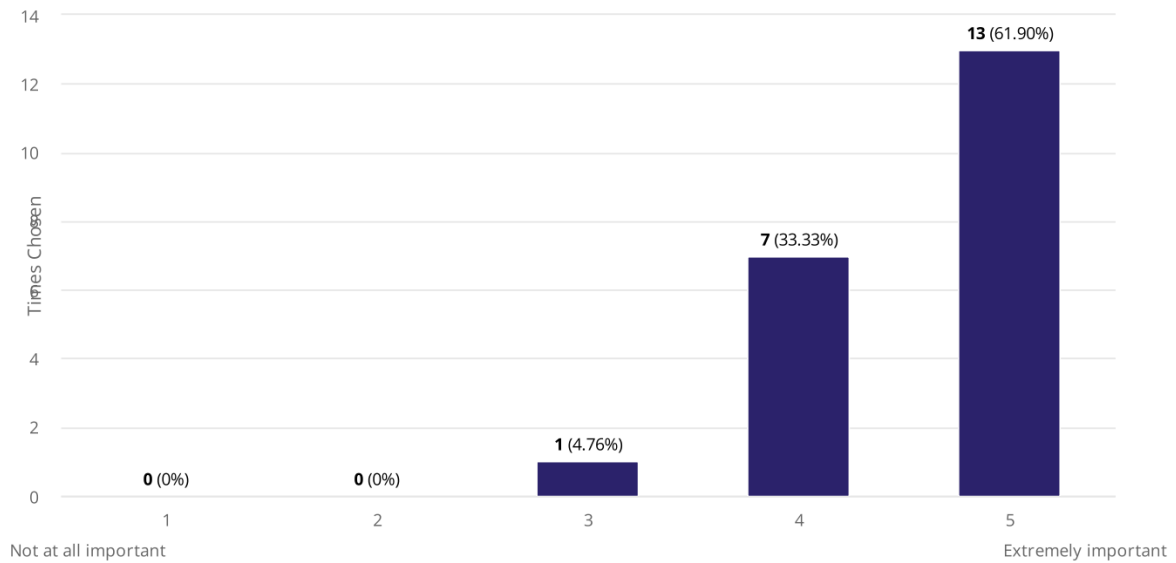


Figure 41: Inclusion of sustainability at large sporting event's concept

When considering which of the three dimensions of sustainability is most important then it comes to organizing large sporting events as is depicted in figure 42, 9,52% named either the ecological or the social dimension, 14,29% picked the economic pillar and 66,67% believe that all three dimensions would be equally important.

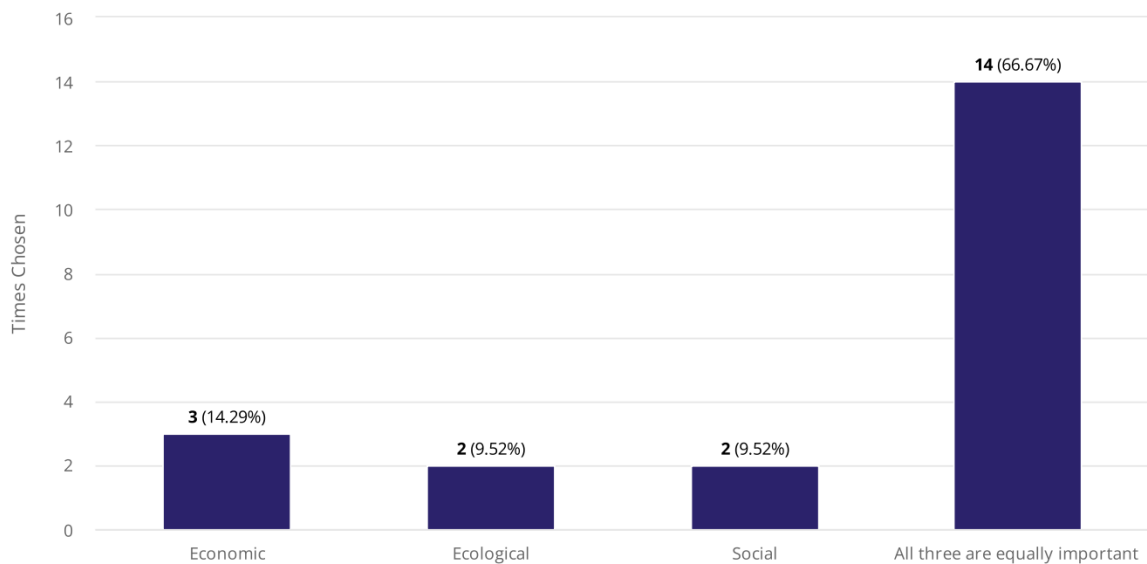


Figure 42: Most important dimension of sustainability when it comes to organizing large sporting events

Social sustainability regarding youth was focused on with the implementation of youth programs at Munich 2022. In order to find out the perspective of the experts regarding the social pillar, the following questions referred only to this pillar. First, the experts were asked, if they would participate in Munich 2022 youth programs again. The results are shown in figure 43.

One expert, so 4,76%, said no, none picked the answer maybe, and the other 95,24% chose yes, they would participate in them again.

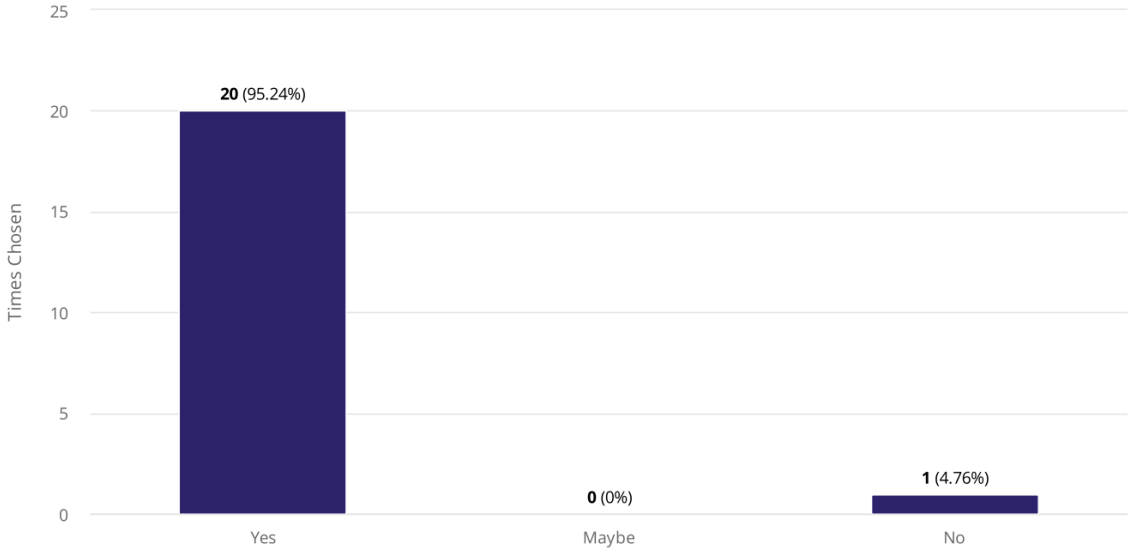


Figure 43: Would you participate again in the Munich 2022 youth projects?

Most importantly, the experts answered if they would recommend implementing social sustainability concepts regarding youth to future large sporting events. 0% would not recommend it, one expert and therefore 4.76% answered with maybe and 20 experts making up 95,24% would recommend it to future large sporting events. The results are depicted in figure 44.

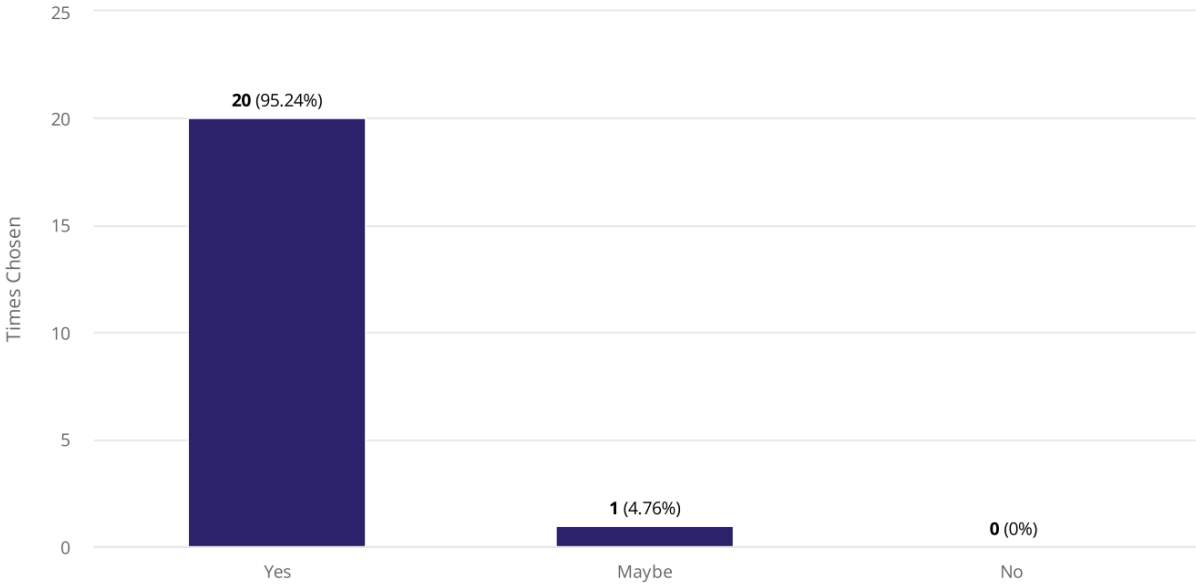


Figure 44: Would you recommend implementing social sustainability concepts regarding youth to future large sporting events?

4.2.2 Results of the Qualitative Evaluation

After the statistical analysis, the text and thematic analysis were applied to provide the results of the qualitative evaluation. First, reasons for sport organizations to become sport partners are explained. Then, the results are depicted regarding the evaluation of the challenges and achieved goals of the youth programs of Munich 2022. Afterwards, the results are presented in regard to the implementation of social sustainability at Munich 2022 as well as at future large sporting events.

4.2.2.1 Reasons for Becoming Cooperation Partner of Munich 2022's Youth Programs

The main reasons for the involvement of their cooperation partners named by 71,42% of the experts were, to present the sport and make it more popular as well as to reach the youth. Other reasons were to have media attention for their sport and the opportunity of networking with other sports. One wrote that they “were convinced by the concept of The Future Class Project as a Youth Project” (see appendix IV for full survey responses) and another added their reasons were to make inclusion more seen and for “exchange and development of a sustainable network”.

4.2.2.2 Challenges and Goals of Youth Programs at Munich 2022

The experts were asked to provide evidence for achieving the goals of increasing sport motivation and activation as well as cooperations, youth participation, youth empowerment and goals of their organizations. While most evidence was provided for the goal of increasing sport motivation and activation, closely followed by youth participation, no evidence was mentioned by the experts for the goal of youth empowerment as can be seen in figure 45.

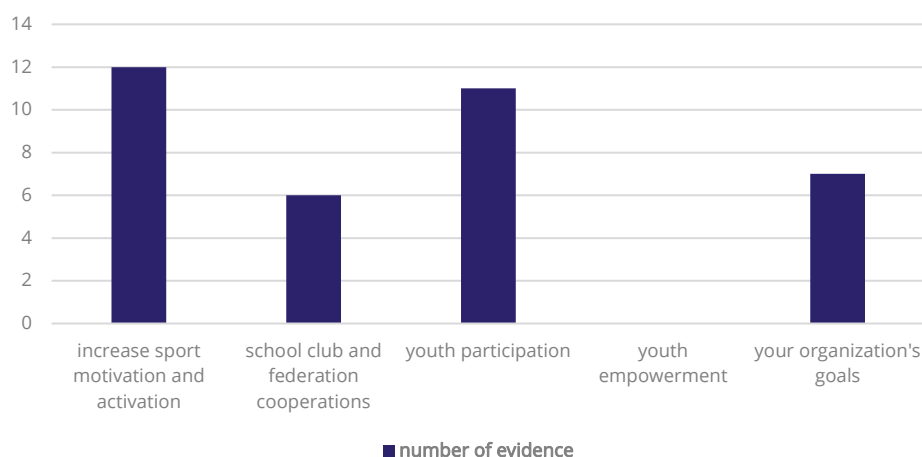


Figure 45: Provided evidence for the accomplishment of the youth program's goals

Referring to the goals in general, one wrote that sporting events of this magnitude attract a lot of attention, which then creates impressions and role models for children and young people to become active in sports themselves. This together with the many offers on-site lead him to the consistently positive evaluation. Referring to the first goal of increasing sport motivation and activation, another expert mentioned that “the feedback from the teachers after the action day for the schools and the competitions was very very positive” and that she had the impression “that visitors who [were] not so fit motorically participated in the sports badge, so the sport activation and motivation was accomplished”. Many others also reported from the high motivation, interest and participation of young people. For example, one expert stated that “[c]oncerning the whole event, it was a big success for our organization. Lots of people asked us about possibilities for canoeing and canoe federations. We were really happy for the opportunity to represent our sport to so many interested people.” Someone wrote that they talked to families with children with disabilities and were able to inform them about opportunities and activities for their free time. Furthermore, regarding the goal of school, club and federation cooperations, the person explained, that they had many opportunities to network with other organizations and were able to form a sustainable network to help each other in the future. Furthermore, one expert mentioned that especially the cooperations with schools through various channels was strong. One example referred to the third goal of youth participation. It stated that unbelievably many young people came to their booth and tried out sports climbing. The fourth goal of youth empowerment was reached through the future class events, according another expert. The accomplishment of the own organization's goals was referred by another participant. The statement explained that both organization's goals, to collect data and to reach many young people, were reached. Further was added by another

person that the sport was put into a more positive image and that many young people expressed their wish to join a rowing club in the future.

Even though the implementations were rated well and the goals were reached according to the experts, there have also been some challenges. 47,61% of the experts named logistics problems and staff shortage especially for realizing the Munich 2022 Sports Badge during the summer holidays. Moreover, 28,57% pointed out difficulties in the work together with either schools, sport clubs, the LOC or other sport federations. 28,57% of the participants referred to the location of the Munich 2022 Sports Badge as not ideal. For example, one participant named the weather as challenging as table tennis is normally an indoor sport and the Munich 2022 Sports Badge happened outside. Another example named was that for the German Canoe Federation there was a lack of enough water to represent the sport. One expert also named a location problem of their Munich 2022 Sports Badge booth, as it was not flat as a level and had grass on the ground, which made it difficult for people in wheelchairs to move around. 9,52% of the experts named organizational changes due to COVID-19 as challenging.

4.2.2.3 Long Term Effect of Youth Programs at Munich 2022

Overall, the youth programs at Munich 2022 had the goal of social sustainability and the experts were asked to explain their reasons why the programs have or have not a long term effect. 9,52% of the experts did not believe in the long term effect. Reasons named for answering no were, that the youth programs of Munich 2022 were a one-time action and therefore the expert believes that they will not be a long term effect. The participant explains, that it would be important to develop this subject area further in the future. Another explanation for the answer was that one cooperation of different sport organizations regarding one program that was part of Munich 2022 was dissolved and therefore the sports program cannot continue as it used to have in the future.

