

# UEFA EURO 2020

August 2021



NATIONAL ARENA, ROMANIA

# BUCHAREST

SPECIAL REPORT ISSUED BY THE ROMANIAN FOOTBALL FEDERATION





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330

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# EURO MEMORIES...



## RĂZVAN BURLEANU

### **PRESIDENT OF THE ROMANIAN FOOTBALL FEDERATION**

Summing up, after the end of EURO 2020, I can see that our efforts in the last 7 years really came to fruition. There were many challenges that we had to tackle. We initiated discussions and negotiated with 7 governments, 7 sports ministers and 4 mayors of Bucharest. When we thought that things were finally set, the pandemic came, and we had to rethink the plans that had been made with normal timing in mind. However, in Bucharest, everything went on as spectators and UEFA expected.

It is a huge gain in terms of know-how for the organization of major competitions. Now, FRF has managers and specialists validated by UEFA as being able to organize top-level international competitions. Their experience was acquired hands-on, as well as by attending postgraduate education programs.

In addition to that, the material legacy of EURO 2020 offers us a sports infrastructure that enables us to compete with the most powerful countries in Europe in the organization of major sports events.



The challenges of the EURO 2020 project required the involvement of the top management. For the Bucharest side, this position was held by the General Secretary of FRF, Radu Vişan. He was member in the UEFA EURO 2020 Steering Committee and participated directly in the making of all global decisions concerning the European Championship. Radu Vişan was in charge with all key activities in Bucharest and led to the successful tackling of all challenges.

## EURO-CHALLENGES

Postponement of UEFA EURO 2020 for one year. FRF was the first federation to confirm that Bucharest will be a host city in pandemic conditions.

Recruitment of 850-1,000, considering that Romanians are reluctant to do unpaid work for community projects. The outcome of FRF's approach? Over 2,400 applications were received.

Recruitment of 50 project employees. Things were made difficult by the period of employment of 1-3 months and there were concerns regarding the availability of specialists. In the end, all employees received very good ratings from UEFA. Zero cases of professional deficiencies.

Retention of 850 volunteers after the postponement. A retention rate of 92% was achieved due to the efforts of FRF and the Volunteer Department.

Retention of the 50 project employees. Retention rate – 90%. The remaining vacancies were filled in with FRF employees who performed double roles.

Redefining all concepts (mobility, security, hospitality, medical, etc.) and risk scenarios considering the pandemic evolutions. In Bucharest, an additional challenge were the elections in 2020, resulting in changes of the General Mayor and the Government – two institutions with a key role in the hosting of the UEFA EURO 2020 tournament in Romania.



March 17, 2020: UEFA announces the postponement of EURO 2020 by one year, the branding on the FRF HQ is neutralized.



## EURO 2020 project milestones 1/3





# EURO MEMORIES...

## RADU VIȘAN



### MEMBER OF THE UEFA EURO 2020 STEERING COMMITTEE

I embarked on this project with some reserve, but, in the end, I am extremely satisfied. Initially, it was hard for me to perceive how much the Romanian Football Federation and Bucharest were appreciated in the narrow circle of UEFA EURO 2020 decision makers. However, I soon realized that it was not geography that mattered, but the professionalism of the project participants, regardless of whether they were English, Azeri, German, or Romanian. As we delivered the expected solutions from Bucharest, we had permanent support and a constructive dialog with UEFA. It cannot be denied that challenging situations with political connotations and administrative constraints occurred during the preparation for EURO 2020, particularly as a consequence of the pandemic. Through diplomacy and persuasion, we managed not to irritate the Romanian officials, while maintaining the parameters planned for all EURO 2020 host cities.

I must admit that the "12 cities, one plan" concept was one of the greatest challenges, as it was no possibility to adapt the plan for each host city. This required legal, consular, financial, tax and law enforcement harmonization, as well as many others. Before seeing Mbappe's missed penalty on National Arena, we, the FRF people who coordinated the Local Organizing Structure, had to score many organizational victories. In the end, we experienced the joy of a successful tournament and received UEFA's recognition as reliable partners for building major projects.

We are fully confident that from now on we can deliver the full package of a major competition, from operating, security, marketing, and communication plans to the training of volunteers, waste management and implementation of anti-racist and anti-discrimination programs.



# ROMANIA'S COMMITMENTS FOR EURO 2020

The list of guarantees provided by the Romanian partners for the staging of EURO 2020 contained 16 priorities, which covered a broad range of responsibilities. All of them were monitored and guided for implementation through the public affairs efforts of the management unit organized by FRF, the EURO 2020 Local Organizing Structure, led by Florin Şari.

I. Organization of the Media Centre

II. Preparation of the 4 training stadiums:

- Ghencea;
- Arcul de Triumf;
- Giuleşti;
- Ştefan cel Mare.

III. Construction of a metro line to Henri Coandă Airport / extension of the railway connection.

IV. Accommodation for participating teams and officials. Guaranteeing certain price limits.

V. Organization of free transportation for spectators to National Arena and access by public transportation, bicycle or walking for 80% of spectators.

VI. Permitting all holders of valid tickets to enter the national territory and facilitating the obtaining of visas for those who are required to have a visa.

VII. Organization of emergency services and developing an integrated response concept, depending on the types of situations: fire, earthquake, terrorism, social disturbance, etc.

VIII. Brand protection

IX. Tax exemption of payments made by UEFA to employees and contractors in the context

of organization of the EURO 2020 Final Tournament.

X. Forbidding tobacco use at the stadium and in the complex adjacent to National Arena, as well as in hotels.

XI. Ensuring the access of disabled persons to National Arena and places in the stands.

XII. Preparing conduct guidelines for spectators.

XIII. Anti-doping actions before, during and after matches.

XIV. Providing radio frequencies for walkie-talkies and ensuring the sustainability of frequency rental costs.

XV. Construction and modernization of 400 football pitches.

XVI. Sports competitions and events organized by FRF.

ALL framework requirements for hosting EURO 2020 had been fulfilled by 1 January 2020. Also, by the same date, all regulations necessary for implementing the guarantees had been issued.



DUMINECĂ	LUNI	MARȚI	MIERCURI	JOI	VINERI	SĂMBĂȚĂ
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

1. S-au primit 2 oferte (RACOM WPC S.R.L. și Consi Proiect S.R.L., București Nord - Airport International Host C...)

DUMINECĂ	LUNI	MARȚI	MIERCURI	JOI	VINERI	SĂMBĂȚĂ
27-Apr	28-Apr	29-Apr	30-Apr	1-May	2-May	3-May
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

1. Primăria Municipality București a beneficiat de consultanță din partea specialiștilor U.E.F.A. pe capitalul promovat stabilit prin varianta a Host City Concept.

DUMINECĂ	LUNI	MARȚI	MIERCURI	JOI	VINERI	SĂMBĂȚĂ
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

1. S-a emis ordinul de începere pentru elaborarea studiului de fezabilitate - STADIUM DINAMO



EURO  
MEMORIES...

**FLORIN ȘARI**



**LEADER OF THE LOCAL ORGANIZING STRUCTURE OF EURO 2020 IN BUCHAREST**

The duties associated to this position were related to coordinating the organizing team and monitoring the fulfillment of the obligations accepted by the institutional partners. I also liaised with UEFA and assured that UEFA's requirements were met. However, the major objective was to organize the final tournament in excellent conditions compared to other 11 host cities and to the expectations of stakeholders.

To this end, I chose, in the relation with the local and central government institutional partners, the solution of close cooperation from the earliest phases of the project, in conditions of transparency and honest cooperation with each person in charge. It is worth noting that, from 2014 to 2021, Romania had 7 different governments, and Bucharest had 4 mayors (either elected or acting).

The continuity of the project was ensured by the FRF team, through the involvement of each of us in the cooperation with the institutional partners in each respective area of responsibility. In fact, in my opinion, the key element for the success of EURO 2020 was our ability to build a team and secure the involvement of our partners by making it a personal goal to organize the final tournament in optimal conditions.

**PUBLIC AFFAIRS IN FIGURES**

- Partners during preparations in Romania: 7 governments, 7 ministers of sports, 4 general mayors of Bucharest;
- 25 meetings of the Inter-Ministerial Committee, starting July 2017
- 24 letters of guarantee obtained from Romanian authorities, all extended in 2020;
- Over 100 visits in the last 3 years to the sites of the projects included in the preparation plans for the tournament in Bucharest, meetings with the respective project managers and road map evaluations;
- 16 meetings at UEFA: 8 – Tournament Operations Group; 8 – Tournament Steering Group.

