

CELEBRATE

THE **PLANET** **PEOPLE** GAME



SUSTAINABILITY REPORT 2025



One Year Further with Celebrate.

CONTENTS

| | |
|--|-------|
| Mission..... | 5 |
| Message from the Secretary General.... | 7 |
| Sustainability Policy..... | 8-9 |
| Celebrate..... | 10-11 |
| The Planet..... | 12-17 |
| The People..... | 18-21 |
| The Game..... | 22-27 |
| Partner Initiatives | 28-29 |
| Summary..... | 30-31 |

Active sustainability work is a journey made up of many steps. In our first report, we described how we took important steps forward during 2024 and laid the foundation for Celebrate. In this year's report, we show how we continued to develop the work during 2025 – with new initiatives, lessons learned and concrete improvements that make a difference.

We want to be transparent, both about what has improved and about the challenges we still face. For us, sustainability is never something that becomes finished – it is something that must be developed, improved and embedded throughout the entire organisation, year after year.

Our ambition is for this report not only to provide a clear picture of our work, but also to inspire more people to get involved. Perhaps you will find ideas to bring into your own organisation – or ways to contribute to our shared development. Together, we can make a difference, both on and off the pitch.



A Place Where the World Meets.

Gothia Cup is the world's largest meeting place for young football players – a place where everyone is welcome regardless of background. Respect, curiosity and understanding are fundamental values, and through encounters across borders we want to increase young people's knowledge of each other and of the world.

At a time often characterised by polarisation and closed perspectives, Gothia Cup aims to be an open and inclusive arena. Here, people from all over the world meet in a setting where sport builds bridges, strengthens community and turns diversity into an asset. Through football, we want to show that the world can feel both bigger and closer – and that sport can be a force for community, understanding and sustainable development.



With Size Comes Responsibility.

Our world is undergoing major changes, and sustainability is a crucial part of the future. Gothia Cup, the world's largest youth football tournament, brings together teams from all over the world and creates a unique meeting place in Gothenburg every summer. Since its start, more than 1.3 million players from 151 countries have participated – a responsibility that grows as the tournament continues to expand.

We believe in the power of football. Not only as a sport, but as a meeting place for people, cultures and perspectives. During Gothia Cup, young players have the opportunity to meet the world for real – on the pitch, beside it and in the everyday life that develops around the tournament. It is in these encounters that understanding is built.

With our size also comes a clear responsibility. When tens of thousands

of participants, leaders and volunteers gather during one week, we influence both people and the world around us. That is why sustainability is not something that sits alongside the tournament – it is part of how we plan, deliver and develop Gothia Cup.

Through Celebrate, we work to reduce our climate impact, create safe and inclusive environments and give young people tools and experiences that extend far beyond the tournament week. It involves concrete choices in everything from transport and food to fair play, gender equality and inclusion.

We are big enough to make a difference – but also humble in the face of the task. Sustainability work is never finished. It develops step by step through learning, collaboration and the ambition to continuously improve.

Niclas
Niclas Freiholtz

Secretary General, Gothia Cup



Sustainability Policy.

We create the world's largest meeting place for young football players. A place for everyone, regardless of differences in skin colour, gender, nationality or social and cultural background. Where football is our common denominator. We aim to increase knowledge and understanding between young people from all over the world. This sustainability policy presents our ambitions and guides our work within the areas where we have the opportunity to make a real difference.

OUR RESPONSIBILITY

We will do what we can to contribute to sustainable development and ensure that we create the conditions for a better tomorrow for the individual, the tournament and the planet. It is for the next generation that we develop and improve, and we want to use our event to influence others. With this comes a responsibility that means we must minimise our impact on the environment while keeping the youth meeting place at the centre. To become fully sustainable, we aim to reduce the use of fossil energy and harmful chemicals, protect ecosystems, and at the same time ensure that people's needs are met. We have an opportunity to make an impact – and we want to use it!

OUR COMMITMENTS

An event of this scale also carries a responsibility for the next generation. Here, we want to be a positive force in the transition towards a sustainable future. Our work is based on the three dimensions of sustainability: social, economic and environmental, where all parts interact with each other. We follow the definition that sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Below, our commitments within the framework of sustainability are listed. In addition to these commitments, we will strengthen our sustainability competence each year and continuously develop new initiatives. We will also strive for continuous improvement in our sustainability work.

This policy guides our daily work and is followed up annually through concrete initiatives and measurable results.