38,1% of the experts answered that the youth programs had a long term effect regarding social sustainability. The reasons named were “the strong emotional link with the sport event [...] as a community experience”, the focus on sustainable mechanisms, the promotion of social cohesion and of sport values like with the Fair Play Challenges. One expert also referred to the own experience regarding sport events and their positive effects on this person and therefore is sure that the youth programs will also have long term effect regarding social sustainability.

Similarly, one expert wrote: “I think the participating kids will remember the events for a long time and it will give them joy. They learned that doing sports is a nice activity and therefore will further do sports. This leads to further contact to values like fair play because they are omnipresent in sports”. It was also mentioned by one participant that the youth programs of Munich 2022 can be seen as kickoff.

52,36% of the participants were not sure about the long term effect. One expert called for repetitions and “more projects like this one”. Additionally, the concern was mentioned by 23,57% of all experts that the long term effect is difficult to measure.

4.2.2.4 Sustainability at Large Sporting Events

All experts explained why they think it is or is not important to include sustainability at a large sporting events. All 100% of the experts named reasons in favor or the implementation of sustainability and 0% raised concern or viewed it as not important. The reason mentioned most for the importance of the inclusion of sustainability at a large sporting event’s concept by 57,14% was for the acceptance by and the benefit of the society. Some of the twelve experts naming this reason added also the acceptance by politicians and institutions as well. 33,33% of the participants expressed the need for improvement, for example in the areas of health and transmitting values such as fair play as positive effects for the population. One participant wrote that “sport attracts the attention of billions of people and therefore offers a great stage for inspiration for change”. Another expert pointed out, that sustainability concepts do not always have to start from scratch but can built on previous ones. Someone also expressed his concern that sustainability could be a difficult but important topic especially for developing countries. One reason for the importance of including sustainability was that there would be many easy ways of realizing sustainable concepts which could have big impacts.

Moreover, 95% of the participants recommended the implementation of social sustainability concepts regarding youth to future large sporting events. When asked to give reasons for their answers, the remaining 5% that were not sure if they should recommend the implementation as well as additional 19% did not answer the question. The results of all answers given is depicted in figure 46. 33% of all experts named the social impact as main reason for their recommendation. 14% explained that social sustainability concepts benefit the society because of learned values such as fair play and respect, and also 14 % name social

sustainability as an important and essential part of large sporting events. 10% wrote that the implementation of social sustainability is important for further development and 5% explained that the success of the implementation of social sustainability regarding youth at Munich 2022 proves that it should also be done in the future.

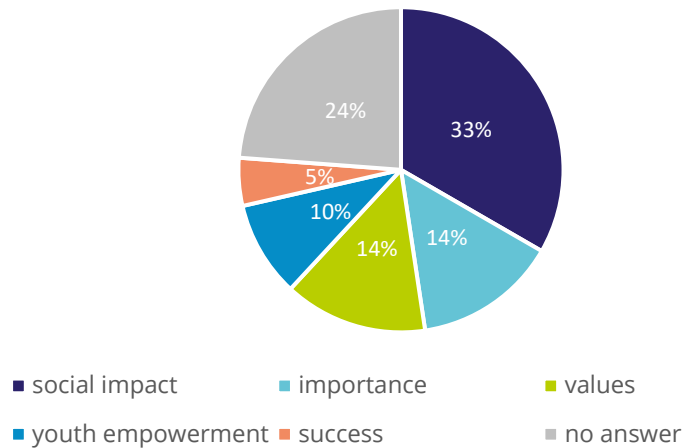


Figure 46: Reasons for Implementation of Social Sustainability Concepts at Large Sporting Events

Even though, most of the experts recommend the implementation of social sustainability concepts regarding youth to future large sporting events, some added some recommendations and comments. One expert suggested more low-shelf projects for youth and more cooperations with schools. It was added by a different participant that there is the wish for more participation offers without examination character. One participant would prefer more networking opportunities of the participating sport clubs and federations. In reference to that, one expert saw a challenge in cooperating well with other partners as well as the problem due to staff shortage. It was also pointed out that the manager of the Future Class of 22 could have been employed one year earlier. Another suggestion for improvement was that the development and financing of personnel structures afterwards in order to give the youth and the projects contact persons as only voluntary work might not work long term. Over the whole timespan before and during the event there should be more media coverage of such “side activations”.

Other comments added by the experts were a thank you note “for the opportunity to cooperate in this excellent program”, the willingness “to help getting more sustainable in more ways, especially in sport systems and in the topic of inclusion” and the comment that “the actions and programs around the Future Class of 22 were unique. [The person] would have been very happy to be part of it all as a child.”

4.3 Discussion

Due to the response rate of 100%, it is sure that all viewpoints of the main people that helped organize the youth programs of Munich 2022 were considered in this study. Even more insight than from the organizers would have been by the participants. However, due to privacy policies, logistics and, depending on the project, also the sometimes really young age, this was not possible. Therefore, the questions of the survey were designed to fit the experts' background knowledge and insights, which is really useful in order to answer the research questions.

To which degree were the goals of the youth programs at Munich 2022 reached?

The implementation of the Munich 2022 Sports Badge, the Young Leaders Forum and the Future Class of 22 were on average viewed by the experts as well or really well. Also when asked about specific youth events within the Future Class of 22 initiative, all events were still getting good to really good reviews. Within these, the Move for Solidarity Day had the lowest ranking. As was mentioned by the experts, the weather often played a crucial part in the outcome and this was probably also the case here. Due to bad weather not as many participants as expected showed up and constant cold and rain did not motivate as much as good weather could have done. However, this is a risk that outdoor sport festivals have in general. The projects with the best rankings were the Future Class of 22 Competitions as well as the Future Class of 22 additional events at Munich 2022. As mentioned in chapter 1.1, Holzbauer already pointed out that people enjoy the unique experience of events (2020). Therefore, it comes as no surprise that the Future Class of 22 activities that happened partly or fully during the European Championships Munich 2022 were ranked better than the youth programs before the event. The overall good to very good rankings prove that the implementation of youth programs was a success and the goals were reached to a very high degree.

Moreover, the experts also provided insights into the five specific goals of the youth programs at Munich 2022. When looking at the mean, all five goals consisting of an increase in sport motivation and activation, school, club and federation cooperations, youth participation, youth empowerment and their organization's goals were accomplished well to really well. However, no expert was giving evidence or examples for the accomplishment of youth empowerment and this goal was ranked the lowest as well. Even though opportunities such as the Future Class of 22 Reporters or Future Class of 22 Photographers were integrated especially with Future Class of 22 Community events, there is room for improvement regarding this goal. While the online community was only for members, one idea could be to establish

opportunities for every young person to join with easier and low-threshold access. Regarding the goals of increasing sport motivation and activation as well as youth participation the experts seem highly convinced of their successful accomplishments and provide many examples as evidence for their rating. Additionally, they point out that despite challenges regarding staff and logistics, their organizational goals, which is why they became cooperation partners of Munich 2022, were reached as well.

Overall, 95% of all experts say that the implementation of all youth programs was a good to very good success. Furthermore, all goals were met. While youth empowerment could have been accomplished even better, the goals of sport participation as well as increasing sport motivation and activation were reached and acknowledged the most.

Which impacts did the implementation of social sustainability at Munich 2022 have on youth?

The fact that the objectives were achieved shows that the youth programs of Munich 2022 already made an impact on young people. However, in order to find out if this impact is socially sustainable, the five values, even topics, and five principles that were explained earlier had to be transmitted through the implementation of these youth programs (DOSB, 2019; Sen as cited in Hodgson, n.d.). According to the survey's results, the values fair play, respect, friendship, and participation were implemented very well. The value of excellence still got a good mean, in comparison with the other four this value would have needed more attention though. 38% gave it a neutral or bad rating. In conclusion, 80% of the values were transmitted well.

The experts also evaluated on the social sustainability topics. According to them, health, values, diversity, integration, and civic engagement were well implemented in the youth programs of Munich 2022. The topics of education as well as inclusion could be improved even though their means are 3.76 and 3.8 and therefore the experts were satisfied. When it comes to inclusion, only one special school was part of the youth programs. Many were contacted but almost no replies were made. This is an area that can be improved, including the improvement of the contact options, as well as the creation of more attractive inclusive school cooperation possibilities. Regarding the topic of education 41% were neutral and 24% had no opinion towards this topic. Only one of the experts was part of teacher trainings. One reason for so many abstentions on this question can be the missing insight towards this area. Overall, five of seven topics were implemented to the satisfaction of the experts, and two topics were still good, but can be improved. Consequently, 71% of the topics were implemented well.

The five principles of equity, diversity, quality of life, social cohesion, and democracy and governance should also be considered when implementing social sustainability. The survey's results prove that all experts were pleased with the inclusion of all principles except of the one called democracy and governance. While the mean still implies that the principle was reached, 6% viewed it as bad and 41% as neutral. Therefore, this principle was not included enough and should be improved.

The experts also evaluated on the fact if the youth programs have a long-term effect regarding social sustainability. While only 10% disagreed, 52% were unsure and 38% believe that it has a long-term effect. 24% pointed out that it is difficult to measure. These results show, that many are of the opinion that the youth project might have a long-term effect on youth. However, due to the lack of proper measurement options there is also uncertainty.

All in all, all relevant values, topics, and principles that make a program socially sustainable were implemented well, which shows that the implementation of social sustainability at Munich 2022 had good impacts on youth. 76% of all the criteria provided by research that define social sustainability were even implemented successfully and got good to very good ratings by the experts.

Under which circumstances are social sustainability concepts regarding youth recommended for future large sporting events?

Most experts believed that all three pillars of sustainability must get equal recognition when implementing sustainability concepts at sport events. More importantly, everyone but one of the organizers recommended the implementation of social sustainability concepts regarding youth at future large sporting events. The main reason mentioned was the social impact, followed by the values that are taught and the importance of social sustainability, also for the future development. One expert also addressed that the Munich 2022 youth projects were successful and therefore in the opinion of this person this proves that it should also be implemented in the future.

Consequently, all pillars of sustainability should be considered at future large sporting events, and organizer should pay a particular focus on the implementation of a social sustainability concept regarding youth.

CHAPTER V: CONCLUSION

In this thesis, the youth programs of the European Championships Munich 2022 that were mostly organized by the author of this thesis are explained and evaluated, to analyze the effectiveness and value of social sustainability regarding youth.

Sport events are unifying and social situations that have a brand equity, an unique outcome and the ability to share experiences with others (Ferrand, Torrigiany & Camps, 2003). One sport event with a special multi-sport concept are the European Championships that were first established in Glasgow and Berlin in 2018 and then reoccurred for the second time in history in Munich in 2022 (ECM, 2018; ECM 2021c). Munich 2022 included nine different sports, 50 participating nations, international media coverage and 1.47 million visitors who experienced the event during the duration of eleven day from August 10 to August 21, 2022 (ECM, 2021b+d).

One of Munich 2022 priorities was the realization of a sustainability strategy for sustainable development. This is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations, 1987). In the strategy of the European Championships as well as in general, sustainability is divided into the economic, the ecological and social dimensions. The economic pillar refers to economic efficiency and the ecological pillar focuses on carrying the planet’s capacity (Molitor & Ibsch, 2019). Social sustainability is concerned with the impact on the individual as well as the society. The Business Dictionary defines it as “[t]he ability of a community to develop processes and structures which not only meet the needs of its current members but also support the ability of future generations to maintain a healthy community.” (n.d.). Sen structured social sustainability into five principles: equity, diversity, quality of life, social cohesion, and democracy and governance (Hodgson, n.d.). Furthermore, social sustainability concepts should include the values of fair play, respect, friendship, excellence and participation (DOSB, 2019; IOC, 2021). Additionally, social sustainability can be realized by considering the topics of values, health, education, inclusion, diversity, integration and civic engagement (DOSB, 2019). For the implementation of social sustainability at Munich 2022, the youth was picked as focus group and defined as young people up to the age of 30. The reasons were that youth sport can bring positive changes for the individual and the society, and youth is considered the “vehicle for social development” (Anderson-Butcher, 2019, p.180).

While the economic and the ecological dimension are implemented and research has been done in regards to large sporting events, the social dimension was rather neglected so far (Smith, 2009). Strategies which include all three sustainability pillars were published by International Olympic Committee in 2017, the German Olympic Sports Federation (DOSB) in 2019 and the German Ministry in cooperation with the DOSB. They all provide guidelines for future sport events. However, when doing research only two studies were found on the correlation of mega sport events and social sustainability. Müller et al. studied all three pillars of sustainability regarding the Olympic Games in 2021 and found that sustainability of the Olympic Games, especially the social and economic pillars, have decrease over time and that the Olympic Games have a medium sustainability level. One suggestion of the study that also refers to the social pillar is to improve sustainability governance (Müller et al, 2021). Smith published a study analyzing if large sporting events “meet the social needs of present and future generations” (Smith, 2009, p.109) and therefore exclusively focuses on social sustainability. The study shows negative contributions and short-lived impacts. However, Smith points out that if programs are not commercialized, include a variety of topics and are well designed, positive social effects could be reached (Smith, 2009).

At the European Championships Glasgow 2018 young people were already engaged through few activities. The four areas of activation according to the European Championships Glasgow 2018 were a ticket strategy for young people, events with the mascot Bonnie, the opportunity to learn about healthy lifestyles and the opportunity to experience the vent as a volunteer, trainee or graduate (n.d.). One criticism by participants was that the marketing was not done well (European Championships Glasgow 2018, n.d.)

During the European Championships Munich 2022 three youth programs were implemented in order to focus on social sustainability regarding youth. Young people that were already engaged in sports and were between 20 and 30 years old were able to participate in the Young Leaders Forum during the event. Also during Munich 2022 was the offer of the Munich 2022 Sports Badge. Young children, but also everyone else, was able to try out all nine Munich 2022 sports and to receive the sports badge. The main youth initiative called Future Class of 22 invited young people up to the age of 20 to be part of 56 different events before and during the European Championships Munich 2022.

After the consideration of all prerequisites and organizational processes, the programs were implemented. A total of 89,210 young people as well as 40 different cooperation partners

participated in all three programs combined, showing a great interest of youth and sport organizations. The Young Leaders Forum resulted in great outcomes, discussions and knowledge exchange regarding the topics of sustainability, leadership, safe sport and future management. The participants were able to learn a lot, to connect with people from different sports and countries and to deepen their sport expertise for their future work. The Munich 2022 Sports Badge ensured future participation in sport by not only the 4,000 participants and by motivating them to try different sports, but also by connecting over half of all participants to the sport federations and clubs for future sport involvement. The Future Class of 22 youth initiative also had great results. 83,009 young people and 1,076 coaches participated in the 56 events offered throughout the school year of 2021-2022 and during Munich 2022. Additionally to the other two programs, in the Future Class of 22 events a total of 747 schools were involved. The diversity and variety of events made sure that all goals regarding social sustainability were successfully implemented. Even though the COVID-19 pandemic was going on, creative ways were found to still be able to offer opportunities for youth and to have an impact regarding social sustainability. Furthermore, as not all of the budget had to be used, this implies that effective youth programs can be implemented with less money than expected. Youth was actively involved in the European Championships, cooperations between schools and sport clubs were established and new approaches for teachers and coaches were offered in trainings. Most importantly, many young people got inspired, motivated and interested in sports by participating in the Future Class of 22. Because of the many connections with sport clubs and sport federations, the participants can still be involved in the different areas of sports even after the youth initiative has ended, no matter if as an athlete, coach, volunteer, sport student or any other way.