# 500 DAYS TO GO TO THE EURO, WITH ALL KINDS OF SURPRISES

Five hundred days ahead of the initially planned opening of EURO 2020, UEFA honored Bucharest by sending the Delaunay Trophy for a public presentation hosted by one of the most charismatic European Championship Ambassadors, Christian Karembeu. The surprise came when the former French football star announced that the contest for hosting the EURO 2020 Final Draw had ended and Bucharest was the winner. Another surprise, with a greater impact, came out a few months later, when the 500 days turned out to be, in fact, 865, as the tournament was postponed because of the pandemic.



On 15 March 2019, during an event organized on National Arena by the Romanian Football Federation and the Municipality of Bucharest, the EURO 2020 ambassadors in Bucharest were introduced: Miodrag Belodedici, twice winner of the European Champion Clubs' Cup, Dorinel Munteanu, the all-time most capped player of the national football team, and Gabriela Szabo, former track-and-field Olympic gold medalist.

UEFA EURO 2020 ambassador Christian Karembeu announced that Bucharest had been chosen to host the Final Draw of the tournament - the most important moment before the start of the competition. The event took place on 30 November 2019, at Romexpo.



## EUR 5 MILLION EU FUNDS TO IMPROVE THE ORGANIZATION OF MAJOR SPORT EVENTS



Also in 2019, a EU-funded project entitled "Strengthening the ability of central public authorities to optimize the management processes for organization and hosting of major sports events in Romania" was launched. The project was directly aimed at improving the organization of EURO 2020 in Bucharest and was implemented by the Ministry of Internal Affairs (MAI) in cooperation with the Romanian Football Federation and SNSPA.

Those funds were used to strengthen the capacity of MAI through the development of command tools. The emergency response and qualified first aid capacities were also improved, and all these things were implemented in the preparation for hosting EURO 2020 in Bucharest.





# EURO 2020 HAS STARTED IN BUCHAREST!



On November 30, 2019, the enthusiasm of EURO 2020 was not yet hit by the pandemic. During an exceptional ceremony, in Bucharest, in the ROMEXPO Dome, the UEFA tournament groups were drawn. All the representatives of the qualified teams and the UEFA family were present. The participants had an ecstatic celebration, which remained as a landmark of organizing events in normal times. Bucharest thus confirmed UEFA's appreciation that it will find professionals here who will rise to the level of Western countries.



**Philipp Lahm** @philipp Lahm · Dec 1  
A great honor to be part of the #EURO2020 final draw as Host City

**MARTIN GARRIX** @martinGarrix · Dec 2  
SOOOO EXCITED!!! #jointhepeople #euro2020

**Andriy Shevchenko** @jksheva7 · Dec 1  
@EURO2020 final draw, look forward to start #Ukraine #proud #EURO2020

**Ronald Koeman** @RonaldKoeman · Nov 30  
Pleased with the draw! #EURO2020 #Oranje

**Roberto Mancini** @robymancio  
Great ceremony! Some moments of draws of #Euro2020.

## UEFA.com website dedicated an article to Romanian football before the Final Draw.

Selecting Bucharest as one of UEFA EURO 2020's 12 host cities confirms UEFA's commitment to marking the tournament's 60th anniversary with a Europe-wide celebration. It is also a huge boost to the efforts of the Romanian Football Federation (FRF) to strengthen the national game – from the National Arena Bucharest in the capital city to remote rural communities participating in the Village Cup. "Our most important objective is organising the matches scheduled to take place in Bucharest. Then we want to develop our national infrastructure to host many other international football tournaments", said FRF president Răzvan Burleanu.



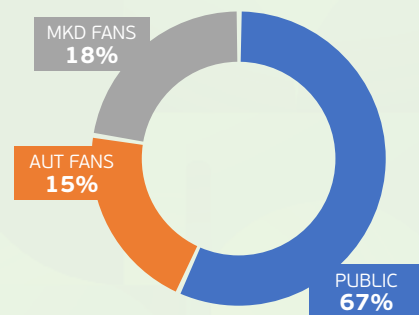
# GROUP C



## June 13 Austria – North Macedonia 3-1

### MATCH 6

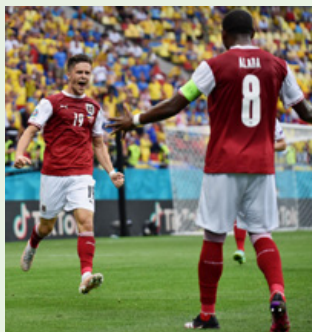
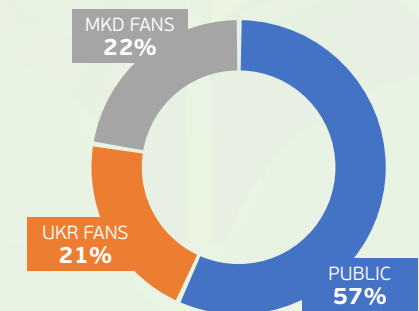
TOTAL AUDIENCE	9663
PUBLIC	6421
AUSTRIA	1465
NORTH MACEDONIA	1777



## June 17 Ukraine – North Macedonia 2-1

### MATCH 18

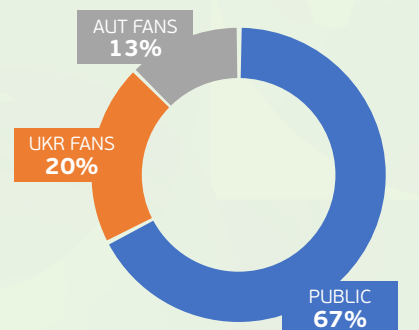
TOTAL AUDIENCE	10001
PUBLIC	5110
UKRAINE	2365
NORTH MACEDONIA	2526



## June 21 Ukraine – Austria 0-1

### MATCH 30

TOTAL AUDIENCE	12141
PUBLIC	8177
UKRAINE	2447
AUSTRIA	1517

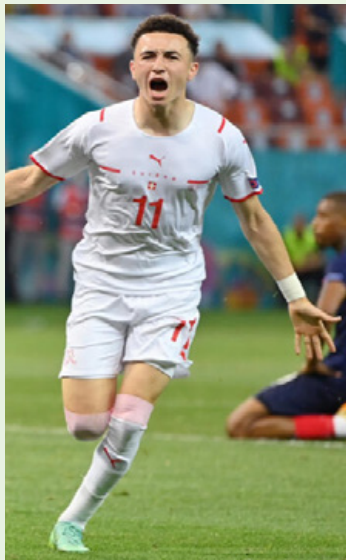


## GROUP C

	Played	Won	Drawn	Lost	For	Against	Goal difference	Points
Netherlands	3	3	0	0	8	2	6	9
Austria	3	2	0	1	4	3	1	6
Ukraine	3	1	0	2	4	5	-1	3
North Macedonia	3	0	0	3	2	8	-6	0

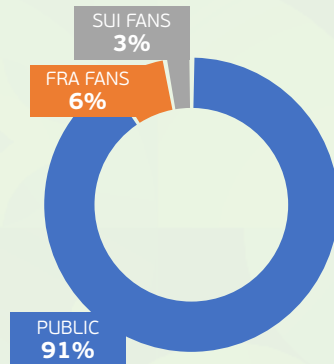
Qualified for Round of 16

# ROUND 16



June 28  
France – Switzerland 3-3 (4-5 pens)

MATCH 41	
TOTAL AUDIENCE	23422
PUBLIC	21311
FRANCE	1493
SWITZERLAND	618





## TARAS MUKOVOZ

### BUCHAREST VENUE MANAGER UEFA EURO 2020

We asked Taras Mukovoz to try to make a comparison between the organization in Bucharest and the one in St. Petersburg, from the World Cup, when he was Stadium Manager in 2018.

For me, I personally did not feel a big difference. Because, from one point on, people realize how important it is what they do and give their best, as much as they can, with the maximum of their abilities, with blood, sweat, tears, long nights, standing over time schedule.



In terms of professionalism, it's a very long discussion, but in a nutshell, I think I can compare these two events and that both took place at the highest possible level.

It's not about Russia or Romania, with all due respect. It's just about the magnitude of the event, that's important. It's about the fans, about these French and Swiss who went crazy at the eighth match, in a sensational atmosphere on the stadium, with an extraordinary match. That's what it's all about in the end.