CELEBRATE THE PEOPLE

SOCIAL

- ✓ Actively work to ensure that all visitors, participants and volunteers have a safe and rewarding experience
- ✓ Always take a clear stand against all forms of discrimination and harassment based on gender, ethnic background, skin colour, religion, age or sexual orientation
- ✓ Actively promote good accessibility for visitors, participants and volunteers
- ✓ Actively work to increase gender equality
- ✓ Work with and further develop Fair Play
- ✓ Ensure that the local community benefits from our success



ECONOMIC

- ✓ Ensure that our surplus is reinvested in the organisation so that we can create greater benefit
- ✓ Involve partners and sponsors in our sustainability work to find sustainable solutions
- ✓ Use our resources efficiently and responsibly
- ✓ Ensure our financial stability through long-term planning

CELEBRATE THE PLANET

ENVIRONMENTAL

- ✓ Measure and annually reduce our carbon footprint per participant
- ✓ Encourage participants and visitors to reduce their environmental impact during the event
- ✓ Set sustainability requirements for suppliers and prioritise local suppliers
- ✓ Prioritise eco-labelled products in procurement
- ✓ Keep waste levels low and provide opportunities for waste sorting
- ✓ Promote renting and reusing instead of buying new
- ✓ Serve healthy and responsibly produced food with as low environmental impact as possible
- ✓ Actively work to keep down and reduce food waste
- ✓ Where possible, use electricity from renewable sources
- ✓ Prioritise environmentally classified vehicles and renewable fuels for internal transport and business travel





CELEBRATE

– An Umbrella for Sustainable Development.

By explaining and developing our sustainability work in a transparent way, we show how everyone who takes part in Gothia Cup can contribute to a more sustainable world. It is about how we treat each other during the tournament, but also about how participants, spectators and volunteers take responsibility for the world around us.

During Gothia Cup, tens of thousands of young people, their accompanying adults and volunteers gather in Gothenburg. The Celebrate concept helps make the right choices easier. Through the way we explain and transparently

develop our sustainability work, we provide knowledge that participants take home with them. In this way, we influence not only how the tournament is carried out in a more sustainable direction, but also how young people and adults around the world act in their everyday lives throughout the rest of the year.

Celebrate is also a way to celebrate the work with sustainable development at Gothia Cup. To reach as many senses as possible, we have released the song “Celebrate” with the artist Saga Ludvigsson.

Feel free to scan the QR code, listen, and add the song to your playlist.



Agenda 2030.

Society faces several challenges, and we are now in the midst of the transition towards a sustainable future. Gothia Cup is the world’s largest youth football tournament. We are big enough to make a difference. The goals within the United Nations’ Agenda 2030 for Sustainable Development that we can influence are:

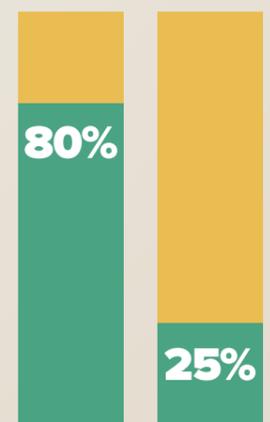


Making Sustainability Visible.

Our participant survey shows that 80 percent consider sustainability issues important, but only 25 percent are aware of the Celebrate concept.

This is an important insight. It shows that the engagement exists – but also that we need to be even clearer about how sustainability work takes shape in practice.

For us, the next step is about making Celebrate more visible in the experience: at the arenas, in the encounters between people and in the choices made every day during the tournament.



Our participant survey shows that 80 percent consider sustainability issues important, but only 25 percent are familiar with the Celebrate concept.

THE PLANET.

Celebrate the Planet brings together concrete projects where we step by step reduce Gothenburg Cup's climate and environmental impact. At the same time, we create the conditions for participants, leaders and visitors to make more sustainable choices – both during the tournament and in everyday life afterwards. The goal is for sustainability to become a natural part of the experience, something that remains even after the week in Gothenburg.

AREAS FOR IMPROVEMENT

During 2025, we reduced our climate footprint within Celebrate the Planet, but we still see a need to strengthen our routines for measurement and follow-up. The large number of volunteers creates long communication chains, which affects reporting from kitchens and dining halls.

Our participant survey shows that engagement in sustainability issues is high, but that awareness of Celebrate is still low. Here, we need to be clearer about how the work is visible in the overall experience – and how the choices made by participants actually make a difference.

In the coming years, we will focus on simplifying communication, strengthening reporting and continuing to develop sustainable food choices that both reduce climate impact and work in practice.