To evaluate the youth initiatives of Munich 2022 regarding social sustainability, a survey was answered by experts regarding youth sports. The results show that social sustainability was successfully implemented by the youth programs. The principles of equity, diversity, quality of life, social cohesion, as well as the values of fair play, respect, friendship, and participation and moreover the topics of values, health, education, inclusion, diversity, integration and civic engagement were transmitted well according to the experts. Furthermore, the goals to increase sport motivation and activation as well as school, club and federation cooperations, youth participation, youth empowerment and the goals by the cooperation partners were successfully reached. Overall, 38% of the experts were satisfied and 57% were very satisfied with the overall outcome of the youth programs of Munich 2022. 5% were neutral

and no expert was dissatisfied with the implementation. Furthermore, 95% of all experts recommend the implementation of social sustainability regarding youth to future large sporting events.

The implementation of youth programs at Munich 2022 were so successful because of the projects' diversity, the variety in cooperation partners from different sports and because of putting the experiences of youth before commercialism. All of the programs were free and opportunities were created for youth to actively participate rather than to be a regular visitor of Munich 2022. For future youth programs the results of the survey have shown that the focus should be increased towards youth empowerment and inclusive school cooperations. Furthermore, the organizers wished for more networking opportunities, solutions regarding staff shortage and more media coverage.

For Munich 2022 no long-term measurements could be made yet. A study over a longer period of time can provide important data regarding the long-term effect of a program. Therefore, the data of the organizers and their organizations could be useful. When implementing social sustainability concepts regarding youth in the future, it would be interesting to include the participants in the study as well. Their viewpoint can be even more helpful when measuring social sustainability effects on youth.

Overall, the well designed, planned and organized youth programs at the European Championships Munich 2022 show that social sustainability regarding youth can successfully be implemented. All goals were reached as the results of the youth programs and the evaluation by experts show. According to the study, also all principles, values and topics regarding social sustainability were well included. Furthermore, the many connections made between the youth participants, the cooperations partners and schools ensure future sport exchange and contact. Due to the success of the implementation of the youth programs at Munich 2022 as well as the results of the evaluation regarding social sustainability, future large sporting events are strongly advised to follow this example and to implement social sustainability concepts regarding youth as well.

BIBLIOGRAPHY

- Anderson-Butcher, D. (2019). Youth Sport as a Vehicle for Social Development, *Kinesiology Review*, 8(3), 180-187. Retrieved Feb 13, 2023, from <https://journals.humankinetics.com/view/journals/krj/8/3/article-p180.xml>
- Brennan, E. (2022). European Athletics Young Leaders Forum Heading to Munich 2022. Retrieved February 11, 2023, from <https://www.insidethegames.biz/articles/1118624/european-young-leaders-munich-2022>.
- Bundesregierung (2021). *Coronavirus pandemic: what the Federal and Länder Governments have agreed*. Retrieved February 21, 2023, from <https://www.bundesregierung.de/breg-de/themen/coronavirus/corona-these-rules-and-restrictions-apply-1993492>.
- Business Dictionary (n.d.). Social Sustainability. Retrieved December 15, from <https://businessdictionary.info/definition/social-sustainability/>
- Cambridge Dictionary (n.d.a). *Sport*. In Cambridge Dictionary. Retrieved December 03, 2022, from <https://dictionary.cambridge.org/dictionary/english/sport>.
- Cambridge Dictionary (n.d.b). *Sustainable*. In Cambridge Dictionary. Retrieved December 12, 2022, from <https://dictionary.cambridge.org/dictionary/english/sustainable>.
- Christesen, P. (2020). Personal communication.
- Dioum, B. (2017). Quote retrieved December 12, 2022, from <https://www.goodreads.com/quotes/6430296-in-the-end-we-will-consume-only-what-we-love>
- DOSB (2019). *DOSB-Nachhaltigkeits-Strategie*. Retrieved December 18, 2022, from https://cdn.dosb.de/alter_Datenbestand/fm-dosb/arbeitsfelder/Nachhaltigkeit/Nachhaltigkeitsstrategie.pdf
- DOSB & Bundesministerium des Innern, für Bau und Heimat (2021). *Nationale Strategie Sportgroßveranstaltungen*. Retrieved December 18, 2022, from https://www.bmi.bund.de/SharedDocs/downloads/DE/veroeffentlichungen/themen/sport/nationale-strategie-sportgrossveranstaltungen.pdf?__blob=publicationFile&v=6
- Duden (n.d.). *Event*. In Duden.de Wörterbuch. Retrieved December 02, 2022, from <https://www.duden.de/rechtschreibung/Event>.
- European Athletics (2022). 2022 Young Leaders Forum to Show the Way for Other Sports. Retrieved on February 24, from <https://www.european-athletics.com/news/2022-young-leaders-forum-to-show-the-way-for-other-sports>.

- European Championships Glasgow 2018 (n.d.). Glasgow 2018 Evaluation Full Report. Retrieved December 22, 2022, from https://static1.squarespace.com/static/5f101673cdadcf5b738c336b/t/602baa4cc165a2198df4966b/1613474382076/Glasgow_2018_Evaluation_Full_Report.pdf
- ECM (2021a). *About European Championships Management*. Retrieved December 04. 2022, from <https://www.europeanchampionships.com/about>.
- ECM (2021b). *A look 'Back to The Roofs'* Retrieved December 04. 2022, from <https://www.europeanchampionships.com/news/a-look-back-to-the-roofs-festival>.
- ECM (2021c). *Berlin & Glasgow 2018*. Retrieved December 04. 2022, from <https://www.europeanchampionships.com/2018-berlin-glasgow>.
- ECM (2021d). *Munich 2022 Full Results*. Retrieved December 04. 2022, from <https://www.europeanchampionships.com/2022munich>.
- Francis, L. (2022). *Post Championships Report – YLF*. Unpublished company document.
- Ferrand, A., Torrigiani L. & Camps i Povill, A. (2006). *Routledge Handbook of Sports Sponsorship*. London and New York: Routledge.
- Freyer, W., Groß, S. (Hrsg.). (2002). *Schriftenreihe Sport / Forschungsinstitut für Tourismus. Tourismus und Sport-Events*. Dresden: FIT Forschungsinstitut für Tourismus.
- FitzGerald, N. (n.d.). Quote retrieved December 9, 2022, from <https://www.quoteslyfe.com/quote/Sustainability-is-here-to-stay-or-we-921096>.
- German Sports Youth (n.d.). *In die Jugend der Zukunft investieren – durch Sport*. Retrieved February 11, 2023, from <https://www.dsj.de/deutsche-sportjugend/wir-ueber-uns>.
- Google Nooks Ngram Viewer (2019). *Sustainability, Internet, Olympics*. Retrieved December 12, 2022, from https://books.google.com/ngrams/graph?content=sustainability%2Cinternet%2COlympics&year_start=1973&year_end=2019&corpus=en-2019&smoothing=0.
- Guttmann, A. (2004). *From Ritual to Record: The Nature of Modern Sports*. Updated Edition. New York City: Columbia University Press.
- Holzbaur, U. (2020). *Nachhaltige Events: Erfolgreiche Veranstaltungen durch gesellschaftliche Verantwortung*. 2nd edition. Wiesbaden: Springer Fachmedien Wiesbaden GmbH.
- Hodgson, N. (n.d.). Social Sustainability Assessment Framework [PowerPoint slides]. Retrieved December 15, 2022, from <http://integral-sustainability.net/wp-content/uploads/sas4-2-hodgson.pdf>

- Hosey, L. (2017). *A Brief History of 'Sustainability'*. Retrieved December 10, 2022, from https://www.huffpost.com/entry/a-brief-history-of-sustai_b_12787800.
- International Paralympic Committee (2021). *Tokyo 2020 Sets the Record for Most Athletes and Women at a Paralympic Games*. Retrieved on December 04, 2022, from <https://www.paralympic.org/news/tokyo-2020-sets-record-most-athletes-and-women-paralympic-games>.
- Hover, P., Dijk, B., Breedveld, K. Slender, H. (2016). *Creating social impact with sport events*. Utrecht: Mulier Institute & Utrecht University.
- IOC (2021a). *Application Process 2023-2026*. Retrieved February 11, 2023, from <https://olympics.com/ioc/sport-and-active-society/young-leaders/application>.
- IOC (2021). *Olympic values*. In Olympics.com. Retrieved December 04, 2022, from <https://olympics.com/ioc/olympic-values>.
- IOC (2017). *IOC Sustainability Strategy*. Retrieved December 20, 2022, from <http://extrassets.olympic.org/sustainability-strategy/1-1>
- Kerber, C. (2022). *Fansturm bei Eröffnung der European Championships*. Retrieved February 19, 2023, from <https://www.sportschau.de/european-championships/european-championships-in-muenchen-eroeffnet-100.html>
- Kiel, H.-J. & Bäuchl, R. (2014). *Eventmanagement: Konzeption, Organisation, Erfolgskontrolle*. München: Franz Vahlen.
- Littig, B., Griebler, E. (2004). *Soziale Nachhaltigkeit* (Informationen zur Umweltpolitik Nr. 160). Vienna: Bundeskammer für Arbeiter und Angestellte.
- LOC Munich 2022 (Hrsg.) (2021). *Der Nachhaltigkeitsweg der European Championships Munich 2022 Zwischenbericht November 2021*. München: S&K Marketing GmbH.
- LOC Munich 2022 (Hrsg.) (2022a). *European Championships Munich 2022*. Wien: Egoth Verlag GmbH.
- LOC Munich 2022 (2022b). *Fortbildung Schulaktionen*. Unpublished company document.
- LOC Munich 2022 (2022c). *Munich 2022 Sportabzeichen*. Retrieved February 24, 2023, from <https://www.bayerischer-radsportverband.de/wp-content/uploads/2022/07/MSA-Text.pdf>.
- LOC Munich 2022 (2022d). *The Roofs Concept*. Unpublished company document.
- Lutkevich, B. (2022). *Definition Implementation*. Retrieved February 11, 2023, from <https://www.techtarget.com/searchcustomerexperience/definition/implementation>
- Mandela, N. (2000). *Speech by Nelson Mandela at the Inaugural Laureus Lifetime Achievement Award*. Monaco. Transcript retrieved February 11, 2023, from http://db.nelsonmandela.org/speeches/pub_view.asp?pg=item&ItemID=NMS1148

- McCracken, H. (2014). *The Rise and Falls of Practically Everything, as Told by the Google Books Ngram Viwer*. Retrieved December 12, 2022, from <https://techland.time.com/2014/01/16/google-books-ngram-viewer/>.
- Merriam-Webster (n.d.). *Implementation*. Dictionary. Retrieved February 11, 2023, from <https://www.merriam-webster.com/dictionary/implementation>
- Molitor, H., Ibisch, P. L. (2019). Sustainability as a reaction: what has been happening so far. In P. L. Ibisch (editor), *Humans in the Global Ecosystem: An Introduction to Sustainable Development* (S.35-58). Oekom ver.
- Mühlfenzl, M. (2021). *Es ist zum Davonlaufen*. Retrieved March 5, 2023, from <https://www.sueddeutsche.de/muenchen/landkreismuenchen/corona-pandemie-vereine-breitensport-weniger-mitglieder-1.5259987>.
- Müller, M., Wolfe, S.D., Gaffney, C., Gogishvili, D., Hug, M., Leick, A. (2021). An evaluation of the sustainability of the Olympic Games. *Nature Sustainability*, 4 (4), 340–348.
- Muenchen.tv (2020). *Class of 22*. Retrieved February 24, 2023, from <https://www.muenchen.tv/mediathek/video/class-of-22/>.
- Nisha, N. (2020). *Why social sustainability matters for events in the wake of COVID-19*. Retrieved December 15, 2022, from <https://www.zoho.com/backstage/thegreenroom/social-sustainability-for-events-in-the-wake-of-covid19.html#:~:text=According%20to%20the%20Western%20Australia%20Council%20of%20Social,future%20generations%20to%20create%20healthy%20and%20livable%20communities.%E2%80%9D>.
- Ongyerth, J. & Hasenpusch, K. (2022). *Hand in Hand – Because YOU Matter Workshop*. Munich: Munich 2022.
- Ongyerth, J. (2023). *Social Sustainability Munich 2022*. UmfrageOnline. Retrieved March 30, 2023, from <https://www.umfrageonline.com/c/Munich2022>.
- Parry, J. (2020). *The Concept of Sport in Olympism*. Diagoras: International Academic Journal on Olympic Studies, 4, 131–148. Retrieved December 11, 2022, from <http://diagorasjournal.com/index.php/diagoras/article/view/94>
- Passmore C, Dobbie AE, Parchman M, & Tysinger J. (2002). *Guidelines for constructing a survey*. Fam Med. (4):281-6. PMID: 12017142
- Peschke, F. (2022). *Post Championships Report – Munich 2022 Sportabzeichen*. Unpublished company document.