Only after the last match I did realize how long the journey was until we achieved the success we had. It was so much work, so much determination and a huge effort made by all the people here. It's hard for me now to understand how it all happened. I don't think I'll understand until a few months later. Congratulations everyone!



Taras Mukovoz received from the Operational Manager Alexandru Căndea, literally, the master key for access to the National Arena, ready to be opened for UEFA EURO 2020.



At the end of the four matches, Taras was awarded by the anti-pandemic Manager Răzvan Mitroi with the *Order of the 4 COVID Bracelets*, as a sign of gratitude for achieving the objective "Zero diseases at the National Arena".

### STEWARDED FACTS & FIGURES

#### STEWARDED

##### AT TRAINING GROUNDS

No. of trainings	29
No. of stewards/training	19
No. of TOTAL HOURS	88

#### STEWARDED

##### AT STADIUM

NMD (non match days)	24h shifts
No. of days	53
No. of stewards	27
MD	1
No. of days	4
No. of stewards	28

#### MATCH DAY (MD)

No. of days	4
No. of hours	10
No. of stewards	600-650

# EURO COMMAND ON THE NATIONAL ARENA

The Venue Comand Centre (VCC) brings together all operational managers 4 hours before the match. 3 and a half hours before, the activities provided in the countdown begin. The communication between the VCC members is direct, permanent, and the contact with the

field managers is kept by radio, with a talkie-walkie. Decisions are made on the spot and distributed through all channels. VCC was led by Taras Mukovoz, UEFA Venue Manager, and Alexandru Cîndea, Operations Manager.



Countdown to kick-off

France v Switzerland  
29 June 2021, National Arena, Bucharest  
Kick-off at 22:00 local

18:30:00	Completion of disconnection of arena 1
18:30:00	Arrival of France kit staff and entry screening
18:45:00	Arrival of Switzerland kit staff and entry screening
19:45:00	Equipment check between VAR and kit staff outside dressing room
20:00:00	Arrival of referees and entry screening
20:20:00	Arrival of France team and entry screening
20:40:00	Arrival of Switzerland and entry screening
20:50:00	On 3 and VAR audio test with referees
20:55:00	Start of pitch watering
20:55:00	Match sheet to be submitted online via TIME
20:59:00	End of pitch watering
21:00:00	Start of warm-up on pitch
21:32:00	Final countdown on main screen to end of teams' warm-up on pitch
21:42:00	End of warm-up on pitch / Teams return to dressing rooms
21:42:00	Removal of mobile goals and cones
21:42:30	Start of pitch watering (2)
21:45:30	End of pitch watering
21:45:00	Ball pitch put in place
21:46:00	Ceremony performers ready next to pitch
21:46:00	Start of installations for pre-match ceremony items
21:47:00	Pre-match ceremony items and ready on the pitch
21:48:15	Opening ceremony countdown video & announcement (1)
21:48:00	Photographers access position in front of team benches from left and right side
21:49:00	End of TV pitchside presentations, presenters left, left and right side
21:49:15	Start of opening ceremony (2)
21:49:30	Official match ball onto the pitch
21:50:00	Referees leave dressing room
21:50:30	Starting 11 leave dressing rooms for studs check
21:50:30	Referees, team and away team gather in respective holding area
21:50:15	End of opening ceremony
21:52:30	Pre-match ceremony items leave pitch
21:52:30	PA announcement to welcome teams, start of EURO walk-on music
21:53:00	Staggered exit of referees, France and Switzerland to the pitch



Countdown to kick-off, France v Switzerland. More than 5 hours scheduled per minute.



Days planning for the entire project UEFA EURO 2020



Logistics, Security, Ticketing, Accreditation and Volunteers - all subordinate departments in a single selfie with the "commander" Cîndea.

## ALEXANDRU CÎNDEA

### OPERATIONS MANAGER

It was, by far, the most complex and challenging mission that I have ever had in my career. I coordinated, either directly or indirectly, almost 2,500 people involved in the organization of EURO 2020 in Bucharest, for three months. It was very intense and demanding, but I discovered at UEFA, as well as at the stadium, amazing people who helped me handle the project successfully to the last match. Maybe this is the most powerful memory in the wake of the tournament: the fact that what really matters is the team. Not the number of cranes or containers, not the kilometers of cables laid inside and around the stadium, not the long nights of floodlights calibration and turf replacement. All these things can be bought, ordered, or manufactured. But it's different with people: you need to find and choose them.

I cannot end reminiscing without mentioning the incident when the Accreditation Centre got flooded one day before the opening of EURO 2020. I was standing there in water up to my ankles and I couldn't believe that everything had been ruined and we didn't have an accreditation centre right when the tournament was about to begin. That was the point where I discovered the determination of the volunteers: they did a two-week's set-up work in just one hour. The centre became functional one floor upwards. This is what I'm talking about!



## BUC – Venue Build up

- Stadium handover starts on 14th May 2021 & Accreditation Centre opens on 13th May 2021
- Non MD OSP and access control operational as of 17th May 2021
- General arrival date for onsite staff as of Wednesday 19th May 2021 & projects to consider their facilities up and running as of this date



### TRUSTED PARTNERS IN THE MEDICAL FIELD

The epidemiological and medical safety in which EURO 2020 took place in Bucharest could not be ensured without the consistent and unconditional effort of our partners. The Local Organizing Structure of EURO 2020 and the Romanian Football Federation would like to sincerely thank all those who contributed to the success of organizing the matches on the National Arena:

- OK MEDICAL - for checking and testing the spectators and staff at all 4 matches;
- COMPLETE MEDICAL - for checking and testing the spectators at all 4 matches;
- GRAL MEDICAL - for checking and testing the spectators at the last match, when the capacity of the stadium was doubled;
- PONDERAS Hospital - for imaging and recovery services offered to participating teams;
- SABIF - for the 48 medical positions occupied on the stadium, in the offices, on the edge of the field and in the last kilometer - 16 doctors, 4 nurses and 28 volunteers;
- SMURD - for the 24 medical positions occupied on the field and around the stadium (mobile emergency hospital) - 12 doctors and 12 nurses;
- ASSMB - for the support in the endowment of the stadium offices and the medical staff present during all the preparations (outside the match days) - 2 doctors and 4 nurses;
- NICOMED - for providing together with SABIF the medical assistance for the trainings of the participating teams;
- The 20 EURO2020 medical volunteers for all the support provided during the match days;
- Working group composed of experts from the Ministry of Health, INSP, DSP Bucharest, DSU;
- National Coordination Committee for Vaccination Activities against COVID-19 (CNCAV) - to support and facilitate the FRF campaign "Football is vaccinating!".

The organizing project of the matches in Bucharest was not easy, considering the dynamics of the pandemic and the related legislation. However, our medical partners responded quickly to all last minute changes and requirements, providing medical services and medical expertise at the highest level.  
Thanks again!

# NO CASE OF COVID-19 AT EURO 2020 IN BUCHAREST

The anti-COVID-19 measures taken for the matches in Bucharest ensured a safe event for spectators, players and staff.

At the end of the matches on the National Arena, no case of COVID-19 was registered. Here are some relevant figures that give the dimension of the organizational efforts made by UEFA, FRF and the City Hall:

- All audiences checked - over 52,000
- Over 11,000 rapid tests for spectators
- Over 1,000 rapid tests for staff
- 1,300 vaccinated staff (out of a total of 2,400)
- Vaccination rate of spectators at the Round of 16 - 78%

The working group for anti-COVID-19 measures was coordinated by Răzvan Mitroi, manager from FRF. Other relevant data from the medical perspective of EURO 2020 in Bucharest were synthesized by the Medical Officer of the tournament, Dr. Mihai Meiu, also head of the Medical Department of FRF:

### MEDICAL FACTS & FIGURES

- 48 medical personnel involved in ALL trainings from the tournament and matches (doctors, nurses, paramedics), another 72 on hold if needed (especially for the games)
- 20 medical volunteers involved in all matches (most of them were doctors)
- 54 cases treated on site at the matches, 2 needed to go to the hospital, easy cases
- 42 cases treated on site on non-matchdays, 4 needed referral



- 6 MRI investigations needed for the players – solved in the day of the request
- 1 shockwave therapy needed for one player – solved within 24h
- Zero severe injuries for players/referees in all matches
- Zero severe or critical patients (from all target groups)
- Zero positive COVID-19 cases (in all target groups).

