



Photo: Eva Manhart / Kolektiff

EHF Euro 2026 sustainability report

Summary of key insights and results



Photo: Casper Horsnæs / DanskHåndbold

From signals and visibility to stronger partnerships and action

More than ever before, what happens around the court at a championship was allowed to take up space at the Men's EHF Euro 2026. Environmental sustainability and a focus on water as a resource were put at the heart of the event by virtue of a concept across all three host nations at the EHF Euro 2026.

A shared promise of action not only made the communication around the work with sustainability sharper and the agenda more visible, but it also inspired real action that has made a difference to the impact the championship has had on the climate and environment.

"The European Championships 2026 showed that the work on sustainability is strongest when it is lifted together. The joint concept, Pure Promise, made it possible to translate ambitions into action and to gather and strengthen efforts across the board. At the same time, this year we can document the results across our efforts, including a first full emission report for a handball championship in Denmark. It is a feat we at DanskHåndbold can be proud of, at least I am."

– Ann Lykke Davidsen, Head of Communications and responsible for sustainability in DanskHåndbold

The guiding principle for the Danish

Handball Association's work with sustainability both at the EHF Euro 2026, previous championships and beyond, is the UN's Sustainable Development Goal number 17, 'Partnerships for action', which through strong collaborations ensures that what we do makes as big a difference as possible.

In the full sustainability report for the EHF Euro 2026 placed in the [website of the Danish Handball Association](#), you can dive into all 34 initiatives and dive into the numbers in the first full emissions report for a handball championship in Denmark.

See the [Emission Report](#) here:



Pure Promise – from sea to court

Since 2023, DanskHåndbold, as organizers of handball championships on home soil, has worked with sustainability, but at EHF Euro 2026, this focus was lifted to new heights. Together with the co-hosts in Norway and Sweden, DanskHåndbold created a sustainability concept with a focus on water and put it at the center of the championship. The concept was a promise to take responsibility and act, which is why it was called 'Pure Promise'. Read more about the concept on purepromisehandball.com

Pure Promise focus areas

1. Water
2. Food and beverages
3. Transportation
4. Materials
5. Waste
6. Fan Activation
7. Data Collection

The seven focus areas under Pure Promise resulted in **34 initiatives in Herning**, and important experiences and results were gained.

Some of the most impactful initiatives were:

- Course for school children about water together with Herning Vand
- Planting trees to protect drinking water locally together with Herning Kommune
- Free shuttلبusses for fans

- First ever emission report for a handball championship on Danish soil

All 7 focus areas and the most important results will be address later in this summary.

Pure Promise was focused on and communicated via the championship's mascot '**Splash**', which with the shape of a drop of water and messages about sustainability and water, was a mascot with a clear mission.

The mascot communicated fun facts called '**Pure Facts**', and with them, fans, volunteers and players learned more about water as a resource, sustainability, climate impact and the initiatives of the EHF Euro 2026.

Everything was tied together on the concept's landing page '**Digital Hub**', where the joint Pure Promise, the Pure Promise Water Quiz and a presentation of the mascot gave visitors the opportunity to learn more about the concept, the initiatives and learn more about water.

After the championship, the Digital Hub has also been developed to accommodate the results of the initiatives and work on environmental sustainability for the EHF Euro 2026 for all three host countries. Visit Digital Hub here: purepromisehandball.com





Photo: Eva Manhart / Kolektiff

Collaboration with Sport Event Denmark



DanskHåndbold and Sport Event Denmark have agreed on implementation grants for the EHF Euro 2026. Sustainable initiatives are part of the agreement. The agreement with Sport Event Denmark has been fulfilled and entailed that:

- DanskHåndbold hired a sustainability manager who would work with the sustainable initiatives for the EHF Euro 2026
- DanskHåndbold answered questions about sustainability in SEDK's application and evaluation form
- At least two specific sustainability

initiatives were to be selected, and an action plan was drawn up – DanskHåndbold implemented a total of **34 initiatives**

- DanskHåndbold evaluated and reported on the effect of the specific initiatives and efforts in a sustainability report

In addition, the collaboration with Sport Event Denmark at the EHF Euro 2026 was further activated by Sport Event Denmark taking the initiative for a networking seminar for stakeholders in the sports event industry on sustainability, with participants from their existing network for sparring and inspiration across the industry.

Read more about the network seminar at the end of this summary.

Interested in sustainability in the sports event industry?

Visit Sport Event Denmark's event guide, where tools, case descriptions and inspirational material for event organizers is compiled – also with several guides and cases in english.