- Pufé, I. (2017). *Nachhaltigkeit*. (3. Edition). Konstanz and München: UVK Verlagsgesellschaft mbH.
- Rathaus Umschau (Ed). „Move for Solidarity Day” im Olympiapark. Landeshauptstadt München. Retrieved March 2, 2023, from <https://ru.muenchen.de/2022/76/Move-for-Solidarity-Day-im-Olympiapark-100787>.
- Ravens-Sieberer, U., Erhart, M., Devine, J., Gilbert, M., Reiss, F., Barkmann, C., Siegel, N., Simon, A., Hurrelmann, K., Schlack, R., Hölling, H., Wieler, L.H. & Kaman, A. (2022). *Child and Adolescent Mental Health During the COVID-19 Pandemic: Results of the Three-Wave Longitudinal COPSY Study*. Journal of Adolescent Health. Retrieved February 25, 2023, from <https://www.aerzteblatt.de/archiv/224865/Seelische-Gesundheit-und-Gesundheitsverhalten-von-Kindern-und-Eltern-waehrend-der-COVID-19-Pandemie>.
- Ricee, S. (2020). Social Sustainability – Everything You Need to Know. Retrieved December 15, 2022, from <https://diversity.social/social-sustainability/>
- Ritter, S. (2022). *Bundesjugendspiele am Karo – heuer ein besonderes Erlebnis*. Retrieved March 2, 2023, from <https://www.karolinen-gymnasium-rosenheim.de/test-1/bjs-22>.
- Shelton Group (2015). *The buzz on buzzwords. Do Americans get the sustainability jargon you’re using – and does it make them want what you’re selling?* Retrieved on December 10, 2022, from https://talk.eco/wp-content/uploads/The_Buzz_on_Buzzwords.pdf.
- Smith, A. (2009). Theorising the Relationship between Major Sport Events and Social Sustainability. *Journal of Sport & Tourism*, 14 (2-3), 109–120
- Spangenberg, J.H., & Omann, I. (2002). *Assessing Social Sustainability*. [Paper presentation]. Sousse, Tunisia: 7th Biennial Conference of the International Society for Ecological Economics.
- Strigas, Athanossios (2020). Personal communication.
- United Nations. (1987). *Our common Future.: Report of the World Commission of Environment and Development. [Brundtland report]*. New York: UN.
- United Nations. (n.d.). *The 17 Goals*. Retrieved December 12, 2022, from <https://sdgs.un.org/goals#icons>.
- YAS (n.d.). *Y20 and Y7 Applications*. Retrieved February 11, 2023, from <https://www.youngambassadorssociety.it/applications/>

APPENDIX 1: FUTURE CLASS OF 22 OVERVIEW

	no	event	date	detailed information	cooperating partner(s)	on-site / online
Competitions	1	Beach volleyball school competition	School year: 2021/22 Final tournament: 20/07/2022 Finales: 21/08/2022	Bavarian wide school competition for grades 5 to 7. Mixed teams of 4. 135 teams throughout Bavaria at the preliminaries in June. 32 teams in the finale tournament on 20/07/2022 at ZHS beach volleyball courts at Olympiapark München. The two best teams played their final on the center court at Königsplatz during the European Championships Munich 2022 on 21/08/2022. Winning school: Lise-Meitner-Gymnasium Unterhaching	Bavarian Volleyball Federation	on-site
	2	Gymnastics school competition	School year: 2021/22 Competition: 18/07/2022 Performance + ceremony: 13/08/2022	Bavarian wide school competition in two age groups (grades 5 to 7 and grades 8 to 10). Girls, boys, or mixed team of 4. „Turn10“-program; on 18/07/2022: 19 teams from 11 schools participated in the competition. The three winning teams per age group performed prior to the women’s team final during European Championships Munich 2022 at Olympiahalle on 13/08/2022 and were honoured afterwards. Winning school, grade 5 to 7: Gymnasium Casimirianum Coburg Winning school, grade 8 to 10: Friedrich-König-Gymnasium Würzburg	Bavarian Gymnastics Federation	on-site
		Table tennis school competition	-	A Munich wide school competition for grades 5 to 7 was planned; it was cancelled by the federation due to the pandemic and staffing problems. All attempts to reschedule failed because the school year had progressed too far.	Bavarian Table Tennis Association	on-site
	3	„Beweg dich schlau!“	School year: 2021/22 Championships: 15/08/2022	Press conference and kick-off on 16/11/2021 with founder Felix Neureuther and patron Joachim Herrmann, Bavarian Minister of the Interior. Exercise programme for elementary school students. The programme promotes coordinative and cognitive skills. Activation days at Bavarian elementary schools from May to July. “Beweg dich schlau!”-championships of the 11 best Bavarian teams (10 students each from grade 3) took place at Olympiaberg during Munich 2022 on 15/08/2022. Winning school: Carl-Platz-Grundschule Herzogenaurach	Bavarian Sports Association, Bavarian Sports Youth, Felix-Neureuther-Stiftung	on-site
	4	„Beweg dich fair!“	School year: 2021/22	The project consisted of: A free game „FAIR WERFEN – Wer gewinnt ohne Tricks“ by NADA in cooperation with European Championships Munich 2022 for German schools. A campaign for schools against doping and for fair sports. 190 games were played during the activation period in June / July 2022.	National Anti-Doping Agency Germany (NADA)	on-site

	5	„Lauf dich fit!“	School year: 2021/22	<p>Running project throughout Bavaria for grades 1 to 10 with focus on elementary schools. Aim to get students to run 15, 30 or 45 minutes; 300 schools registered. Advanced training for teachers on 18/11/2022 by BLV in cooperation with the LOC.</p> <p>Challenge-weeks from 25/04 to 15/07/2022.</p> <p>Promotion of Run of 22 (mass participation run during European Championships Munich 2022). The three best teams per district were invited to the morning sessions of athletics during the European Championships Munich 2022.</p>	Bavarian Athletics Association	on-site
Activation day	1 to 5	YOU Matter: Mental health in and through sport	January 2021	<p>Design of the “YOU Matter”-workshops. The download was available for free to be integrated into the physical education lessons at schools and / or training on the topic “mental health in and through sport”. Participants were asked to send crafted hands (686 submissions). Training for teachers and trainers. Online workshops for LOC staff.</p> <p>Workshops in schools:</p> <ul style="list-style-type: none"> • 18/01/2022: Gymnasium München Moosach (grade 6) • 18/01/2022: Städtische Artur-Kutscher-Realschule München (grades 7 and 9) • 19/01/2022: Dom-Gymnasium Freising (grade 12) • 25/01/2022: „Elite school for football“ Theodolinden-Gymnasium München (grade 8, 9, 10. • 31/01/2022: „Elite school for sports“ Gymnasium München-Nord (grade 8) 	German Sports Youth	on-site
	6	Future Class of 22 Activation Day	21/03/2022	<p>Activation day for Bavarian schools and sports enthusiasts. Children and teens were able to try various sports, meet athletes and get in exchange with staff of the LOC at the official competition site of European Championships Munich 2022 (Olympiastadion, Werner-von-Linde Halle and Olympiahalle). In addition, the participants were invited to go up Olympiaturm for free and visit the recently opened exhibition „Per Aufzug in die Zukunft“ on the occasion of the 50th anniversary of the Olympiapark.</p> <p>Programme:</p> <p>Olympiahalle: gymnastics, table tennis, „Beweg dich schlau!“</p> <p>Werner-von-Linde Halle: beach volleyball, athletics</p> <p>Olympiastadion: Workshop on European Championships Munich 2022 to reinforce children and teens, and promote their active participation.</p> <p>Due to the pandemic limited time slots and numbers could be offered which led to a long waiting list.</p>	Bavarian Volleyball Federation, Bavarian Gymnastics Federation, Bavarian Table Tennis Association, Bavarian Sports Association, Bavarian Sports Youth, Felix-Neureuther-Stiftung, Bavarian Athletics Association, LG Stadtwerke München	on-site

7	Move for Solidarity Day	21/04/2022	Sport- and music festival on the peninsula at Olympiapark München on 21/04/2022 that addressed all children and teens, especially those who had to flee the Ukraine and other territories. Music festival with five music acts and sport activations organised by Munich and Bavarian sports clubs.	Munich Sports Youth, City of Munich, Bavarian Sports Association	on-site
8	Go Green Day	19/05/2022	Following the Count & Last project "Biking for Mobility" the "Go Green Day" took place in May 2022. The more kilometres the participants cycled the more bikes were donated. The school that cycled the most kilometres until 19/05/2022 and registered them until 22/05/2022 got a visit from the LOC staff, the mascot "Gfreidi" and the Class of 22 triathlon athlete Franka Henseleit during the school internal "Bundesjugendspiele" (federal youth games). Winning school: 4,517 kilometers, Karolinen-Gymnasium Rosenheim. Visit and sport activation took place during „Bundesjugendspiele“ on 13/07/2022.		on-site
9	Go Green Day „Bundesjugendspiele“ activation	13/07/2022	Triathlon athlete Franka Henseleit, LOC staff and the mascot "Gfreidi" visited the winning school of the Go Green Day, the Karolinen-Gymnasium (Rosenheim) on 13/07/2022. The children and teens had the chance to participate in warm up sessions, sporting challenges and raffles the entire morning.		on-site
10	Table tennis training with Dimitrij Ovtcharov	07/07/2022	Table tennis training with the German professional player Dimitrij Ovtcharov at Rudi-Sedlmayer-Halle München for two classes of Gymnasium München Nord, the DOSB-elite school for sports in Munich.	Bavarian Table Tennis Association	on-site
11	Inspiration Day	21/07/2022	Two classes of the Montessorischule Unterschleißheim (grades 4, 5 and 6) were invited on 21/07/2022 to an exercise workshop at Theatron, a gymnastics tour through Olympiahalle, and an athletics tour through Olympiastadion.		on-site
12	Support and sport activation athletics district finals (JtFO)	30/06/2022	Sports activations, challenges and quizzes on European Championships Munich 2022 during the district championships in athletics „Jugend trainiert für Olympia“ (JtFO). The participants with the best achievements at the sports challenges and athletics competitions won tickets for Munich 2022. There were also ticket raffles.		on-site
13	Support and sport activation athletics state finals (JtFO)	19/07/2022	Sports activations, challenges, and quizzes on European Championships Munich 2022 during the state finals in athletics (JtFO). The participants with the best achievements at the sports challenges and athletics competitions won tickets for Munich 2022. There were also ticket raffles.		on-site

	14	Support und sport activation rowing	22/07/2022	Sports activations, challenges and quizzes on European Championships Munich 2022 during the state finals in rowing „Jugend trainiert für Olympia“ (JtFO). The participants with the best achievements at the sports challenges and rowing competitions won tickets for Munich 2022. There were also ticket raffles. Appreciation gifts for teachers and supervisors for their engagement in sports.		on-site
Future Class of 22 Community		General		Online community for participants from 14 to 20 years with the following content: (1) The nine sports of Munich 2022 (2) Workshops on monthly changing topics (3) Participation activities (4) Count & Last contributions The aim was to promote engagement of youths, to awake their interest in sports, to create opportunities for exchange and networking, to empower young people in and through sports. Bonus: 20 tickets per sports were given to particularly committed young people	German Sports Youth and National Paralympic Youth Germany; support by the sports youth federations of table tennis, gymnastics and athletics	online/ on-site
	1	Opening Ceremony	12/11/2021	Kick-off event for the Future Class of 22 community. It was opened by Kiki Hasenpusch (board member German Sports Youth at DOSB e.V.) and Anna-Katharina Fabian (board member National Paralympic Youth Germany at DBS e.V.), as well as Class of 22 athlete Simon Henseleit (triathlon).	German Sports Youth and National Paralympic Youth Germany	online
	2	Meet & Greet with Sabine Winter	17/11/2021	Q&A and exchange with Class of 22 athlete Sabine Winter (table tennis).	German Sports Youth and National Paralympic Youth Germany	online
	3	Online table tennis training with FC Bayern München e.V.	28/11/2021	Online table tennis training with racket and balls with trainers from FC Bayern München e.V.. The focus laid on coordinative exercises and techniques and explanations on techniques on the table tennis table; exchange among the participants.	German Sports Youth, National Paralympic Youth Germany, FC Bayern München e.V.	online
	4	Cookie baking with Felix Remuta	12/12/2021	Baking Christmas cookies with confectioner Basileios Lykouressis and Class of 22 athlete and professional gymnast Felix Remuta. In the meantime, active exchange between participants and Felix Remuta on gymnastics. Students from Anton-Bruckner-Gymnasium doing a practical seminar also joined and led the following Q&A session.	German Sports Youth, National Paralympic Youth Germany, Anton-Bruckner-Gymnasium Straubing	online
	5	Tuju-ADVENTures	20/12/2021	Christmas get-together and trivia with the board and the Junior Team of the German Gymnastics Youth of the DTB e.V.. Direct exchange between Future Class of 22 community and young committed people who had the chance to get to know each other and exchange ideas on the topic of young commitment.	German Sports Youth, National Paralympic Youth Germany, German Gymnastics Youth	online

6	Advent calendar	December 2021	Advent calendar for the Future Class of 22 community with sports exercises, coordinative challenges, raffles, quizzes on European Championships Munich 2022 and much more. The practical seminar of Anton-Bruckner-Gymnasium (Straubing) got involved on several days and developed creative ideas for the Advent calendar.	German Sports Youth, National Paralympic Youth Germany, German Gymnastics Youth, Anton-Bruckner-Gymnasium Straubing	online
7	YOU Matter Workshop	16/01/2021	The Future Class of 22 led the way and set an example. In times of a pandemic, the community brought the joy of movement and the values of sport closer to children and young people. In a workshop in German, the community dealt with the topic of mental health in a playful and active way. Even after the project, the documents were available for download, so that the workshops can continue to be conducted independently.	German Sports Youth	online
8	YOU Matter Workshop	30/01/2021	The Future Class of 22 led the way and set an example. In times of a pandemic, the community brought the joy of movement and the values of sport closer to children and young people. In a workshop in English, the community dealt with the topic of mental health in a playful and active way. Even after the project, the documents were available for download, so that workshops can continue to be conducted independently.	German Sports Youth	online
9	Inclusive Trends in Sports	22/02/2022	The Junior Team of the German Paralympic Youth Germany in the DBS e.V. presented various trend sports to the Future Class of 22 Community and showed how they can be made inclusive with only small changes. Afterwards, the participants searched together for further inclusive trends in sports and developed some themselves. There was an active exchange between the participants and the Junior Team.	National Paralympic Youth Germany	online
10	Talk with UN-youth delegates on (sport) youth policy	17/03/2022	On the occasion of the Ukraine war, a (sports-)political talk was held with the current two UN youth delegates from Germany Franka Weckner and Ruszlan Biwoino; In addition, the UN Youth Delegate of Ukraine Deniz Ganzha joined the event online and reported on the current situation for young people in the Ukraine and answered questions. The focus laid on information, getting to know each other, exchange and pointing out possibilities how the participants can get involved in (sports-) politics.	German Sports Youth, National Paralympic Youth Germany, UN youth delegates	online
11	Behind-the-scenes tour rowing	11/08/2022	Tour of the Olympic Regatta Center in Oberschleißheim during the European Championships Munich 2022 including a look behind the scenes and the exchange about the sport of rowing with expert Willi Bock, Chairman of the Rowing Society Munich 1972 e.V.	German Sports Youth, National Paralympic Youth Germany, Rowing Society Munich 1972 e.V.	on-site

	12	Behind-the-scenes tour gymnastics	16/08/2022	Tour of Olympiahalle during the European Championships Munich 2022 and a look behind the scenes, followed by an exchange about the sport of gymnastics.	German Sports Youth and National Paralympic Youth Germany	on-site
	13	Behind-the-scenes tour table tennis	20/08/2022	Tour of Rudi-Sedlmayer-Halle during the European Championships Munich 2022 and a look behind the scenes, followed by an exchange about the sport of table tennis.		on-site
	14	Lunch with Felix Neureuther	15/08/2022	During the European Championships Munich 2022, six particularly committed young people had the opportunity to have lunch with the very successful former ski racer and founder of the sports project "Beweg dich schlau!" Felix Neureuther and exchange ideas with him.	German Sports Youth, National Paralympic Youth Germany, Felix-Neureuther-Stiftung	on-site
	15	Future Class of 22 Photographers	18/08/2022	The two winners of the Future Class of 22 photo competition on the theme of "Sport verbindet" (sport unites) were allowed to be present and take photos in the mixed zone at the men's Boulder & Lead competition at the European Championships Munich 2022 as Future Class of 22 Photographers.	German Sports Youth and National Paralympic Youth Germany	on-site
	16	Future Class of 22 Party	19/08/2022	All members of the Future Class of 22 community and particularly committed youth volunteers from youth federations in Bavaria and Germany were invited to the Future Class of 22 party at the cone of BMW Welt. Upon entry, everyone received a voucher for a free non-alcoholic drink and snacks and sandwiches were provided. Special guests included: Gymnasts Felix Remuta (Class of 22), Nick Klessing, Philipp Herder. Acrobatic performance: Johnny and Anni from the Movimento group (TSV Grafing). DJ: Marius Schlageter	German Sports Youth and National Paralympic Youth Germany	on-site
Additional on event activities	1	Flag bearer at Opening Ceremony	10/08/2022	Together with a professional athlete (among them some Class of 22 athletes) one child per sport was allowed to represent the respective sport at the Official Opening Ceremony. Before that, rehearsals were held, and the children got a stadium tour and visited Sea Life. Afterwards, the children were allowed to go to the VIP tribune to continue watching the Opening Ceremony.		on-site
	2	Inspiration Tour	12/08/2022	The siblings of hospice children of the Children's Hospice Munich took a tour of Olympiahalle and Olympiastadion and got a look behind the scenes during the European Championships Munich 2022.	Kinderhospiz München	on-site
	3	Festival Day	12/08/2022	A festival day for children in need in cooperation in two age groups including a free sports and festival tour at the Olympiapark. Afterwards, the older age group had a meet and greet with singer ELIF and was able to watch her performance.	Kulturraum München	on-site
	4	The Roofs gymnastics show	13/08/2022	Gymnastics groups were selected through an open application and particularly talented Bavarian show groups were invited. The warm-up took place in the Olympiahalle.	Bavarian Gymnastics Federation	on-site