Checked people /match %    Tested people in the bowl - %    Imunized people in the bowl - %    Not verified - %

MATCH	Checked people /match %	Tested people in the bowl - %	Imunized people in the bowl - %	Not verified - %
MATCH 6	90,7	20	71	9
MATCH 18	90,8	19	72	9
MATCH 30	91,0	22	69	9
MATCH 41	96,2	18	78	4

**COVID-19 cases: ZERO**



For the safety of all participants in the UEFA EURO 2020 matches in Bucharest, the 850 volunteers involved in organizing the event went through the same access procedure as the spectators - rapid testing or verification of the COVID-19 vaccination.

## DR. MIHAI MEIU

### CHIEF MEDICAL OFFICER

One of the multiple challenges EURO2020 brought to me was to keep everybody safe in times of COVID-19 pandemic, to maintain control of the situation but without intruding too much. People had to enjoy the experience. First of all, for my new family during the tournament, the 2,400 people involved in the organization of the



matches in Bucharest, then for the teams coming to play in Bucharest, officials, UEFA Staff, VIPs, and over 50,000 spectators.

After planning and implementing the Medical Concept for Bucharest, the hard part was to always find 2-3 scenarios on how things can go wrong and have ready 2-3 solutions for each scenario. But all the work was rewarded by not having any players, staff or spectators with serious injuries or illnesses and not having any cases of COVID-19 among the target groups!

Another thing that I found amazing about this tournament was that for the first time in my career I felt nothing is impossible, with the help of my colleagues, volunteers and authorities we were able to deliver a very high quality organization for the matches. Also, this tournament brought me a step closer to one of my favourite mottos: Work until you no longer have to introduce yourself! Big thanks to UEFA and the Romanian federation for giving me this amazing experience.



### Raport general meci 4:

TOTAL GENERAL		21.162 (89% din total) referitor la 23.779																	
Cod centru	Denumire centru	Total brăzări	si: 27 08-11	si: 27 11-14	si: 27 14-16	si: 27 16-18	si: 27 18-20	si: 27 20-23	si: 28 08-09	si: 28 09-11	si: 28 11-13	si: 28 13-15	si: 28 15-17	si: 28 17-18	si: 28 18-19	si: 28 19-20	si: 28 20-21	si: 28 21-22	si: 28 22-23
OK1	DRIVE-THRU & WALK IN BANASA	1.713	30	70	0	153	91	165	0	100	0	332	237	0	329	150	36	0	0
OK2	WALK-IN BUZEȘTI	1.369	20	0	95	64	72	101	41	40	145	209	212	0	128	96	81	60	0
OK3	DRIVE-THRU & WALK IN CHTILA	460	2	25	0	0	60	0	66	31	45	50	47	0	63	30	39	0	0
CM1	BĂNĂȘA SHOPPING CITY	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
CM2	PIROMENACA MALL	1.207	14	24	65	0	40	151	19	100	130	220	128	0	105	30	41	0	0
CM3	BĂRBU VĂCĂREȘCU	810	7	46	85	0	157	0	10	42	57	78	110	70	97	68	48	0	0
OK4	DRIVE-THRU & WALK IN MEGA MALL	2.438	42	52	74	80	87	57	57	56	115	119	97	119	135	438	618	257	0
CM4	TITAN	493	0	0	58	31	0	65	0	23	19	69	0	83	66	0	79	0	0
CM5	ROND ALBA IULIA	3.381	35	162	108	68	182	170	452	324	230	249	448	220	200	330	170	43	0

The Romanian Federation has developed a digital platform for real-time reporting of access wristband distribution to verified fans who are not suffering from COVID-19.

Fans who attended the matches on the National Arena (Romanian or foreign) had the opportunity to be vaccinated against COVID-19 right at the stadium. The Johnson & Johnson single-dose vaccine was used.



## EURO 2020 VOLUNTEER DEPARTMENTS

- ACCESS MANAGEMENT
- ACCREDITATION
- ANTI-DOPING
- BROADCASTER SERVICES
- CEREMONIES
- COMMERCIAL OPERATIONS
- EVENT LEGAL SERVICES
- EVENT TRANSPORT
- GUEST MANAGEMENT AND PROTOCOL
- HOSPITALITY PRODUCTION
- INFORMATION AND COMMUNICATIONS TECHNOLOGY
- MARKETING
- HOST BROADCAST LOGISTICS
- MATCH ORGANIZATION
- MEDIA SERVICES AND OPERATIONS
- MOBILITY MAKERS
- SIGNAGE
- SPECTATOR SERVICES AT THE STADIUM
- SUSTAINABILITY
- TECHNICAL SERVICES
- TICKETING
- VENUE LOGISTICS
- VENUE MANAGEMENT
- VOLUNTEER MANAGEMENT



## VOLUNTEER PROGRAMS

During the tournament, there were two groups of volunteers in Bucharest involved in this major event: the UEFA volunteer program and the volunteer program of the Municipality of Bucharest.

The UEFA volunteer program for the EURO 2020 tournament was implemented with support from the Romanian Football Federation and covered the official areas of the tournament, the stadiums, as well as the hotels and airports used by UEFA officials.

The volunteer program of the Municipality of Bucharest for EURO 2020 was implemented by the Bucharest City Hall and included volunteers involved in giving directions to fans at the airports and on public transportation, around the National Arena and in the city center.



# UEFA EURO 2020 VOLUNTEER PROGRAM IN BUCHAREST

## 2 YEARS OF PLANNING AND PREPARATION FOR 2 WEEKS OF TOURNAMENT

Over **2,400** people enrolled in the UEFA EURO 2020 volunteer program in Bucharest managed by the Romanian Football Federation.

Starting with the summer of 2019, the management and long-term volunteer team conducted **1,300** interviews over a period of three months. Of the total, 97% interviews were conducted face-to-face and the others took place online.

During the tournament, more than **780** volunteers were active in one of the 24 departments and 51 roles for each match played in Bucharest.

**51,200** hours spent the volunteers on their mission during the 55 operational days..

**96%** of the UEFA managers in Bucharest declared that they were very satisfied with the volunteers they worked with during the final tournament.

**4.65** of the maximum 5 is the average rating given by the volunteers in Bucharest to their final tournament experience

**88%** of the volunteers who filled in the feedback form after the event admitted that they were willing to get involved in the future in other volunteer activities in football, either locally or in connection with events of the Romanian Football Federation.



### DIANA PIRCIU

#### VOLUNTEER MANAGER

It was hard for us to keep them away from the pitch, as they were not allowed to watch the matches. It was hard for us not to let them hug every time they felt like doing it. However, the volunteers said it had been the greatest experience of their lives, that they were proud to have been part of the UEFA EURO 2020 volunteer program, and that they were looking forward to be back for new events.

### WHAT BENEFITS

#### DID THE SELECTED VOLUNTEERS HAVE?

**Volunteering is unpaid work, but it is extremely valuable in terms of experience for the persons involved, helping them in their future careers or in acquiring certain skills.**

All selected volunteers received several benefits:

- Volunteer kit/uniform;
- Meals and cooling drinks at the venue, during shifts;
- Specialized training;
- Free public transportation during the event;
- Insurance;
- Giveaways;
- Volunteers Thank You party to celebrate the end of the event.



**WHAT IF POGBA CELEBRATES HIS FIRST GOAL ON NATIONAL ARENA?**

**BOOK YOUR TICKETS NOW! UEFA EURO 2020 BE THERE.**

#EURO2020 UEFA.com

**EURO 2020 BUCUREȘTI - COMMUNICATING PLAN 2021**

**EURO 2020 Bucharest - Communications plan 2021**

DATA	ACTIVITĂȚI DE COMUNICARE	PROIECT DE COMUNICARE	RESPONSABILIZAT	STATUS	REMARKS
12 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
13 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
14 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
15 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
16 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
17 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)
18 Iunie	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)	... (text partially obscured)

Monitoring report June 29, 2021  
Central Press, Online

**Brief**

Euro 2020 - Central Press - 5 subtitles (10 articles), Online - 18 subtitles (136 articles)

**Content**

Euro 2020

1. Details on the Euro 2020 and tickets (10 articles, 40 entries)
2. UEFA Director General, Patrick Leach, says he may carry forward 40% of the Euro 2020 revenue (7 central press, 40 entries)
3. UEFA President Aleksander Cecco says he will visit Romania to see the stadium (10 articles, 100 entries)
4. France, Netherlands to play in Bucharest (10 articles, 100 entries)
5. Spain defeated Croatia 3-1 in extra time and qualified in the quarterfinals of central press, 20 entries
6. Romania (ranked 16th) will not appear at the stadium of the final EURO tournament (7 central press, 7 entries)
7. UEFA President Aleksander Cecco says he will visit Romania to see the stadium (10 articles, 100 entries)
8. UEFA President Aleksander Cecco says he will visit Romania to see the stadium (10 articles, 100 entries)
9. The UEFA president says about the absence of the final from the stadium in the National Arena (7 entries)
10. Details on how Romania will be involved in Euro 2020 (10 articles, 100 entries)

EURO 2020 se joacă pe Arena Națională!