POINTS IN THE SUSTAINABILITY POLICY

| 2025 | | 2024 |
|------|---|------|
| 👍 | Measure and annually reduce our carbon footprint per participant | 👎 |
| 👍 | Encourage participants and visitors to reduce their environmental impact during the event | 👎 |
| 👍 | Set sustainability requirements for suppliers and prioritise local suppliers | 👍 |
| 👍 | Prioritise eco-labelled products in procurement | 👎 |
| 👍 | Keep waste levels low and provide opportunities for waste sorting | 👍 |
| 👍 | Promote renting and reusing instead of buying new | 👍 |
| 👍 | Serve healthy and responsibly produced food with as low environmental impact as possible | 👍 |
| 👍 | Actively work to keep down and reduce food waste | 👎 |
| 👍 | Where possible, use electricity from renewable sources | 👍 |
| 👍 | Prioritise environmentally classified vehicles and renewable fuels for internal transport and business travel | 👍 |

Milestones 2024

Several initiatives were introduced to encourage participants to reduce their environmental and climate impact. We can develop this even further, preferably together with the participants, to make sustainability work part of an experience for life.



Milestones 2025

- We continue to work to make sustainability a natural part of the tournament and a lesson that participants can carry with them even afterwards. During the year, we further developed our efforts:
- The Plate Waste Project has continued with the goal of reducing food waste and increasing awareness of how small choices at mealtimes can make a big difference.
- Waste sorting has been improved and is also used as an educational tool to show participants and visitors how waste can be handled in the right way.
- Our Green Hosts are on site to both guide waste sorting and inspire by sharing knowledge and creating engagement.
- Through these initiatives, we are not only creating a more sustainable tournament here and now, but also helping participants take important experiences and inspiration with them into their own everyday choices.



485 000 MEALS SERVED

That corresponds to filling Ullevi with diners three times a day for an entire week.

MEASUREMENT

For three consecutive years, we have focused on reducing our CO₂ emissions from food. Each year, we measure the CO₂ footprint per meal, plate waste and total food waste. In 2023, the average non-vegetarian portion had a footprint of 1.13 kg CO₂, in 2024 the average was 1.04 kg CO₂, and in 2025 it amounted to 0.86 kg CO₂. By continuing to measure our footprint, we can follow up on our targets and ensure that we are moving in the right direction.

RESULTS

This development has been made possible through carefully selected recipes and conscious purchasing, where we constantly seek better alternatives for both the climate and our participants. In this way, each meal becomes part of our sustainability work.

INSIGHTS

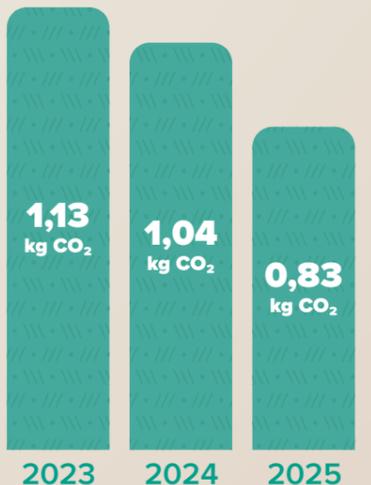
After the 2025 tournament, we donated food corresponding to a value of approximately SEK 600,000 to Räddningsmissionen. This is an important step in reducing waste while also supporting people in vulnerable situations. The donations mainly consisted of products that could not be returned to suppliers because the packaging had already been opened.

At the same time, the figures show that we still order too many goods. In addition to what was donated, we had returns to suppliers exceeding SEK 1.3 million. This is a level we need to reduce, both for economic and sustainability reasons.

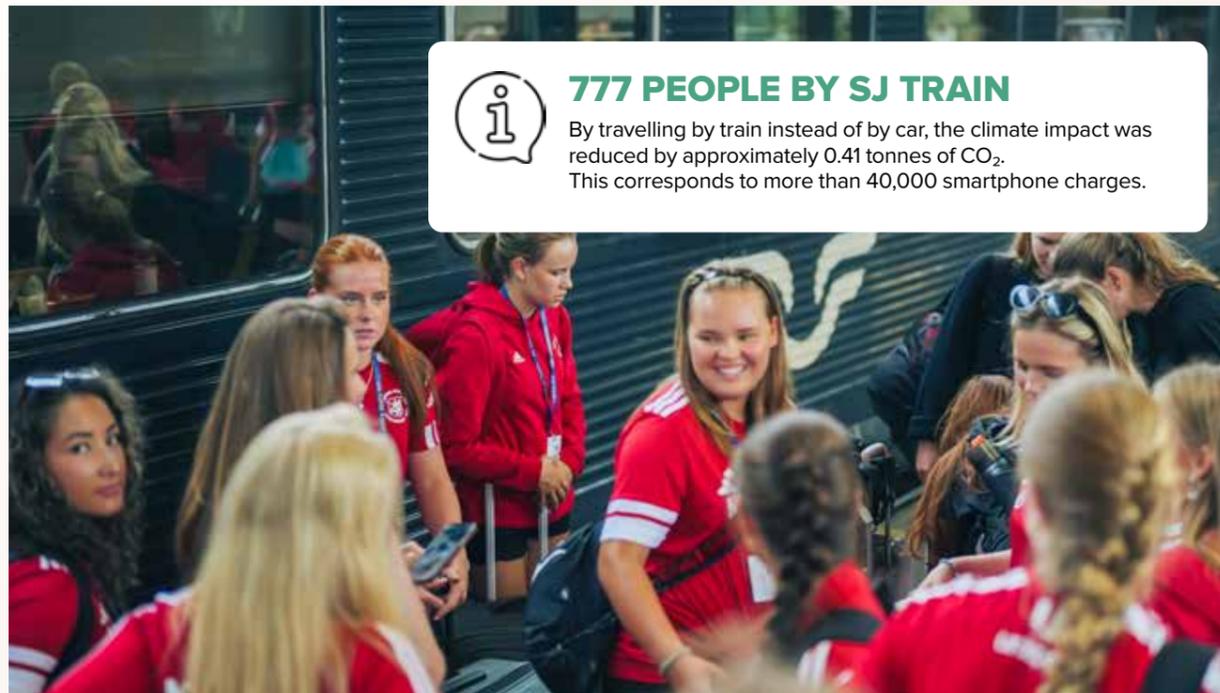
Ahead of 2026, we have therefore developed an action plan that will help us reduce waste, improve our ordering routines and, over time, create a more resource-efficient management of food.