			<p>Special guests: Welcome by Managing Director of Olympiapark München GmbH Marion Schöne and Julia Schneider, Chairwoman of the German Gymnastics Youth in the DTB e.V. Interview with German gymnasts Felix Remuta (Class of 22 athlete) and Marcel Nguyen. Performing groups: Gold Seekers from FC Röhlingen, Team TGM/TGW from TV Memmingen , AcroDuo Johnny and Anni from Movimento of TSV Grafing, Jumpinos from TSV Friedberg, Acrobatic Astral from VfL Buchloe, DGs from TSV Lorch, Rhythm BTV big dance group. Special interlude: Red Bull Skydivers</p>		
5	TUM Youth Engagement and Media Day	15/08/2022	<p>15 sports students and a lecturer from TUM (Technical University of Munich) accompanied the "Beweg dich schlau!" project and tried it out for themselves. 30 min talk with founder and former ski racer Felix Neureuther. They also got a media tour through the Olympiastadion during the evening session of the athletics competitions of the European Championships with the possibility to conduct interviews themselves.</p>	Technische Universität München (TUM)	on-site
6	Sports policy round table on young talent promotion in sports	15/08/2022	<p>Participants: Bavarian Minister of the Interior Joachim Herrmann, Bavarian Minister of Education Prof. Dr. Michael Piazzolo, Managing Director Olympiapark GmbH Marion Schöne, former ski racer Felix Neureuther, Bavarian Sports Association's President Jörg Ammon, Bavarian Sports Youth Chairman Michael Weiß. Marion Schöne also gave part of her speaking time to LOC intern Anthony Harrison, who worked with the Future Class of 22, to also give the youth themselves the floor.</p>	Conducted by the Bavarian Sports Association in cooperation with the LOC	on-site
7	„Beweg dich fair!“ Workshop	16/08/2022	<p>Workshop conducted by NADA. Participants were young, committed members from FC Bayern München e.V. Afterwards, they visited the evening session of the athletics competitions at European Championships Munich 2022.</p>	National Anti-Doping Agency Germany (NADA)	on-site
8	Sport activation at Königsplatz	18/08/2022	<p>Future Class of 22 booth at Königsplatz with sports activation opportunities throughout the day for kids and teens.</p>		on-site
9	Workshop on media and sustainability	19/08/2022	<p>Workshop for young (future) committed members of the German Table Tennis Youth in the DTTB e.V. at Sportschule Oberhaching. Topics were media preparation, internal and external communication as well as the sustainability strategy of the European Championships Munich 2022 and joint considerations for major sporting events in the future based on this.</p>	German Table Tennis Youth	on-site
10	Behind-the-scenes media tour table tennis	20/08/2022	<p>Behind the scenes tour with a focus on media at the table tennis competitions of the European Championships Munich 2022 with young (future) committed members of the German Table Tennis Youth in the DTTB e.V.</p>	German Table Tennis Youth	on-site

	11	Future Class of 22 Reporters	20/08/2022	The four winners of the media challenge from the previous day (see workshop above) were allowed to enter the mixed zone and interview the German table tennis pro Timo Boll.	German Table Tennis Youth	on-site
	12	Honouring cycling athletes	21/08/2022	Junior athlete award (1st/2nd/3rd place German Championships, European Championships, World Championships and Olympics) of the youth of the Bavarian Cycling Federation. Afterwards a test training on a part of the original Munich 2022 mountain bike track in the Olympiapark was planned for interested children and teens. However, this was cancelled at short notice by the federation.	Conducted by the Bavarian Cycling Federation in cooperation with the LOC	on-site
Advanced education	1	Network meeting of Munich's teachers	01/10/2021	Lecture at the network meeting of all Munich sports teachers.	Conducted by Landeshauptstadt München (City of Munich)	on-site
	2	"Lauf dich fit!" advanced training	18/10/2021	Training for teachers in Bavaria. Speech on activities of Future Class of 22.	Conducted by the Bavarian Athletics Association	online
	2	Advanced training for teachers	17/11/2021	Training for physical education teachers in Bavaria	In cooperation with LASPO Bayern	online
	3	Bavarian Tour advanced training	02/12/2021	Lectures at the Bavaria Tour that took place online because of the pandemic, Target group: trainers	Conducted by the Bavarian Sports Association	online
	4	Special consultants advanced training	16/12/2021	Training for sport consultants in Oberbayern (Upper Bavaria)	In cooperation with Regierung Oberbayern (government of Upper Bavaria)	online
	5 – 8	Mental health for youth in and through sport	January 2021	Training for teachers and trainers: <ul style="list-style-type: none"> • 12/01/2022: advanced training on mental health • 18/01/2022: advanced training on mental health • 23/01/2022: seminar on the importance of mental health • 24/01/2022: advanced training on mental health 		online
	9	Workshop for LOC employees	24/01/2022	Workshop on mental health with a focus on burnout and preventive possibilities in and through sport		online
A total of 56 events (16 online, 40 on-site)						

APPENDIX II: YOU MATTER WORKSHOP

HAND IN HAND - BECAUSE...

YOU MATTER-WORKSHOP

MENTAL HEALTH IN SPORTS



Objectives:

1. Deprivation of taboo status and sensitize language of mental health
2. Knowledge acquisition and action improvement towards self and others,
3. Open discussions and honest communication
4. Show children and young people that they are not alone and that it is ok, to ask for help

Participants:

- Sports groups (schools, clubs)
- Age group 12 to 27
- Up to approx. 30 participants per workshop

Concept:

by Janine Ongyerth und Kiki Hasenpusch

1. SENSITIZATION OF THE LANGUAGE AND THE SUBJECT MATTER



- Duration:** 25 minutes
- Material:** Sports cones und material 1 (terms and knowledge gain cards, one set per relay team)
- Variation possibilities:** Running over obstacles, playing as memory game; running alone, in pairs or with the whole group

IMPLEMENTATION

Reverse Relay (15min):

- Reverse relay = The sports group is divided into several teams. Per team the runners start at their own start mark, run to the opposite cone, run around it and back to their own team.
- The cards with the terms lie at the starting marks; the cards with the knowledge gains lie at the opposite site at the cone
- The runner takes one term card from the starting mark and runs with the card to the cone
- Arriving at the cone, the runner must find the matching knowledge gain for their term
- Then the runner takes both cards back to the team and the next runner can start
- The winner is the team that has found the right pairs the fastest and brought them back to the starting line
- After the relay the solutions are compared and discussed

REFLECTION

Subsequent reflection with the group (10min):

- Which effects does everyday language have on you and your conversation partner?
- Why is it important to be aware of our everyday language?
- Why is mental health a taboo subject and what can we do to change it?
- How should you act towards your conversation partners?
- Exchange of ideas and discussion

2. AVOIDING PREMATURE JUDGMENTS AND BUILDING TRUST



Duration: 20 minutes
Material: Music und material 2 (role cards, one for each participant)
Variation possibilities: Role play encounter in the break of a workout routine

IMPLEMENTATION

Role play (10min):

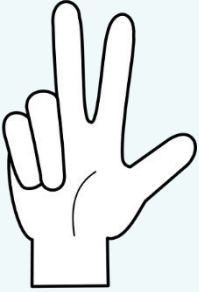
- Pairs are formed, one plays the guest and the other one the host
- Everyone gets a role card with different instructions for the role as a guest or as a host
- It is not allowed to speak
- After a short time for memorizing the instructions, the role play takes place
- End of the game: After 10 Minutes of when nothing changes anymore. The pairs remain in their last action and memorize the facial expression of their counterpart.

REFLECTION

Subsequent reflection with the group (10min):

- How did you feel in the role?
- Which expectations were met or not met? How did you feel about it?
- What worked well and what did not work well? How did it feel?
- In which way has your own behavior changed?
- Did you find out the behavior assignments of the host?
- To which extension do (false) expectations regarding mental health exist? How does this affect yourself and/or others?
- Discussion and exchange of experiences about expectations, premature judging and the consequences of our thoughts and actions

3. REFLECTION ON AND EXCHANGE OF BEHAVIOR AND OPINION

	<p>Duration: 35 minutes</p> <p>Material: Music und material 3 (flash thoughts)</p> <p>Variation possibilities: Movement variations to music, different movement instructions to the commands <i>sport</i> and <i>team</i>;</p> <p>Notice: The focus lies on the reflection of the respective flash thoughts, which have different outcomes depending on the group. It is important to ask the participants for the reasons behind their positioning and thereby to allow the discussion to emerge. The participants are the focus and should have the largest speech share.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">IMPLEMENTATION</p>	<p>Sport-Team-Flash (35min):</p> <ul style="list-style-type: none"> • Like the German game <i>Fire-Water-Flash</i>, all participants run to the music • When the music stops, one of the three commands is called out and the corresponding movement is executed by the participants as quickly as possible: <ul style="list-style-type: none"> ○ <i>Sport</i>: Freeze in a sporty pose ○ <i>Team</i>: Groups of four come together and each group individually performs the same or even synchronous movement together (e.g. jumping jacks or greeting with a foot check) ○ <i>Flash (thoughts)</i>: A statement is read out (e.g. <i>An athlete must be strong.</i>). The participants then position themselves individually based on what they view is the society's opinion (not their own opinion!) just like in an opinion barometer: In the north for disagreement, in the south for agreement and in the middle for concerns or intermediate results -> Each flash though is followed by the reflection; the statement and the reasons for the positioning are discussed.
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">REFLECTION</p>	<p>Intermediate reflection after flash thoughts:</p> <ul style="list-style-type: none"> • How is the current situation? Do you know any current examples? • What would have to change to improve the current situation? • What can we do for improvement? What can we actively do to improve our mental health? How can you support someone with mental health problems? What are your wishes for yourself? • Exchange about own experiences (not a must!) • Discussion and reflection for greater tolerance, support, respect, and acceptance of mental health issues

4. SEND A SIGNAL FOR THE IMPORTANCE OF MENTAL HEALTH AND MUTUAL SUPPORT



IMPLEMENTATION

Duration: 10 minutes

Material: colored cardboard, pens, scissors

Implementation:

- Trace the outline of your own hand on colored cardboard and cut out the paper hand
- Then write a message to yourself and/or others on the paper hand, such as *you're enough* or *you are loved*
- Send the paper hands to the European Championships and become part of the collective artwork as a sign for the importance of mental health:

Address:

European Championships Munich 2022
LOC Office
Janine Ongyerth
Spiridon-Louis-Ring 22
80809 München
Germany



**MATERIAL 1:
MENTAL HEALTH AWARENESS AND LANGUAGE CARDS**

<p>mental health</p>	<p>KNOWLEDGE GAIN:</p> <p>Mental or psychological health is a state of pleasant well-being.</p> <p>Just as a flu is considered a physical illness, we can also have an illness of our psyche or soul. This is called a mental illness.</p> <p>Like our physical health, our mental health also changes. Sometimes we are happy, sometimes sad. If the feeling of not being mentally fit persists for a longer period of time, we should go to the doctor, just as we do with a physical illness as well, and find ways to become mentally healthy again.</p>
<p>depression</p>	<p>KNOWLEDGE GAIN:</p> <p>“Depression is more than just a sad feeling, it’s an illness.”(logo!, 2017)</p> <p>One can no longer be happy about almost anything and feels sad for several weeks or even months. Many feel exhausted, tired and can hardly concentrate. Often one does not want to see anyone and just stays in bed. Some also do not want to live any more.</p> <p>It is important to talk honestly about it with others and to get help. A doctor and appropriate therapy will help to understand and cope with the illness and to improve the mental health.</p>
<p>burnout</p>	<p>KNOWLEDGE GAIN:</p> <p>When you feel totally exhausted, overwhelmed, and burnt out, you have the Burnout Syndrome. This can be a result of high workload, stress, and self-overload.</p> <p>One has the feeling of no longer being able to cope with the daily tasks. The climax of this state of illness is the nervous breakdown. A visit to the doctor and an open and honest approach towards ourselves are important and help to improve the mental health.</p>





<p>trigger</p>	<p>ERKENNTNISGEWINN:</p> <p>Triggers can be our language, noises, sounds, times and more. They cause an emotional and/or a certain behavioral pattern of the body with regard to what has already been experienced.</p> <p>Examples: A discussion about a cut may trigger the desire to self-harm. A derogatory comment about the body can lead to unhealthy eating disorders. A stressful situation can cause panic and flashbacks.</p>
<p>“you can’t”</p>	<p>KNOWLEDGE GAIN:</p> <p>Words can hurt. Phrases such as <i>you can’t do it</i> or <i>you’re not good enough</i> can make a lasting negative impression and can strongly influence the person’s self-confidence.</p> <p>This can lead to losing faith in oneself and truly believing that one is not enough. In the worst case, this can lead to someone doubting the meaning of their own life and not liking to live anymore.</p> <p>The power of language should not be underestimated. It is much nicer to use encouraging words like <i>you are good the way you are</i> or <i>you can do it</i> instead, and to strengthen and support each other.</p>
<p>“Are you retarded?!”</p>	<p>KNOWLEDGE GAIN:</p> <p>Retarded is used as an insult, such the words <i>insane</i> and <i>psycho</i>. It can be very hurtful, especially to people who have a disability.</p> <p>Another important knowledge gain is, that by saying <i>the handicapped</i> or <i>the disabled</i> you reduce someone to the handicap. However, it is about the person, and the handicap or disability is only one of many characteristics. Therefore, the use of <i>person with handicap/disability</i> or <i>having a handicap/disability</i> is better.</p> <p>Our words can hurt and this can have an impact on the mental health and self-esteem.</p>





<p style="text-align: center;">“fatty”</p>	<p>KNOWLEDGE GAIN:</p> <p>Calling someone a <i>fatty</i> is body shaming. It is a swear word. Besides, there are people who suffer from diseases that prevent them from being slim.</p> <p>One should be careful with statements that refer to the appearance of people. You do not know the story behind every person and every body is different, beautiful and unique.</p> <p>Body and food-related statements can have far-reaching consequences. These do not necessarily have to be malicious, but can already be a small remark about breakfast, for example. They can damage self-esteem and lead to a negative body image and eating disorders.</p>
<p style="text-align: center;">“nigger”</p>	<p>KNOWLEDGE GAIN:</p> <p>The n-word is a racist insult and originated with the slave trade and colonialism. At that time, the racist idea was formed that people with black skin color were inferior to whites. Whites claimed they had the right to oppress and enslave blacks.</p> <p>This expression thus continues the racist discrimination into the present. It is very hurtful and discriminatory and should not be used at all.</p>





<p>“loony bin“</p>	<p>KNOWLEDGE GAIN:</p> <p>Colloquially, the psychiatric clinic is sometimes referred to as the <i>loony bin</i>. The term has a negative connotation and is used pejoratively and degrading.</p> <p>A child and adolescent psychiatric ward is a usual clinic. Just as you go to the dentist when you have a toothache, it is important to get help for mental illness. Often, because of the use of terms like <i>loony bin</i>, <i>insane asylum</i> or <i>cuckoo’s nest</i>, people are embarrassed when they have to go to psychiatry.</p> <p>Unfortunately, psychiatry is often a taboo subject because of negative terms like <i>loony bin</i>. Yet it is important to get to the bottom of illnesses and have them treated properly.</p>
<p>“like a girl“</p>	<p>ERKENNTNISGEWINN:</p> <p><i>Like a girl</i> is used as an insult and can affect self-confidence and have a negative impact on the self-esteem of girls and women.</p> <p>Often in society there is the thinking that girls are quiet and good and need to be protected. Boys are expected to be loud and strong. <i>Like a girl</i> is often used to belittle boys when they cry, for example.</p> <p>This stereotypical thinking is wrong because all genders can be strong. This thinking that some characteristics are masculine or feminine should be dissolved.</p>



MATERIAL 2:

ROLE SHEET TO AVOID PREMATURE JUDGEMENTS AND BUILD TRUST

ROLE: HOST

Behavior of the host:

- Signal “yes” by wiggling or pulling your ears.
- Signal “no” with a full turn.
- Point not by hand, but by intense staring.