Watch later Share

EURO 2020 se joacă pe Arena Națională!

EURO 2020 se joacă pe Arena Națională!

Prețurile pentru UEFA EURO 2020 la Arena Națională

Nocturna Arenei Naționale a fost modernizată

A fost inaugurat programul de voluntariat EURO 2020 la

50 de zile până la EURO 2020! S-a montat noul gazon pe Arena

Străgăl "București EURO 2020" a sfercul pe Aeroportul Băneasa

Watch on YouTube

**500 DE ZILE PÂNĂ LA EURO**





## CONTINUOUS MULTI-DIRECTIONAL COMMUNICATION

The development of communication plans started in 2019, and the plans were continuously updated and amended up until the kickoff in 2021. During that whole period, communication was continuous, in multiple directions.

### COMMUNICATION RANGE

- Development of the dedicated website section <https://www.frf.ro/euro-2020/>
- Develop the concepts and implementation of campaigns to promote the tournament (2019-2021)
- Implementation of ticket sales campaign (in 2019).
- Monitoring the feelings of population related to EURO 2020 by periodical market research. The communication and promotion activities were adapted based on these sociological conclusions.
- Development of promotional materials for the Romanian Football Federation and the Local Organizing Structure of EURO 2020 in Bucharest.
- Special media monitoring on topics related to EURO 2020. This helped us analyze the appropriateness of reacting or developing the media subjects. An English version was sent daily to UEFA over a period of two years.
- Recording on video the logistic preparations for EURO 2020 in Bucharest for the video memory of FRF.
- Organization of more than 10 press conferences or media events on UEFA EURO 2020.
- Over 50 online meetings with the Communication Department of UEFA were held.
- Development of the communication component of the EU-funded project "Strengthening the ability of central public authorities to optimize the management processes for organization and hosting of major sports events in Romania." The project was directly aimed at improving the organization of EURO 2020 in Bucharest and was implemented in cooperation with the Ministry of Internal Affairs and SNSPA.

## RĂZVAN MITROI

### EURO 2020 COMMUNICATION MANAGER

It was a particularly challenging tournament, from the special format, initially intended to include 13 cities, of which only 11 were left, to the pandemic that changes the rules of the game completely. Nothing of what we had planned 5 years ago looked like what actually happened at EURO 2020, which took place in June-July 2021. The information and promotional communication was conducted in a permanent crisis mode.

However, we forgot about all those things in the extra time of the France vs. Switzerland match on the National Arena when a whole stadium chanted: "Romania! Romania!" That was not for the players on the pitch, although they offered us an amazing performance. We perceived that chanting as being intended for us, for those who had made that football celebration possible in Bucharest.

Thank you!



## CĂTĂLIN POPESCU

### VENUE MEDIA MANAGER

There were two months full of challenges. It was difficult in the beginning because it was a different working style. At first, I had been a little apprehensive about what was to come, but on 29 June, at 4 in the morning, after the match in the round of 16, I felt sorry that everything was over. To be part of the LOS Bucharest team was my greatest professional achievement. I was part of a multinational team, with different visions, coming from different environments, but which implemented the same working approach. To be involved in the organization of this major sports event and to receive positive feedback is an amazing feeling. There were foreign journalists who told me that the organization in Bucharest was superior to the one in other cities in Western Europe. It is a shame that the national football team of Romania was not present, but the organizing Romanian team had a top performance, according to UEFA.



# ROMANIAN TEAM TO COORDINATE THE MEDIA CENTRE

The task of the Media Operations team was to assure that all media operations were conducted in optimal conditions. Over 550 journalists attended the four matches hosted by the National Arena. The match in the round of 16 was fully booked by the media, meaning that 185 journalists attended the game. Things went on exactly as planned on all four matches.

- Stadium Media Centre:** 50 seats, 300 sq m
- Photographer working area:** 30 seats, 250 sq m
- Media Welcome Desk:** 80 sq m
- Remote PC Room:** 30 sq m
- Media Stand:** 152 seats.



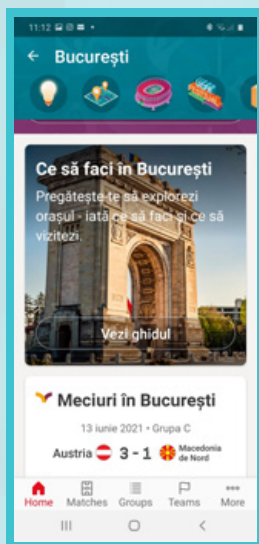
The Media Operations team: Cătălin Popescu, Venue Media Manager, Victor Daghi (R. of Moldova), Media Officer, Alin Gheorghe, Venue Media Assistant and Emma Bârsan, Venue Media Lead Assistant. The MOPS also included 22 volunteers who were present at the stadium on MD-1 and MD.

# EURO 2020 APPLICATION

## The Essential Fans' Guide

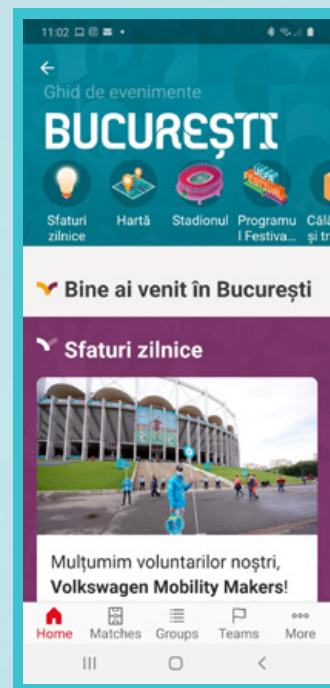
The key information tool for EURO 2020 spectators was the EURO 2020 application, available in eight languages: English, French, German, Spanish, Portuguese, Italian, Russian and Romanian.

The Spectator Communications service in Bucharest delivered content and continuously updated the applications for the fans who attended matches of National Arena.



- 10 articles in the Bucharest section of the Event Guide
- A total of 70 daily tips with key information for spectators
- VW EURO 2020 interactive map with key information relating to mobility in Bucharest, including all transfer points recommended to spectators
- Location of all EURO 2020 accredited medical points
- Customized routes to each National Arena entrance, walking routes recommended by the authorities
- Location and information of the Fan Meeting Points for the Austrian, Ukrainian, Macedonian, French and Swiss supporters, organized for 3 of the 4 matches hosted in Bucharest.
- 6 push notifications/match day – on average

The most accessed article in the Bucharest section of the application was the one on the public transportation free pass.



# MARKETING - A BUSINESS OF MANY MILLIONS HANDLED BY A TEAM OF 7

The **Venue Marketing Team** was in charge with the coordination and implementation of all commercial rights and obligations agreed by UEFA for the EURO 2020 sponsors and partners in Bucharest.



## CATEGORIES OF ACTIVITIES

### Guest Experience

- Liaising locally with all EURO 2020 sponsors in connection with tickets, parking, access and experience in the hospitality area and access to the stadium according to the COVID rules.

### Brand Recognition

- Checking the visibility and exposure of sponsors on all branding materials and in the media area, checking the videos to be displayed on the LED screens and the giant screen.
- Maintaining the clean site principle: checking and informing the other departments involved on the presence of other brands or ambush marketing campaigns implemented by other companies and taking appropriate action to secure the exclusive rights.



## MANAGING SPONSOR ACTIVITIES

8 EURO 2020 sponsors had exclusive rights on National Arena:

- **Heineken** – offered the Star of the Match moment
- **FedEx** – provided the 8 ball boys for each match
- **Vivo** - entertained the spectators during warm-ups and breaks, as well as before and after the matches
- **Takeaway** and **Volkswagen** were present during the opening ceremony through player escorts and the match ball carrier
- **Adidas, Hisense, and Qatar Airways** had exclusive branding areas
- Individual rights were implemented for **Coca Cola, Heineken** and **Hublot**.