Visit the website here:

[Event guide - Sport Event Denmark](#)



Photo: Eva Manhart / Kolektiff

Objectives and emission report

The goal of the sustainability effort at the Men's 2026 EHF Euro was to continue to work with and expand initiatives started and tested during the IHF World Women's Handball Championship 2023 and the IHF World Men's Handball Championship 2025, including:

- To create a common concept and implement joint initiatives across all three host nations, Sweden, Norway and Denmark, which can also be continued towards the Women's EHF Euro 2028
- To produce a EHF Euro 2026 sustainability report
- To do extended data collection and prepare an emissions report for the championship
- That 25% of the initiatives should be able to

be passed on to handball clubs in Denmark

- To communicate actively about concepts, initiatives and collaborations
- To further develop initiatives with a goal of reducing emissions and footprint from international matches and future championships held in Denmark

Emission report for the EHF Euro 2026

At the IHF World Women's Handball Championship 2023 and the IHF World Men's Handball Championship 2025, a complete report on the emissions from the championship was not made, as there was not a large enough data collection. At the 2026 EHF Euro, data collection has been a major focus, and an expanded data collection forms the basis for the

first ever emission report for a handball championship in Denmark.

An emission report is a complicated task that is difficult to achieve completely, and the result of the efforts at the EHF Euro 2026 is not perfect. However, the purpose of collecting data has never been for the sake of reporting, but to a greater extent to let data be a driver of initiatives, insights and awareness of the difference it makes working with sustainability.

Read more about the thoughts and methodology behind the climate accounts in the full Euro 2026 responsibility report or go directly to the figures and emission report here: [EHF Euro 2026 - Emission report](#)

250

local school kids
learned about water
and sustainability

Emission from bottled
water at matches
were **reduced by**

65%

3,800

trees were donated by
fans and organizers to
planting in a local area

More climate-friendly
menues **reduced**
emission by up to

60%

Focus area 1

WATER

Selected results

Bottled water was removed for volunteers, delegates, organizers and accredited press by distributing 1,000 high-quality drinking bottles made from recycled steel.

The players received drinking bottles made of bioplastic from sugar cane and sealed water in tetrapak cartons, and the **footprint of bottled water for the matches was reduced by 65%**.

250 local school children learned about water and sustainability in a four-week course together with the local water company, which ended with a visit to the European Championships fan zone.

The first **3,800 trees were donated** by organizers and fans for planting in a local area dedicated to water conservation in collaboration with the municipality, the local water supply company and the Danish Climate Forest Fund.

Focus area 2

FOOD AND BEVERAGES

Selected results

Common guidelines for more climate-friendly menus without beef **resulted in a reduction of up to 60%** CO₂-eq compared to a standard menu composition in VIP and backstage dining in arenas and hotels

Common guidelines to minimize food waste resulted in a **17% reduction in food waste in the arena and up to 75% in the hotels** in VIP and backstage dining.

94%

of kilometers driven in event cars were in electrical vehicles

Communication contributed to a high degree of carpool with an **average of**

3.2

person in each car

7,000

fans used the free electric shuttle buses

Purchases of new clothes for staff were **reduced by almost**

50%

Focus area 3

TRANSPORTATION

Selected results

94% of the kilometers that organizers and delegates drove to the championship were driven in electric vehicles, which gave a 42% reduction in emissions compared to a scenario where all kilometers were driven in diesel cars.

7000 fans used the free electric shuttle buses, which removed up to 2,100 cars from the roads and reduced emissions from transport between the city and the arena by 67%.

Communication encouraging fans to ride together contributed to a **high degree of car pool, with an average of 3.2 people in each car.**

Focus area 4

MATERIALS

Selected results

A third less player clothes was produced when the third player jersey was abandoned for the Danish and Norwegian national teams, and 10 other nations participated in the initiative and opted out of the third player jersey.

Purchases of new clothes for the organizers were reduced by almost 50% as high-quality clothes from previous championships were used again.

Adjusted waste fractions
resulted in an average
recycling rate of

44%

250

square meters were
dedicated to a focus on
water and sustainability
in the fan zone

Posts on social media
about Pure Promise got

750,000

views

8,800

**fans did the Pure
Promise Water Quiz** and
learned about water and
sustainability

Focus area 5

WASTE

Selected results

Carefully adjusted waste fractions based on analyses of waste types in different areas resulted in an **average recycling rate of 44%** across arenas and hotels.

Volunteers acting as **waste guides inspired better sorting and awareness** amongst fans.

Focus area 6

FAN ACTIVATION

Selected results

An area of **250 square meters was dedicated to focusing on water and sustainability** in the fan zone in Herning

8,800 fans did the Pure Promise Water Quiz and learned about water and sustainability together with the organizers and Grundfos.