Expectations for the visitor:

- Shall give a foot check as a welcome.
- Shall do a standing scale and hold the pose for ten seconds.
- Shall take off the own shoes.
- Shall offer a seat on an object (not on the floor).
- Shall sit cross-legged next to the object.

ROLE: VISITOR

Behavior of the visitor:

- Shall not touch any person.

Expectations for the host:

- Shall bow in greeting.
- Shall offer a seat on an object (not on the floor).
- Shall write the name in the air with the finger.
- Shall do jumping jacks.
- Shall borrow a personal item (for example a shoe).

Source of exercise and material 2:

Losche/Püttker (2009). “Interkulturelle Kommunikation – theoretische Einführung und Sammlung praktischer Interaktionsübungen“. Augsburg: Ziel.
Schütze, Anja (2014). Interkulturelles Training – Materialien und Übungen. Herausgegeben von der Deutschen Sportjugend im DOSB. Frankfurt am Main:
Zusammenhalt durch Teilhabe.

MATERIAL 3:

FLASH THOUGHTS FOR REFLECTION OF BEHAVIOR AND OPINION, EXCHANGE OF OWN EXPERIENCES

Notice:

Depending on time and discussion developments, a selection of all flash thoughts or all of them can be mentioned. It is important to keep both the correct statement order and especially the first and the last statement to guide the reflection discussions from the general impression of the society to the improvement possibilities regarding mental health.

- **An athlete must be strong.**
- **An athlete can make his own depression public without consequences.**
- **It is okay if a boy starts crying during a soccer practice.**
- **When asked “How are you?” people always answer honestly.**
- **You can talk about mental health issues with your peers at school or at the sports club.**
- **Mental health problems increased during the pandemic.**
- **If you have a mental illness, you are alone.**
- **Mental health is a topic that needs to be much more actively discussed, addressed, and promoted.**

(Note: Here it is important to steer the conversation towards areas of improvement, such as de-tabooing, and ask for wishes of the participants regarding mental health promotion. What would help the participants? Which changes would they like to see? What would be their dream for the future regarding this topic?)

APPENDIX III: SURVEY

Implementation of Social Sustainability regarding Youth at the European Championships Munich 2022

This questionnaire will be analyzed for the master thesis on the topic *Implementation of Social Sustainability regarding Youth at the European Championships Munich 2022* by Janine Ongyerth. She is currently studying "Olympic Studies, Olympic Education, Organization and Management of Olympic Events" at the University of Peloponnese in cooperation with the International Olympic Academy.

It is very important to have your perspective and expertise on this issue! For your time and effort, at the end of the questionnaire you can enter your contact details in order to receive a ticket for the Olympic Tower in Munich!

The participation is voluntary. To participate in this study, you must be 18 years of age or older. By completing this survey, you agree to participate in this study. Your name as well as your address will not be mentioned in the master thesis.

Thank you very much for your participation! It is much appreciated!

I have read and acknowledged the information regarding this survey.

I. GENERAL INFORMATION

1. What is your name?

2. What is your current gender identity?

 Female Male Diverse Others

3. How old are you?

 12 - 20 21 - 27 28 - 35 36 - 49 50 and older

4. Which organization did you work for at the time of the European Championships Munich 2022?

5. What was your job description at the organization you were working for during the European Championships Munich 2022?

- Intern
- Employee
- Managing director (CEO)
- Board member
- Other: _____

6. What was your job title?

7. Do or did you do sports during some time of your youth (up to 27 years old)?

- Yes, on a competitive level
- Yes, on a non-competitive level
- No

8. How many years of work experience do you have regarding organized sport?

9. How many years of work experience do you have regarding youth programs in sport?

II. EVALUATION OF THE YOUTH PROJECTS AT MUNICH 2022

I. Youth programs of the European Championships Munich 2022:

The Munich 2022 Sports Badge, the Young Leaders Forum, and the Future Class of 22.

II. The Future Class of 22 consists of the following pillars:

1. **Future Class of 22 Competitions** with schools
2. **Future Class of 22 Community** (online-community for young people between 14 and 20 years): offering (a) online and in-person workshops on topics such as mental health, youth participation and inclusive trends, (b) active participation at the Munich 2022 event, (c) activities and education regarding the nine Munich 2022 sports, including Meet & Greets with professional athletes
3. **Future Class of 22 Action Days**, including the Action Day for schools, the Move for Solidarity Day for refugees and all children living in and nearby Munich, the Go Green Day that motivated students in Bavaria to go by bike to school, the Inspiration Day for students of a local Montessori School, a table tennis practice with star player Dimitrij Ovtcharov and more
4. **Future Class of 22 additional events** during Munich 2022, such as a festival day for children in need, The Roofs Gymnastics Show, the TUM Youth Engagement and Media Day, the Inspiration Tour in cooperation with the children's hospice, and more
5. **Advanced trainings for teachers and coaches** on topics such sports activation and mental health

-> Overall 56 Future Class of 22 events took place, and reached around 83.000 young people and around 2100 teachers and coaches.

10. In which of the youth programs did you/your organization participate in?

Munich 2022 Sports Badge

Young Leaders Forum

Future Class of 22

11. Question for cooperation partners: Why did your organization decide to become a cooperation partner regarding youth programs of Munich 2022?

12. Which challenges did you face during the planning and implementation of the Munich 2022 youth programs?

13. What was your personal highlight regarding the youth programs of Munich 2022 and why?

14. What was your organization's highlight regarding the youth programs of Munich 2022 and why?

15. How do you like the implementation of the following youth programs of Munich 2022?

	--	-	o	+	++	N/A
Munich 2022 Sports Badge						
Young Leaders Forum						
Future Class of 22						

16. How do you rate the implementation of the following Future Class of 22 events?

	--	-	o	+	++	N/A
Future Class of 22 Competitions						
Future Class of 22 Community						
Future Class of 22 Activation Days (overall)						
Future Class of 22 additional events at Munich 2022						
Future Class of 22 training courses for teachers and coaches						
Future Class of 22 You Matter Campaign (mental health)						
Future Class of 2 Action Day for schools						
Move for Solidarity Day (for refugees and children in and around Munich)						

17. How do you rate the experience of participation in one or more Munich 2022 youth programs for...

	very bad	bad	neutral	good	Very good
Children / youth					
Teachers / coaches					
Schools					
Federations / clubs					

18. Regarding your expertise, to which extend were the following goals successfully accomplished?

	--	-	o	+	++
Increase sport motivation and activation					
School, club and federation cooperations					
Youth participation					
Youth empowerment					
Your organization's goals					

19. Can you name evidence and/or examples for your answers in question nr. 18?

20. How would you rate the overall success of the Munich 2022 youth programs?



III. IMPLEMENTATION OF SOCIAL SUSTAINABILITY REGARDING YOUTH

Social Sustainability is based on five principles, seven topics and five values.

21. According to your opinion, to which extend were the following values transmitted?

	--	-	o	+	++
Fair play					
Respect					
Friendship					
Excellence					
Participation					

22. How satisfied were you with the implementation of the following topics?

	very dissatisfied	dissatisfied	Neither satisfied nor dissatisfied	satisfied	very satisfied	N/A
Values						
Health						
Education						
Inclusion						
Diversity						
Integration						
Civic engagement						

23. According to your opinion, to which extent were the following principles of social sustainability reached?

1. **Equity:** the aim to reduce disadvantage for certain groups, to help youth to have more control over their own lives and the promotion of fairness.
2. **Diversity:** inclusion of different groups, recognizing diversity, education regarding diversity, promoting acceptance and understanding
3. **Quality of life:** support of physical and mental health, training, education, and skill development opportunities
4. **Social cohesion:** increasing participation in social activities, linking different social groups, and supporting youth by encouragement, access to civic and public institutions
5. **Democracy and governance:** active participation of youth and their representation at decision-making processes

(Sen, as cited in Hodgson, n.d.)

	--	-	0	+	++	N/A
Equity						
Diversity						
Quality of life						
Social cohesion						
Democracy & governance						

24. Do you believe that the Munich 2022 youth programs have a long term effect regarding social sustainability?

Yes

Maybe

No

25. Please explain your answer in question nr. 24.

III. SUSTAINABILITY AT LARGE SPORTING EVENTS

Sustainability consists of the economic, the ecological and the social dimension.

According to the DOSB the **ecological dimension** includes the areas of environmental and nature protection. The **economic pillar** refers to economy, good governance and human resources development. And **social sustainability** refers to the education of values including fair play, respect, excellence, participation. Additionally, it also consists of the topics of health, education, equality, inclusion, diversity, integration and civic engagement. (DOSB, 2019)

26. Overall, how important do you think is it to include sustainability in a large sporting event's concept?

Not at all important					Extremely important
1	2	3	4	5	

27. Can you explain and give reasons for your answer at question nr. 26?

28. According to your opinion, which dimension of sustainability is most important when it comes to organizing large sporting events?

Economic

Ecological

Social

All three are equally important

29. Would you participate again in the Munich 2022 youth programs?

Yes

Maybe

No

30. Would you recommend implementing social sustainability concepts regarding youth to future large sporting events?

Yes

Maybe

No

31. Can you explain and give reasons for your answer to question nr. 30?

32. Do you have any suggestions for improvement?

33. Do you have any further comments?

Thank you very much for your participation!

In case you want to receive one ticket for the Olympic Tower in Munich:

Please enter your contact details.

(These will only be used for sending the ticket and will be deleted afterwards.)

First and last name

Street and number

ZIP code and city

Country

APPENDIX IV: RESULTS OF SURVEY

Number of responses: 21

The survey was offered in the languages English and German. All German results were translated into English and small language mistakes were corrected without changing the sentence structure or content.

I. GENERAL INFORMATION

1. What is your name?

Not mentioned due to confidentiality.

2. What is your current gender identity?

Answer	Times Chosen	Percentage
Female	11	52.38%
Male	10	47.62%
Diverse	0	0%
Others	0	0%

3. How old are you?

Answer	Times Chosen	Percentage
12 - 20	3	14.29%
21 - 27	6	28.57%
28 - 35	5	23.81%
36 - 49	4	19.05%
50 and older	3	14.29%

4. Which organization did you work for at the time of the European Championships Munich 2022?

German Sports Youth, National Paralympic Youth Germany, German Canoe Federation, German Rowing Federation, German Table Tennis Association, German Triathlon Union, German Volleyball Federation, German Alpine Club Section Munich, Bavarian Athletics Association, Bavarian Table Tennis Association, Bavarian Cycling Federation, Bavarian Sports Association, Bavarian Sports Youth, Bavarian Volleyball Federation, Bavarian Gymnastics Federation, Felix-Neureuther Stiftung, LOC Munich 2022, LOC Munich 2022, LOC Munich 2022, LOC Munich 2022, LOC Munich 2022, LOC Munich 2022

6. What was your job description at the organization you were working for during the European Championships Munich 2022?

Answer	Times Chosen	Percentage
Intern	5	23.81%
Employee	11	52.38%
Managing director (CEO)	3	14.29%
Board member	2	9.52%
Other	0	0%

6. What was your job title?

Board Member, Board Member, COO, Employee, Employee Youth, Employee for Sport Development, Intern, Intern, Intern, Intern, Managing Director, Managing Director, National Youth Work Advisor / Marketing Staff, Project Lead, Project Manager, Project Manager, Project Manager for Youth Sport, Project Manager European Championships, Student Trainee, Youth Delegate, Youth Work Employee

7. Do or did you do sports during some time of your youth (up to 27 years old)?

Answer	Times Chosen	Percentage
Yes, on a competitive level	17	80.95%
Yes, on a non-competitive level	4	19.05%
No	0	0%

8. How many years of work experience do you have regarding organized sport?

0, 0, 0, 0, 0.5, 1, 2, 2, 2, 3, 3, 4, 4, 8, 10, 10, 12, 15, 16, 25, 32

9. How many years of work experience do you have regarding youth programs in sport?

0, 0, 0, 0, 0.5, 1, 1, 2, 2, 2, 3, 3, 4, 6, 6, 12, 12, 15, 16, 25, 32

II. EVALUATION OF THE YOUTH PROJECTS AT MUNICH 2022

10. In which of the youth programs did you/your organization participate in?

Answer	Times Chosen	Percentage
Munich 2022 Sports Badge	17	80.95%
Young Leaders Forum	7	33.33%
Future Class of 22	15	71.43%

11. Question for cooperation partners: Why did your organization decide to become a cooperation partner regarding youth programs of Munich 2022?