**Merchandising** - Managing the relationship with Fanatics for the setting up and proper operation of the 7 shops selling licensed products at National Arena





**IULIA – ALEXANDRA CUCIUREAN**

**VENUE MARKETING SERVICE MANAGER**

I am happy that I have successfully completed my mission as Venue Marketing Service Manager for EURO 2020 and that, together with the marketing team in Bucharest, we managed to deliver, according to the highest standards, on all contract agreements with the sponsors of this anniversary edition.

There were two intense months, with many challenges and unexpected situations, which demonstrated that the power of a dedicated team, ready to perform at 200% of capacity to build something unique and memorable for fans.

Each and every moment was worth it! Besides the positive feedback received from the UEFA commercial team and the EURO partners, the "Romania! Romania!" chants during the France vs. Switzerland match were the greatest reward. Finally, we are grateful for all the wonderful people we teamed with in this unique project for the European football.



The local marketing team on Bucharest had 7 members: Venue Marketing Operations Manager, Venue Marketing Services Manager and Venue Marketing Coordinator (employees) and 4 volunteers.



**Coordination with the barter program with Coca Cola and Heineken - value in kind (VIK)**

- It involved coordination of the relationship with Coca Cola and Heineken in connection with the daily distribution of their beverages to the EURO 2020 participants: National Teams, the media, the UEFA staff, volunteers, medical staff, stewards, drivers, etc.

**Support activities and services**

- Handling and briefing of photographers and film crews
- Briefing, organization of rehearsals and coordination of the children in the player escort and match ball carrier programs, involved in the opening ceremony, and of the ball boys
- Managing the UEFA Foundation materials

**12 GLOBAL SPONSORS:**  
Alipay, Booking.com, Coca Cola, FedEx, Hisense, Heineken, Gazprom, Takeaway.com, Vivo Group, Volkswagen, Tik Tok, Qatar

**6 PARTNERS IN THE LICENSED PRODUCTS AREA (SUPER LICENSES):**  
Adidas, Hublot, Fanatics, Konami, Panini, Sport NEX



Coca-Cola and Heineken products were offered to the EURO 2020 personnel in Bucharest during preparation and throughout the tournament.

# THE DIGITAL HEART — OF THE VENUE —

The broadcast compound is the hub of all broadcast facilities and operations (both multilateral and unilateral) at the venue. The HB venue management offices and personnel were all located there, as were all the production and technical vehicles and facilities belonging to HB operations and broadcast partners.

Each broadcast compound included the following permanent facilities within it:

- UEFA Host Broadcast Management Office
- Broadcast Liaison Office
- Venue Broadcast Centre (VBC)
  - TOC/CIR
  - FANTV Cabin
  - ECS Cabins
  - Digital Services Cabin
  - Eurovision transmission cabin
  - Special Cams Cabin
  - EVS containers
  - Broadcast partner offices
- HB and Unilateral break tent
- Storage Containers
- Toilets
- Generators

Over **200** people have worked to deliver the host broadcast of the matches.



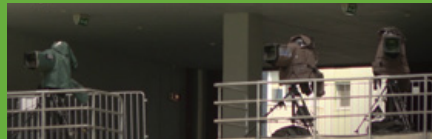
- 7 unilateral camera areas – including a new for 'fan arrival position'
- 2 pitch-view studios
- 2 fully equipped flash positions, plus 6 additional partially equipped (unilateral) flash positions and 2 radio flash positions
- 1 fully-equipped announce platforms creating 3 fully-equipped positions
- 2 partially-equipped tribune presentation positions – a new service for EURO 2020
- 2 fully-equipped and 6 partially-equipped (unilateral) pitch side presentation positions
- Between 65 and 120 commentary positions per match, depending on the match
- Up to 10 commentary positions equipped with com-cams for all matches
- 2x VIP interview positions







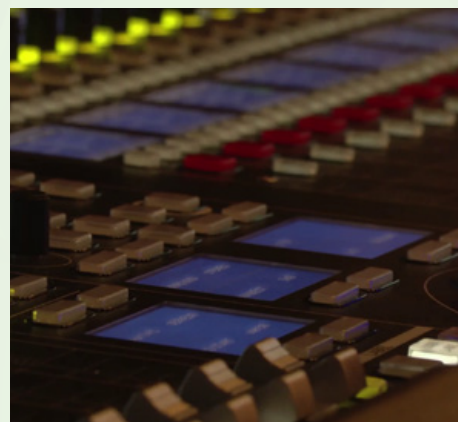
The standard configuration for all UEFA EURO 2020 matches has comprised a minimum of 36 match coverage cameras. An additional 8 cameras have been used to cover other events surrounding the match (team arrivals, fan coverage, helicopter shots etc.), providing a variety of supplementary content for all feeds.



All MD-1 activities at UEFA EURO 2020 venues have been covered live or “as live” and made available to broadcast partners both at the venue and at the IBC. This coverage included the following:

- team arrivals at the stadium for MD-1 training sessions;
- open team training sessions for a minimum duration of 15 min;
- MD-1 press conferences;
- MD-1 flash or mixed zone interviews.

Eight cameras (seven manned and one remote) were available to cover team arrivals, training and press conferences on MD-1.



# HYBRID GRASS FOR THE TOURNAMENT IN BUCHAREST

Fifty days before the opening of UEFA EURO 2020, the turf of the National Arena was replaced and prepared for the four matches hosted in Bucharest.

For a week, the Municipality of Bucharest worked to remove the old turf and replace it with new, hybrid grass.

This means natural grass planted on a synthetic mat to ensure better stability and wear resistance. Thus, National Arena joins the major stadiums in Europe, which ensure the best turf quality through this new technology.



## RECORD TIME INSTALLATION OF THE LED FLOODLIGHT SYSTEM ON NATIONAL ARENA

As part of preparation for hosting UEFA EURO 2020, the National Arena in Bucharest was equipped with a state-of-the-art LED floodlight system, which was designed, delivered, and installed in only two months.

The new LED system was installed to improve the existing metal halide floodlight system, in order to meet the TV broadcasting standards required by UEFA for this major international event. The new floodlights were designed and manufactured by Musco, using the Total Light Control—TLC for LED™ system.

As impressive as the technology of the new system was its swift and effective implementation. The design and manufacturing started immediately after the Romanian Football Federation confirmed the order, on 17 March, and the system was shipped from the United States on 9 April. Installation was completed only four weeks later, and the floodlight system was ready for use on 15 May.

After installation, a team from UEFA checked the level of luminance at turf level in several hundreds of spots.

The new TLC for LED™ uses the same technology installed on more than 15 Premier League stadiums in England, as well as at other famous European venues, such as San Siro, Veltins Arena, and Stade Louis II, to name just a few.



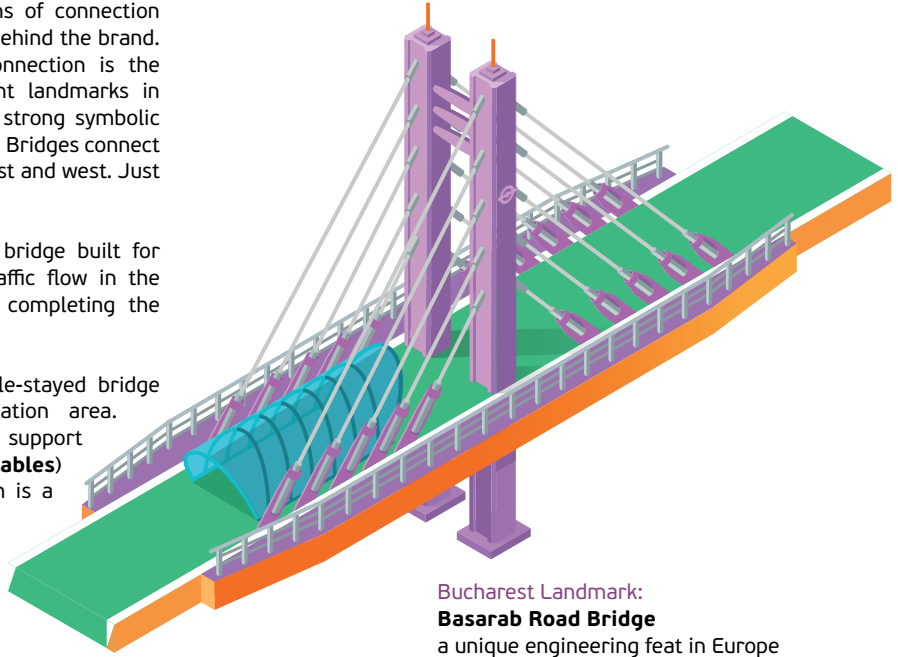
# EURO 2020 BRAND CONCEPT: FOOTBALL BRIDGING EUROPE

The UEFA EURO 2020 notions of connection and unity are the inspiration behind the brand. The universal symbol for connection is the bridge. Bridges are important landmarks in all major cities. They have a strong symbolic connection with the host cities. Bridges connect opposites, north and south, east and west. Just like football.