Social media posts about Pure Promise and sustainability at the EHF Euro 2026 **reached more than 360,000 people and received over 750,000 views** across the Danish Handball Association's platforms.

50

data points informed
a comprehensive
emissions report

All in all the EHF Euro in
Herning emitted

3.645

tonnes CO₂-eq

Transportation

was the largest source of CO₂-eq
emissions at the EHF Euro 2026

Fans' transportation
accounted for
approximately

77%

of emissions

Focus area 7

DATA COLLECTION

Selected results

An expanded data collection resulted in a comprehensive **emissions report with more than 50 data point sources.**

Transportation was the largest source of CO₂-eq emissions at EHF Euro 2026 and the **fans' transportation accounted for approximately 77% of emissions.**

All in all, the 2026 Men's EHF Euro in Herning **emitted around 3,645 tonnes of CO₂-eq**, with emissions in scope 1 and 2 accounting for less than 5%.

Initiatives at the EHF Euro 2026 contributed to a **reduction of CO₂-eq of approximately 72 tonnes**, corresponding to about 2% compared to standard solutions.

Subtracting fan transportation emissions, the initiatives at the EHF Euro 2026 contributed to a **reduction of CO₂-eq corresponding to 8,5% compared to standard solutions.**

See the full emissions report here: [EHF Euro 2026 – Emission report](#)

Or by scanning the QR-code:





Photo: Jure Erzen / kolektiff

Social responsibility at the EHF Euro 2026

It is important for the Danish Handball Association to act socially responsible and ensure people's equal rights, well-being and development, and avoid discrimination and dissatisfaction. Therefore, it is also a matter of course that as a volunteer you are treated well, you experience being part of a community and thrive with the tasks. During the Men's EHF Euro 2026, there were both volunteers with physical and mental disabilities, and foreigners who had signed up under the volunteer banners.

In addition to implementing a strong social responsibility in the organization of the EHF Euro 2026, two concrete initiatives were also put into action:

Fokus på Talent – recycling of materials

At the 2023 and 2025 World Championships, a collaboration with the specially designed educational offer Ungdomscenter Knudmosen and their workshop Focus on Talent started and developed, and again at the 2026 EHF Euro, materials from venue dressing and textiles that were in surplus were sent to the young people in the workshop. Focus on Talent works with students with developmental disabilities who, at a workshop in central Herning, engage in various creative activities using recycled materials. Great products came out of this after the championship, and it ensured that several hundred kilos of banner material were not wasted.

Handball experiences for certain groups in collaboration with Herning Municipality

DanskHåndbold used the opportunity as hosts of a championship on home soil to give some children, young people and elderly an experience with handball that they otherwise did not have the opportunity to get. Through Herning Municipality, 70 citizens associated with the municipality's services for the disabled and patients in psychiatry, around 300 volunteers from a special corps and almost 3,500 children and young people were given the experience of the fan zone and handball matches in Herning during the championship.



Photo: Eva Manhart / Kolektif

Sharing knowledge and 'ripple effects'

In Danish Handball, we stand [#sammenforholdet](#) and we are [#sammenomansvaret](#), which is why knowledge sharing and the fact that we with our actions, concepts and results can inspire others and create a 'ripple effect' in the rest of the sports and culture industry, is a big priority.

Therefore, we invited a network of players from the sports event industry behind the scenes, we talked about our concept, strategy and initiatives before the championship and we continue to talk about our experiences and results after the championship, to partners, educational

institutions and other sports federations in the sports family.

Network seminar for the sports event industry in collaboration with Sustainable Herning and Sport Event Denmark

DanskHåndbold, Bæredygtig Herning and Sport Event Denmark joined forces to focus on opportunities and challenges in the work with green transition in connection to sports events in Denmark, for a day with a tour of the EHF Euro 2026 arena and fan zone, presentations and professional discussions at a seminar, and handball experience and networking in the Jyske Bank Boxen arena.

75 people participated in the day, including presenters, organizers and participants.

Sharing knowledge is also a big priority in the work with sustainability at a championship and following the EHF Euro 2026, DanskHåndbold shares experiences, results and new knowledge that has arisen from the event.

Reach out to Project Lead on Sustainability, [Camilla Bevensee](#), if you want to hear more about the work and results for Euro 2026.



Photo: Uros Hocevar / Kolektiff

Dive into all initiatives in the full sustainability report from the EHF Euro 2026

This summary is an excerpt of the initiatives and results that came out of the work on sustainability at the EHF Euro 2026 in Herning, but all 34 initiatives have been described and evaluated in a full responsibility report. The full report can be found on the Danish Handball Association's website here: [DanskHåndbold - ansvarlighed](#)