- As the youth organization of the national Olympic Committee in Germany we felt committed to the idea of Munich 2022 as legacy of the Olympic Games 1972. Furthermore, we were convinced by the concept of The Future Class Project as a Youth Project.
- As rowing was represented as a sport at the European Championships, it was out of the question for us to participate in the possibilities of the presentations. We wanted to introduce rowing as a sport to many children, and also parents to get to know rowing as a sport.
- Great chance to give kids a low-threshold introduction to the sport of triathlon; good platform to reach a lot of kids and teenagers, not only kids from Germany, but from all over Europe; everyone can participate, no previous experience necessary; to have the possibility to reach not only kids who are interested in triathlon, but also and especially kids who have had no contact with the sport of triathlon yet; to draw attention to the sport of triathlon and to show its presence; to increase the awareness of the sport especially in the children and youth area and in the best case to win new kids for the clubs.
- Showing presence at the EM, advertising for member clubs, networking
- Realization of the final of the "Beweg dich schlau! Championships" at Munich 2022 with high media attention; children experience professional sporting competitions while doing sport themselves, role model function
- Youth projects are important to present (beach) volleyball. It's very important for our federation to interest kids in the sport. Especially the presentation of our sport in schools is an important component of our youth strategy. Using the (media) attention an event like Munich 2022 gets for a youth project helps a lot. In comparison to other projects it was way easier to convince the clubs and schools to participate.
- some sport competitions should be para competitions --> so we were invited as organization (national paralympic committee / for the youth); inclusion should be more seen (sensitization); exchange and development of a sustainable network
- Table tennis in general is underrepresented in television and public press. It was the great opportunity to present our popular sport for the public in combination with the European Championships and other sport at a well-known place with high customer frequency. Some projects did not run, especially because of corona-times: We unfortunately could not organize a Future Class of 22 table tennis tournament with schools in or nearby Munich.

- Athletics was the focus of the EC, so it was clear that we would participate here!
- The DTTB offers many activities for children and young people, we wanted to present them. Further we were able to present table tennis as an outdoor sport. Cooperations with other sports.
- Our main arguments for participating in this project were the opportunity to reach lots of people, represent the diversity of our sport and get in touch with young people. We are always looking for possibilities to represent our sport and engage people to go canoeing.
- High visibility, recruiting members
- Because we as the Section of Munich are committed to Munich as a sporting location - and climbing is one of our core sports.
- I worked for the LOC.

12. Which challenges did you face during the planning and implementation of the Munich 2022 youth programs?

- Due to the fact that the headquarter of the German Sports Youth is located in Frankfurt, it was difficult to participate in projects in Munich over the whole project period. Corona was also a challenge as many workshops could only take place digitally.
- Very detailed planning with the LOC on site, opaque situation on set-up day, personnel resources (we only have 15 full-time employees and to cover the entire two weeks in Munich was an enormous challenge, especially considering the fact that we had a parallel 8-day youth event which also had to be taken care of)
- Logistics and personnel
- To set up a suitable program at short notice within the framework of the LSV and to bring all the associated clubs that were involved under one hat.
- To bundle networks that are able to handle larger projects in equal shares, with differences in the workforces of the individual associations.
- Time expense, not (only) manageable with existing staff --> trainee hired, volunteer helpers, cooperation with the umbrella organization Bund Deutscher Radfahrer; work in the organization had to take a back seat in some cases; much more popularity (see number of participants) than expected, very exhausting 2-3 weeks around the event; organization of material (bicycles, parcour) challenging
- Motivate schools and teachers to participate in the project (especially district competitions), prospect of finals during summer vacations was not good
- Comprehension of the total scope of the Future Class 22 and the role of our project in the overall picture. The actual planning, on the other hand, went very well.
- Covid related it was difficult to reach schools and get them to participate. When the restrictions were eased it got easier. Also there were minor financial challenges (like always in sports).
- Accessibility around the Olympic park, where our information stand was placed - for example the area we were given in the beginning wasn't level (flat) and had grass on the ground, so that people in the wheelchair found it difficult to move around
- Normally table tennis is an "indoor-sport". We had to face "outdoor conditions" like sun (heated tables!), wind, rain, ... to provide a fair sports badge competition. The number of volunteers needed for supply of our sports program during the whole time, was extremely high and difficult to recruit.
- Staff shortage, financial support
- The biggest challenge was to find helpers for the entire period of the event.
- Our main challenge was recruiting enough volunteers from our organisation, especially during the summer holidays. Additionally, we couldn't represent our sport appropriately,

due to the lack of water/possibility for paddling, and we had to change the plans for our activities multiple times.

- To successfully implement all goals and plans, which overall we succeeded in doing.
- Personnel capacities in planning as well as implementation on site; high demands from the organization committee on the partly voluntary structures in the top association
- Coordination with the LOC about type and extent of our engagement, internal coordination about format and participants; supervision of the stand and the climbing tower over 13 days in the middle of summer
- No significant challenges in planning and implementation
- Working for EC2022 was my first full-time job and in the beginning it was a challenge getting used to the new working environment, but thanks to great colleagues I had a great time.
- In the planning of the action day for the schools, it was sometimes complicated to find exercises and movement tasks to bring the sport of gymnastics closer to the students because the classic equipment could not be set up in the Olympic Hall. Moreover, due to Corona, the qualifying competitions could not take place, so all teams were invited to the final gymnastics competition. Shortly before the competition day there were many cancellations or changes regarding the apparatus or participants because some students tested positive. To the sports badge: Here it was also not so easy to find exercises that clarify the gymnastics requirements and can be adapted to each age group. Or rather, also because the visitors all have a different level of performance. Because here, too, the classic gymnastics equipment could not be used.
- Coordination with various sport organizations, acceptance and willingness to participate in the activities from a school's perspective.

13. What was your personal highlight regarding the youth programs of Munich 2022 and why?

- Taking part in a medal ceremony together with Gfreidi :-)
- The many people who came to the stands day after day, the kids who participated in the sports badge full of ambition, the atmosphere in the Olympic Park (had something of European Olympic Games), the fact that we were accredited as "volunteers" and could also watch sports events.
- The sports badge and the many different sports activities for the kids that it included. And that the kids had the opportunity to get a taste of every sport that was also part of the European Championships and to participate in really cool hands-on activities and get moving. And all this in a great ambience, the Olympic Park and in the context of the European Championships. Simply a great program/event for kids (and their families)!
- The Munich 2022 Sports Badge as an accompanying sports offer for kids in the context of the competitions and as a presentation area for the sports that were part of Munich 2022.
- Participation at Munich 2022 Sport Badge
- Networking success of all associations at the Young Leaders Forum
- Outreach and versatility of opportunities for youth in the Future Class of 22
- Sport badge: Great response from participants, positive feedback throughout. What was very well received was that not only the kids, but the whole family could participate.
- "Beweg dich schlau! Championships", project of the heart, focus was only on the organization, planning and implementation of this project.
- Atmosphere in the Olympic Park was terrific, witnessing athletic competitions as well
- Even playing a role in allowing children to participate in an enthusiastic sports program. We could see the impact directly, the kids obviously benefited from it.

- The final of the Future Class of 22 tournament on the Center Court at Königsplatz in Munich. Seeing that the kids, parents and teachers were heaving are really good time and all the hard work paid off was really cool.
- All the different themes during the online courses & all the young leaders taking part at the Future Class of 22 and also in the different types of youth events during the European Championships.
- Sorry, there were so many "highlights" - promotion on Odeonsplatz in the beginning with many members of the Class of 22 playing table tennis; the crowd, especially the kids playing on nearly 20 tables of different sizes with bright eyes; ...
- The daily influx of enthusiastic children and parents.
- The festival in the Olympic Park - the atmosphere, the different cultural and sports events.
- My personal highlight was a girl in a wheelchair, who really wanted to sit in one of our boats. So we somehow managed to help her to take place. She was so grateful and happy - it totally made our day. In the end, we even could help her to get in contact with a coach to try paracanoe.
- To make it possible for children and youth in need to participate in events for which they sometimes do not get the opportunity.
- International field of participants.
- The possibility to see several running and cycling competitions live from our stand - as well as the last evening at the stadium!
- The many free offers and events, such as the Munich 2022 Sports Badge and the prizes associated with it, which made many parents, young people and children happy who might not otherwise have the opportunity to participate in such free events.
- I really enjoyed when a group of kids got to meet German artist Elif. In the beginning they were really shy but in the end they all had a very personal conversation together and as a highlight she offered to take selfies with the kids. Seeing that joy in the kids' faces was a real highlight for me.
- My personal highlight was the award ceremony in the Olympic Hall of the gymnastics school competition. The students had the opportunity to present themselves on the European stage and to feel like professional athletes. You could see the pride in their eyes. I would have loved to experience that as a child.
- Engaging the youth and creating awareness for different topics.

14. What was your organization's highlight regarding the youth programs of Munich 2022 and why?

- The possibility to conduct workshops on several topics which are very important to the German Sports Youth and the visibility as a cooperation partner.
- As a federation, we were able to sell the appearance at the European Championships extremely well within the framework of our public relations work and, apart from the sporting achievements, report positively about the European Championships 2022.
- The highlight was that, regardless of whether young or old, everyone who took part in our activities had great fun. It was simply great to see how much fun the kids, but also their parents, had and how well our exercise course, TRI-FUN-RUN, was received. Some of them couldn't get enough, wanted to run the course more often and even came by on several days. And, of course, that so many kids and young people took part in the sports badge and our participation program.
- For us, the Beweg dich schlau! finale on the Heimat Roof was certainly the big highlight. This successfully ends a one-year exercise campaign.
- Munich 2022 Sports Badge

- Sports badge: Great response from participants, positive feedback throughout. What was very well received that not only the children, but the whole family could participate.
- "Beweg dich schlau! Championships" and tent for children - and youth sports, as they were own projects
- Being part of a major sports event is great for the portfolio. To accommodate the program in the organized sport, helps the efficiency very much.
- The big tournament of the Future Class of 22 at the ZHS beach area in Munich. 200 kids playing beach volleyball and some of them being new to the sport and nevertheless enjoying it showed it was the right idea.
- Organization stand in the Olympiapark with showing our offers and support for the youth with a disability
- We could proof, that table tennis is a competitive and highly professional sport and an activity for pleasure time as well.
- The contact with many different people, to experience a flair that has not been seen in Munich since 1972.
- The presentation of table tennis and the sport badge. The actions were super accepted, many families were on site - a great family celebration over a long period of time.
- The big number of people we got in contact with was great and definitely a highlight. No matter which age, we could engage many people trying canoeing or joining an association.
- Achieving goals through uncomplicated cooperations with each other.
- Visit of former professional athletes
- To be part of the biggest sports event in Munich since 1972!
- All goals and plans were successfully realized
- The LOC was organizer of three main youth programs (as mentioned above) and I enjoyed all of them equally.
- I think the sport badge was the highlight for the Bavarian Gymnastics Federation BTV. Because of the many participants in the sports badge, many visitors came by the BTV stand. So in general and in particular for the Landesturnfest in Regensburg advertising could be made. With the help of the Airtrack products, many visitors could be inspired and collect first experiences of gymnastics movement patterns with the hope to inspire more people for sports.
- Young Leaders Forum

15. How do you like the implementation of the following youth programs of Munich 2022?

	-- 1		- 2		o 3		+ 4		++ 5				N/A -
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%			
Munich 2022 Sports Badge	0	0%	0	0%	0	0%	6	33.33%	12	66.67%	4.67	0.47	3
Young Leaders Forum	0	0%	0	0%	2	22.22%	4	44.44%	3	33.33%	4.11	0.74	12
Future Class of 22	0	0%	0	0%	3	17.65%	3	17.65%	11	64.71%	4.47	0.78	4

16. How do you rate the implementation of the following Future Class of 22 events?

	-- 1		- 2		o 3		+ 4		++ 5				N/A -
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±	Σ
Future Class of 22 Competitions	0	0%	0	0%	1	7.14%	4	28.57%	9	64.29%	4.57	0.62	7
Future Class of 22 Community	0	0%	0	0%	3	23.08%	4	30.77%	6	46.15%	4.23	0.8	8
Future Class of 22 Action Days (overall)	0	0%	0	0%	1	9.09%	3	27.27%	7	63.64%	4.55	0.66	10
Future Class of 22 additional events at Munich 2022	0	0%	0	0%	1	8.33%	3	25%	8	66.67%	4.58	0.64	9
Future Class of 22 training courses for teachers and coaches	0	0%	0	0%	1	16.67%	1	16.67%	4	66.67%	4.5	0.76	15
Future Class of 22 You Matter Campaign (mental health)	0	0%	0	0%	2	22.22%	1	11.11%	6	66.67%	4.44	0.83	12
Future Class of 22 Action Day for Schools	0	0%	0	0%	1	9.09%	3	27.27%	7	63.64%	4.55	0.66	10
Move for Solidarity Day (for refugees and children in and around Munich)	0	0%	1	10%	2	20%	2	20%	5	50%	4.1	1.04	11

17. How do you rate the experience of participation in one or more Munich 2022 youth programs for...

	Very bad 1		Bad 2		Neutral 3		Good 4		Very good 5		Ø ±	
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Children/ youth	0	0%	0	0%	0	0%	1	4.76%	20	95.24%	4.95	0.21
Teachers/ coaches	0	0%	1	4.76%	6	28.57%	8	38.1%	6	28.57%	3.9	0.87
Schools	0	0%	0	0%	5	23.81%	7	33.33%	9	42.86%	4.19	0.79
Federations/ clubs	0	0%	0	0%	1	4.76%	8	38.1%	12	57.14%	4.52	0.59

18. Regarding your expertise, to which extend were the following goals successfully accomplished?

	-- 1		- 2		o 3		+ 4		++ 5		Ø ±	
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%		
Increase sport motivation and activation	0	0%	0	0%	2	9.52%	7	33.33%	12	57.14%	4.48	0.66
School, club and federation cooperations	0	0%	0	0%	6	28.57%	9	42.86%	6	28.57%	4	0.76
Youth participation	0	0%	0	0%	3	14.29%	7	33.33%	11	52.38%	4.38	0.72
Youth empowerment	0	0%	0	0%	9	42.86%	5	23.81%	7	33.33%	3.9	0.87
Your organization's goals	0	0%	0	0%	0	0%	9	42.86%	12	57.14%	4.57	0.49

19. Can you name evidence and/or examples for your answers in question nr. 18?

- See above answer 14: The possibility to conduct workshops on several topics which are very important to the German Sports Youth and the visibility as a cooperation partner.
- We were able to report positively about the European Championships as a federation and thus, despite poor sporting performance, create a more positive image for the federation. There were many children and young people who said after their session on the rowing ergometer that they would like to join a rowing club as soon as possible. Unfortunately, we did not "pick up" on these prospects and follow up to see if they signed up with a rowing association.
- Many children and youth were reached through the sports badge and a lot of data was collected, two important goals for our organization. It was also evident in the way the kids participated in our participatory program that, at least at that moment, they had a

- desire to exercise and were very motivated. Whether and to what extent this contributes to a sustainable increase in sports motivation and activation, I can't say.
- Basically, sporting events of this magnitude create a lot of attention for sports apart from soccer. This creates impressions and role models for children and young people to become active in sports themselves. For me, this combined with the many different offers directly on site leads to the consistently positive evaluation.
 - Within the scope of the possibilities, the Future Class of 22 was planned and implemented exemplarily regarding the entire project management.
 - n/a
 - Within the framework of the Beweg dich schlau! Championships, children of primary school age, especially in the 3rd grade, were motivated to participate in sports, and cooperation between schools and clubs was also promoted. Therefore, the organization's goal of promoting exercise and establishing and expanding cooperations was achieved.
 - Youth participation and empowerment of youth was not a focus in my project, therefore I marked it with "o".
 - Regarding sports motivation in particular, the connections to schools were strong through various channels. This cannot be present enough.
 - One Future Class of 22 school team consisted entirely of none club players. All kids learned volleyball in school. After the tournament they convinced their teacher to form a team and compete on official club level.
 - We were talking with families who have children with a disability searching for some activities in their free time. We gave them a lot of opportunities; also networking with other organizations and working on a sustainable network helping each other.
 - n/a
 - There is no sustainability in numbers. Basically we see it as fun for the children and to interest them in athletics. However, whether this is connected with a real benefit (in the form of later club membership) is questionable.
 - What is certain is that the entire program was a gain for the acceptance of large sporting events in society. We hope for a repetition!
 - The interest in the actions as well as the demand concerning a corresponding table tennis club near the place of residence.
 - Concerning the whole event, it was a big success for our organization. Lots of people asked us about possibilities for canoeing and canoe federations. We were really happy for the opportunity to represent our sport to so many interested people.
 - Possibility to try many sports -> reach motivation to do more sports.
 - 1155 participating young people, but little demand for volleyball opportunities in the region.
 - Incredible number of young people who took advantage of the climbing opportunities
 - Children and young people were motivated to try out the many different sports, especially because of the wide range of sports on offer, for example within the Munich 2022 Sports Badge. In addition, the contact with schools and clubs went smoothly and led to great joint experiences and successes.
 - Action days where students got to try out new sports taught by professionals. Move for Solidarity Day where a massive variety of sports was offered and many people tried out different activities. TUM students had the exceptional opportunity of interviewing Felix Neureuther. And a group of children got to have lunch and a great conversation with him. Student interns - big up for Melli and Toni. School tournaments.
 - The feedback from the teachers after the Action Day for schools and the competitions was very very positive. Because the Turn10 program allows the gymnasts to create

their own program, even those who have not been in the club for years, children and youth can easily participate and show their strengths. I had the impression that visitors who are not so fit motorically participated in the sports badge, so the sport activation and motivation were accomplished.