Basarab Overpass is a road bridge built for the purpose of improving traffic flow in the northwest of Bucharest and completing the inner ring road of the city.

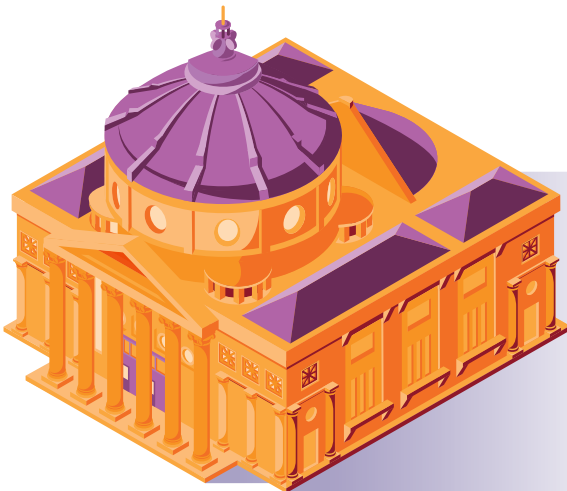
The main section is the cable-stayed bridge in the Basarab railway station area. The **84-meter-high** pylons support through 60 stays (**3,000 cables**) a **44-meter-wide** deck, which is a European record-breaker.

The others Bucharest landmarks were the Romanian Athenaeum and the Cantacuzino Palace.

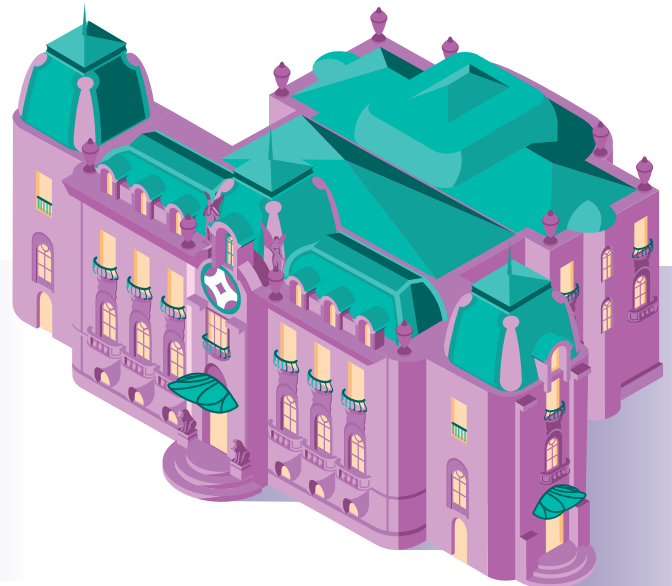


Bucharest Landmark:  
**Basarab Road Bridge**  
a unique engineering feat in Europe

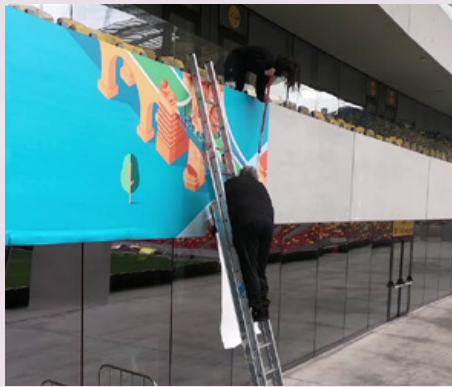
Bucharest Landmark:  
**Romanian Athenaeum**



Bucharest Landmark:  
**Cantacuzino Palace**



# SECRET NEW CLOTHES FOR THE NATIONAL ARENA



National Arena received full branding both inside and outside. Materials bearing the visual identity of EURO 2020 were installed on all available surfaces, so that the stadium became "home" to the tournament. Together with the materials used for the opening ceremonies, the total branding area totaled half a hectare, that is, enough to cover a football pitch.

The most difficult challenge for the Signage Department was to install everything in a very short time – about a week – to prevent the branding from being revealed before the first match. The redecoration of the EURO 2020 stadiums had to be a total surprise, and the moment of presentation had been offered exclusively to the televisions holding broadcasting rights. Of course, some pictures did leak in the social media, but no football fan had any idea what the panorama of a EURO 2020 arena would look like.

National Arena benefited from the same redecoration as all other ten EURO 2020 stadiums. A less visible part was the VIP area, which had been completely remodeled to make room for a luxury restaurant for the most exclusive guests. Similarly, players' areas – from dressing rooms to the exterior or pitch access – were remodeled to make them look like EURO 2020 dedicated spaces instead of neutral areas without any personalization.

After the end of the tournament, three days of work were necessary to remove all EURO 2020 branding.



# — EURO 2020 LEGACY —

## STEAUA STADIUM



### STATS

#### CAPACITY

31,254

#### INVESTMENT VALUE

EUR 42 MILLION

#### DISTANCE TO CITY CENTER

6 KM

## “ARCUL DE TRIUMF” STADIUM



### STATS

#### CAPACITY

8,207

#### INVESTMENT VALUE

EUR 15.7 MILLION

#### DISTANCE TO CITY CENTER

5 KM

## A VALUABLE LEGACY FOR THE FUTURE OF FOOTBALL

After EURO 2020, Romania is left with an exceptional infrastructure. It is an extremely valuable legacy that could not have been achieved without organizing this UEFA tournament.

In addition to the fully upgraded National Arena, we have three brand-new stadiums. Also in Bucharest, we have a fully refurbished Băneasa Airport and a railway connection to Otopeni Airport - things that no government programs had achieved before EURO 2020. Thus, an infrastructure has been developed within a radius of 8 km from the city center, including the National Arena, which is a major asset for

the hosting of international competitions.

These benefits obtained from EURO 2020 put Bucharest, Romania, on the map of major international events. There, among the western countries with a solid tradition in this field, we can build the image of an attractive destination for tourists, investors, or event promoters.

FRF's offer has already received a positive response. With the current infrastructure and the know-how demonstrated, FRF has been awarded the hosting of EURO U21 in 2023 and EURO U19 in 2025. The Federation will continue to make bids for hosting major competitions.

## GIULEȘTI STADIUM



### STATS

CAPACITY

14,050

INVESTMENT VALUE

EUR 19.7 MILLION

DISTANCE TO CITY CENTER

5 KM

## BĂNEASA AIRPORT



VALUE OF REFURBISHMENT WORKS

EUR 12 MILLION

DISTANCE TO CITY CENTER

8 KM

## RAILWAY CONNECTION BETWEEN CITY AND OTOPENI AIRPORT



PROJECT VALUE

EUR 82.4 MILLION

DISTANCE BETWEEN THE NORTHERN RAILWAY STATION AND THE CITY CENTER

3 KM

# SPORTS FACILITIES FOR REVIVING GRASSROOTS FOOTBALL



There is another extremely valuable project that has been less spoken about: the construction of 400 football pitches in community sports facilities. The project is funded by the Government of Romania and will result in the construction of 150 large facilities, with two pitches each, and 100 single-pitch facilities. The facilities will be complete with floodlight systems, dressing rooms and small stands.

The National Investment Company, which manages the construction projects, cooperates with FRF in order to fairly distribute the football pitches across the country. In August 2021, after having obtained all permits and having prepared the technical documentations, procedures are underway for awarding public contracts for the construction of 47 facilities.

# FIRM ACTION TO PROTECT INTELLECTUAL PROPERTY



The Rights Protection Programme (RPP) was aimed at preventing the infringement of the intellectual property rights of UEFA and its partners.

- No less than **18 hours** of patrol within the commercial perimeter of National Arena were performed (3-4 hours on MD, before each match, plus other 2 hours on other days than MD).
- The Economic Police was present with **9 patrol officers** plus several operational teams.

## PERSONNEL INVOLVED

UEFA - 1 Venue Lawyer

UEFA External Consultants - 2 persons

Volunteer - 1

FRF legal personnel - 3 persons

## INSPECTION RESULTS

- 5 e-mail notifications to third legal entities using the UEFA EURO 2020 logo without entitlement.
- Attempts by foreign and Romanian unauthorized persons to sell match tickets were detected and prevented.
- All advertisements not belonging to UEFA or EURO 2020 partners around the stadium were removed or covered. All these issues were solved in cooperation with the Local Police of Sector 3 and the Economic Police.
- During the patrol hours, several persons were found attempting to sell goods bearing the EURO 2020 logo or UEFA name (4 cases on the first 2 matches).

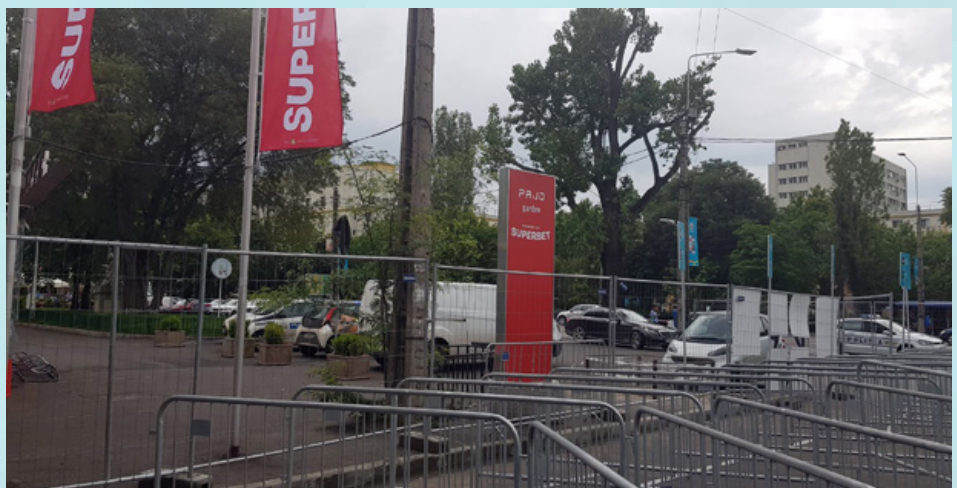
As a result of those actions, on the last match (France vs. Switzerland, in the round of 16), the attempts to infringe the UEFA/UEFA partners intellectual property rights and to sell unauthorized goods were almost zero!

## THANKS

Turcu & Turcu Law Firm sent to the Romanian Football Federation a letter of appreciation for the effective involvement in protecting the rights of UEFA and its partners. Turcu & Turcu represent UEFA in Romania in this matter.



Our colleague, Eduard Ursu (wearing a blue T-shirt) on an undercover mission to detect counterfeit materials.



The company whose advertisement dominated the stadium entrance was forced to remove its displayed materials.





VIP Venue Volunteers: **Florentina Butuc** (Chief Accounter), **Karina Steiner** (Manager Assistant – on right)



Ceremonies Volunteer: **Georgiana Schillo** (Financial Control Manager)

## FRF EMPLOYEES JOINED THE VOLUNTEERS

Employees of the Romanian Football Federation also enrolled in the UEFA EURO 2020 volunteer program. From the financial, legal, or accounting departments, they came to work in the ceremony, hospitality, or media areas.

We thank all the volunteers who contributed to the excellent organization of the UEFA EURO 2020 matches on the National Arena!

ICT Volunteer:  
**Alexandra Apostu**  
(Manager Assistant)



Ceremonies Volunteers, from left to right: **Raluca Șerban** (Reviewer), **Mălina Cîntic** (Legal Adviser), **Roxana Berceanu** (External Relations Reviewer), **Speranța Popescu** (Secretary at the reception), **Silvia Boroneanț** (Manager Assistant), **Mihai Daniel Miodrag** (Reviewer), **Ioana Stana** (HR Manager).



Airport Welcome Service  
Volunteer: **Andrei Neacșu**  
(Manager Assistant)



### TV VOLUNTEER AND RADIO COMMENTATOR

For **Adrian Dobre**, a permanent FRF collaborator, 21 June – the summer solstice – was, indeed, the longest day of the year! He started it as a volunteer at the TV Centre, doing the rough work, arranging cables, and carrying equipment.



However: "I ended the day in a way I couldn't have dreamed of, giving the Austria vs. Ukraine match commentary from the stands for visually impaired people. It was a special UEFA program I had started two years ago, gone through it successfully and completed only today, with a bit of luck, I must admit. I was, again, proud of myself!" , posted Adi in social media.



ACE Volunteer: **Ana Maria Dumitrașcu**  
(Manager Assistant)



Broadcast Volunteer: **Mihai Andrieș**  
(Reviewer)

Giant Screen Supervisor:  
**Cristina Trandafir**  
(Referee)





# FRF STAFF AT EURO 2020

**RADU UIȘAN**



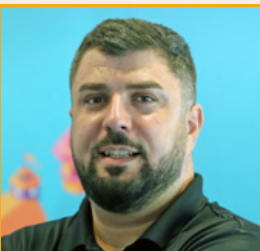
General secretary  
Steering Committee  
Member

**FLORIN ȘARI**



Public Policy and Social  
Responsibility Manager  
LOS  
Leader

**ALEXANDRU CÂNDEA**



Events Manager  
Operations  
Manager

**RĂZVAN MITROI**



Communication Manager  
Comms&COVID-19  
Manager

**DIANA PIRCIU**



Project Manager  
Volunteer Manager

**MIHAI METU**



Head of Medical  
Department  
Chief Medical Officer

**ANDREI SIMION**



Reviewer  
Venue Management  
Coordinator

**ALEXANDRU NICLĂ**



Security Manager  
Security Manager

**CĂTĂLIN POPESCU**



Media Manager  
Venue Media  
Manager

**IULIA CUCTUREAN**



Marketing Manager  
Venue Marketing  
Service Manager

**ADRIAN STĂNGĂCIU**



Head of Legal  
Legal Adviser

**CRISTINA TOMA**



HR Manager  
Financial & HR Manager

IOANA STANA



HR Manager

Financial &amp; HR Manager

RADU BORDEI

Youth National Team  
ManagerTraining and Venue  
Assistant

GEORGE ȘTUCAN

Public Relations  
SpecialistDigital Communication  
Specialist

GABRIEL BERCEANU

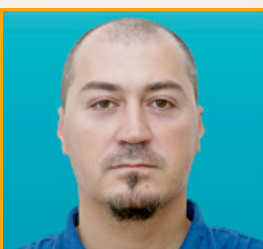
Special Projects  
Manager

Venue Announcer

EMMA BÂRSAN

Women's Football  
ManagerVenue Media  
Lead Assistant

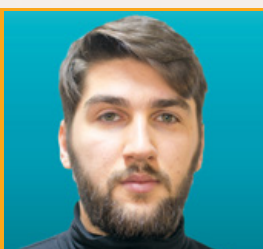
SORIN POPA



Art Director

Designer

TUDOR LUPU

Special Projects  
Manager

Volunteer Coordinator

ANDREI ANGELESCU



Reviewer

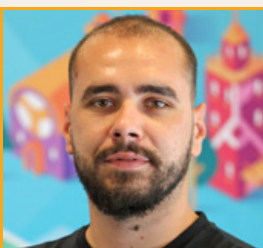
Volunteer Assistant

SORIN COJOCARU

Safety and Security  
Officer

Security Manager

EDUARD GRECU

National Teams  
Medical OfficerTraining Ground  
Medical Manager

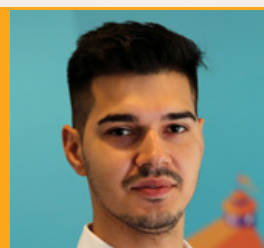
ADRIAN DUMITRESCU



Ticketing Manager

Protocol Venue  
Manager

RAUL ȘANDRU



Sponsorship Manager

Fleet & Bus  
Coordinator

CĂTĂLIN GHEORGHIU

National Team  
ManagerTraining Venue  
Liaison Officer

VLAD CĂLUȘER



Reviewer

Team Service  
Assistant

DAN CHIRAN



Head of Supply Office

Ceremonies Technician

ROMULUS MOISE



Mechanical Technician

Venue Technical  
Coordinator



UEFA  
EURO2020



# BUCHAREST TEAM