- Participants reached through the sports badge, youth engagement through Future Class of 22 events.

20. How would you rate the overall success of the Munich 2022 youth programs?

Rating	Times Chosen	Percentage
1	0	0%
2	0	0%
3	1	4.76%
4	8	38.1%
5	12	57.14%
∅	4.52	
±	0.59	

III. IMPLEMENTATION OF SOCIAL SUSTAINABILITY REGARDING YOUTH

21. According to your opinion, to which extend were the following values transmitted?

	-- 1		- 2		o 3		+ 4		++ 5			
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±
Fair play	0	0%	0	0%	2	9.52%	10	47.62%	9	42.86%	4.33	0.64
Respect	0	0%	0	0%	2	9.52%	9	42.86%	10	47.62%	4.38	0.65
Friendship	0	0%	0	0%	3	14.29%	6	28.57%	12	57.14%	4.43	0.73
Excellence	0	0%	1	4.76%	7	33.33%	7	33.33%	6	28.57%	3.86	0.89
Participation	0	0%	0	0%	0	0%	9	42.86%	12	57.14%	4.57	0.49

22. How satisfied were you with the implementation of the following topics?

	Very dissatisfied 1		Dissatisfied 2		Neither satisfied nor dissatisfied 3		Satisfied 4		Very satisfied 5				N/A -
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±	Σ
Values	0	0%	1	5%	3	15%	5	25%	11	55%	4.3	0.9	1
Health	0	0%	1	5%	2	10%	8	40%	9	45%	4.25	0.83	1
Education	0	0%	1	5.88%	7	41.18%	4	23.53%	5	29.41%	3.76	0.94	4
Inclusion	0	0%	3	15%	4	20%	7	35%	6	30%	3.8	1.03	1
Diversity	0	0%	1	5%	3	15%	5	25%	11	55%	4.3	0.9	1
Integration	0	0%	1	5%	2	10%	8	40%	9	45%	4.25	0.83	1
Civic engagement	0	0%	2	10%	4	20%	6	30%	8	40%	4	1	1

23. According to your opinion, to which extend were the following principles of social sustainability reached?

	-- 1		- 2		o 3		+ 4		++ 5				N/A -
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	Ø	±	Σ
Equity	0	0%	0	0%	2	10.53%	9	47.37%	8	42.11%	4.32	0.65	2
Diversity	0	0%	0	0%	2	10%	10	50%	8	40%	4.3	0.64	1
Quality of life	0	0%	0	0%	1	5.56%	8	44.44%	9	50%	4.44	0.6	3
Social cohesion	0	0%	0	0%	3	14.29%	8	38.1%	10	47.62%	4.33	0.71	0
Democracy & governance	0	0%	1	5.88%	7	41.18%	5	29.41%	4	23.53%	3.71	0.89	4

24. Do you believe that the Munich 2022 youth programs have a long term effect regarding social sustainability?

Answer	Times Chosen	Percentage
Yes	8	38.1%
Maybe	11	52.38%
No	2	9.52%

25. Please explain your answer in question nr. 24.

- I believe that the experiences of the projects have a long term effect because there is a strong emotional link with the sport event of the European Championships as a community experience.
- Since this was only a one-time action, it will not have any long-term effect on social sustainability. The important thing is to develop the topic further and to make it a part of further European Championships in any case.
- It is not possible to say whether the projects will have a long-term effect.
- For me, the event with all its projects certainly has a positive impact on the children and young people in terms of the points mentioned. Unfortunately, it is always difficult to judge how long term this will remain in the minds, should the influence and impressions be different again after such an event.
- The focus was placed on sustainable mechanisms in relation to all concepts. Areas included club sport, integration by sport, school sport and many more.
- I think, on the participants common projects always have a good influence and promote also the engagement of the youth. I myself have participated since my youth in

numerous youth and sports events both as a participant but also as an organizer. Children and young people always take away good experiences for their further lives.

- In the context of the Beweg dich schlau! Championships, the further cooperation of the Felix-Neureuther-Foundation and the BLSV was unfortunately rejected.
- If youth projects like at Munich 2022 get more often the same or a bigger presence at big events, the successes achieved here can hopefully be reproduced in a global setting.
- I think the participating kids will remember the events for a long time and it will give them joy. They learned that doing sports is a nice activity and therefore will further do sports. This leads to further contact to values like fair play because they are omnipresent in sports.
- Hopefully the youth will take the motivation of Munich 2022 as a kick-off for themselves and for their social commitment. I guess we need to bring all the topics to the youth and the people every day - otherwise it doesn't help and the projects won't have a long term effect; the organizations and the youth need to help each other working daily on the projects to reach a sustainability.
- It is difficult to generalize from one event to further developments. Repetition and accompanying measures are needed.
- n/a
- The experience has made a small contribution to proceed accordingly in the future.
- I can only speak for the sports badge because we didn't take place in the other activities. Concerning the sports badge I'm not certain about the long-term effect. I definitely believe that this program helped to engage young people in sports and movement, and maybe even helped them to join an association. Maybe, more projects like this one could help to improve the interest of young people in sports and thereby have an effect on the social sustainability.
- I think it definitely has a long-term effect because in very many events the social cohesion between young people & adults was promoted.
- Due to capacity reasons, no evaluation could be carried out. However, there were no follow-up inquiries about volleyball offers or other opportunities to participate.
- The fast pace of life nowadays makes it difficult to make a meaningful statement here.
- Not sure, on the one hand it provided motivation for many to try out sports, on the other hand for some it might have been just a special experience at that moment.
- I am unsure how many kids are really highly motivated to put a lot of effort into seriously changing things in sports. However, I am open to be proven wrong.
- I think the children and young people who were able to take part in the competitions and experience the atmosphere of an international competition at a high level will remember this for the rest of their lives. Above all, the teaching of values through the Fair Play Challenge at the competition will remain in the memory of at least the winning teams because they won tickets. I also believe that the event showed how much fun exercising can be and that there is a suitable sport for everyone, especially after the pandemic sports break.
- By nurturing the future of sport, and other co-variables (teachers) more awareness for the values of sport besides competition and achievement.

III. SUSTAINABILITY AT LARGE SPORTING EVENTS

26. Overall, how important do you think is it to include sustainability in a large sporting event's concept?

Selection	Times Chosen	Percentage
1 (Not at all important)	0	0%
2	0	0%
3	1	4.76%
4	7	33.33%
5 (Extremely important)	13	61.9%
Ø	4.57	
±	0.58	

27. Can you explain and give reasons for your answer at question nr. 26?

- It follows the principle of "Do not harm". It is important with regard of the legacy of major sport events and for the acceptance by the society.
- There are so many things, some of them so simple, that can be taken into account when organizing a major sporting event that it is definitely worth paying particular attention to sustainability. Sustainable use of sports facilities, short transport routes between sports venues for athletes, spectators and coaches, promotion of public transport, construction of sports facilities in the middle of the city (people don't have to go to the sports, but the sports come to the people)
- Sustainability is a very important topic nowadays and should be included in all areas!
- For me, major events are a huge highlight and so I personally also accept if it is not perfectly sustainable in all areas. However, this topic should always be considered, because it is also important in terms of external effectiveness and legitimacy of an event.
- Nowadays, major sporting events are more than just commercial competitions. The sport serves as instrument around social, political and sport development-technical progress, and these progresses are also demanded by the politics that fund these events.
- The population should always benefit beyond the major sporting event. Be it through the use of the existing infrastructure/sports facilities, or networks, and more. The Olympic Park in Munich is a very good example here.
- Sustainability should be considered in the planning, as all three pillars have an extremely high value, which will continue to grow. It is also important to continue to have the attractiveness and support of major sporting events.
- Ecological and social components are each self-explanatory for me in a global context. The economic component is more difficult - especially for developing countries as hosts, as major events have too often acted as a flash in the pan. Especially in this context, sustainability is important to me.
- Otherwise the region and its people would suffer from a large sporting event and not benefit.

- Without the people who give their social life and their free time, there would be no implementation of major sporting events.
- We don't have to start again at point zero every time - we need to grow with the time; in terms of ecological sustainability, we should access and reuse things; also the economic situation would help people to visiting more often, taking part in volunteer work/visitor
- Sport is part of society; sport should stay to its values – for example fairness; sport should be an example of all society related items
- Without sustainability there is no acceptance, neither by the population nor by the institutions involved.
- Sustainability has to be seen from a social point of view, i.e. it has to be at the forefront of major events as well.
- Regarding the future, there is a great need for improvement in the ecological (climate change) but also social (integration, inclusion) components. Big events, which bring people from different places, cultures or walks of life together, are a great chance to implement sustainability concepts.
- Since sport events not only promote physical health but also the social aspect, sustainability should always play a major role.
- Without social acceptance, major events in this form will no longer be possible in the future. For this, sustainability plays the biggest role.
- n/a.
- Sustainability is there to show someone how to live a healthy life, so sporting events can bring not only physical health, but also social aspects, such as fair play.
- Sports attracts the attention of billions of people and therefore offers a great stage for inspiration for change.
- Sport has many positive effects on the health of the population. In order to maintain the activation of the people, it is therefore useful to carry out the sporting events in harmony with the population and politics, so that they continue to be enthusiastic about sporting things. Conversely, this will relieve or reduce the burden on health insurance companies or hospitals.
- Importance of reaching and targeting the future generations, creating awareness and respect towards sport. Only this way can values such as fair play be passed on but also different sports be brought closer to the future athletes.

28. According to your opinion, which dimension of sustainability is most important when it comes to organizing large sporting events?

Answer	Times Chosen	Percentage
Economic	3	14.29%
Ecological	2	9.52%
Social	2	9.52%
All three are equally important	14	66.67%

29. Would you participate again in the Munich 2022 youth programs?

Answer	Times Chosen	Percentage
Yes	20	95.24%
Maybe	0	0%
No	1	4.76%

30. Would you recommend implementing social sustainability concepts regarding youth to future large sporting events?

Answer	Times Chosen	Percentage
Yes	20	95.24%
Maybe	1	4.76%
No	0	0%

31. Can you explain and give reasons for your answer to question nr. 30?

- It is not possible to separate social sustainability from the other dimensions because they affect each other.
- Moreover, sport event organizers should make social sustainability a key issue because it is the purpose of sport organizations to strengthen the social impact.
- Children and young people see socially sustainable contexts in a new and different way and can therefore develop new and innovative ideas.
- Sport offers a good platform/opportunity to bring the topic closer to children and, above all, to allow them to experience it. They are in direct interaction with other kids and can learn from and with each other (interaction and exchange with each other).
- Young people's projects in the context of sport are essential, and large sporting events should always lead the way as a beacon.
- Familiarize as early as possible with the values of sport and integrate them into the above-mentioned topics.
- Education, inclusion and diversity are crucial factors for the value of sport among young people.
- A socially sustainable event has the possibility to benefit kids for the rest of their lives.
- Youth work for youth; voluntary work is an indispensable part of sustainability; we need to grow together; social sustainability concepts can help to improve other structural systems around the sport competitions; without the people who give their social life and their free time, there would be no implementation of major sporting events
- Should be standard as order of society
- The importance is given, therefore the sustainability must be set early. We also have a corresponding obligation.
- Big sporting events always bring people together. All of these people have something in common, which is their interest in sports. This is a great basis, especially for social sustainability concepts.

- Yes, because it is important for future generations to establish a common sense of togetherness.
- The large number of participants was a success overall. In order to promote social sustainability, supervised formats such as youth camps would be more interesting for the association in the future, in order to be able to accompany, motivate and retain young people over a longer period of time.
- Events stick with most people, especially children. Through these sporting events, which motivate people to lead healthier lifestyles, young people would learn not only to live healthier lives, but also to become more socially sustainable, which would lead to positive generational impacts in the future.
- Adolescents are the future leaders and therefore need to be inspired and motivated in order to reshape the questionable construct of politics behind many sports.
- In my opinion, the Future Class of 22 has shown that sport is more than just having to perform. All facets of sport became clear and at the same time illustrated the potential that sporting topics have, for example, to convey values and highlighting possible careers.

32. Do you have any suggestions for improvement?

- More low-threshold programs for children and young people, more programs in cooperation with schools
- The manager of the Future Class of 22 could well have been hired a year earlier to play a direct leading role in the basic conceptualization.
- Development and financing personnel structures afterwards in order to give the youth and the projects contact persons; only voluntary work will not work long term.
- No - a good way was shown and carried out. The garbage problem needs further attention.
- Participatory activities without examination character.
- More media coverage of such "side activations" during the big event and beforehand.

33. Do you have any further comments?

- Thank you very much for the opportunity to cooperate in this excellent program!
- We are really openminded and would love to help getting more sustainable in more ways, especially in sport systems and in the topic of inclusion
- I think that the approach and the implementation were really good. One difficulty was to bring different sports (different interests) under one roof - so it was difficult to focus on each sport individually. For us in LA, more should have been done in terms of sightings and member recruitment. However, this was hardly realized due to a severe lack of personnel. It would have been better to involve large sports clubs more and earlier. However, these - mostly volunteer-run clubs - face the same personnel problems.
- Cooperation at eye level with all stakeholders would be desirable. Exchange formats or joint events for the participating associations have lacked the networking idea.
- The actions and programs around the Future Class of 22 were unique. I would have been very happy to be part of it all as a child.