MENU DURING THE WEEK

- Chicken Pasta – 0.54 kg CO₂
- Salmon Pasta – 0.54 kg CO₂
- Sausage Stroganoff with Rice – 0.94 kg CO₂
- Spaghetti Bolognese – 0.89 kg CO₂
- Breaded Cod with Boiled Potatoes and Cold Herb Sauce – 1.21 kg CO₂
- Chicken Paneng with Rice – 0.54 kg CO₂
- Meatballs with Mashed Potatoes and Lingonberry Jam – 1.22 kg CO₂
- Lasagnette – 1.21 kg CO₂
- Chicken Drumstick with Potato Gratin – 1.5 kg CO₂
- Mandeep's Indian Lentil Stew – 0.49 kg CO₂
- Crispy Baked Chicken Fillet with Root Vegetables and Cold Garlic Sauce – 0.62 kg CO₂
- Chef's Choice



Number of meals served: 485,000 (including breakfast) 323,333 (excluding breakfast) – CO₂ calculations exclude breakfast.



777 PEOPLE BY SJ TRAIN

By travelling by train instead of by car, the climate impact was reduced by approximately 0.41 tonnes of CO₂. This corresponds to more than 40,000 smartphone charges.

TRANSPORT

Transport is a central part of Gothia Cup and accounts for a significant share of the tournament's climate impact. Thanks to detailed statistics on driving distances, we can now compare our actual emissions with a scenario in which all distances had been driven using petrol. This makes the climate benefits clear and shows which areas have the greatest impact in our continued work.

THE GOTHIA TRAIN BY SJ



It runs like a train – literally. During Gothia Cup 2025, 777 people travelled on the Gothia Train from Stockholm to Gothenburg, compared with 599 the year before – an increase of 30 percent. For many teams, the tournament experience begins already on the platform, where each carriage quickly turns into its own dressing room filled with anticipation.

At the same time, the train is one of our most climate-smart transport choices. The journeys with the Gothia Train corresponded to a total climate footprint of approximately 5.6 tonnes of CO₂, which is 0.41 tonnes lower than if the same distances had been travelled by petrol-powered cars. A simple choice – with a significant impact.

GOTHIA LINE - SMART TRANSPORT DURING THE WEEK



During Gothia Cup 2025, our Gothia Line buses drove a total of 16,223 kilometres around Gothenburg. Of these journeys, 63 percent were powered by electricity, 26 percent by CNG (biogas) and 11 percent by HVO, meaning that the majority of the transport was carried out using renewable or fossil-free fuels.

Despite more journeys than the previous year, these choices allowed us to transport players and leaders with a clearly reduced climate footprint – an important step in making the tournament's logistics increasingly sustainable.

LOGISTICS WITH A LOWER CLIMATE FOOTPRINT



During Gothia Cup 2025, our volunteer vehicles from Volvo drove a total of approximately 21,200 kilometres in connection with the delivery of the tournament. In addition, Nordic Transport carried out transport covering 4,898 kilometres, compared with 4,840 kilometres the previous year.

Transfer traffic within Gothenburg amounted to 20,845.5 kilometres in 2025, compared with 12,050 kilometres the year before. Of these journeys, 86 percent were powered by HVO and 14 percent by electricity. At the same time, transfer traffic outside Gothenburg decreased from 31,384 kilometres (2024) to 26,314 kilometres (2025). An event of Gothia Cup's size requires extensive transport. By prioritising electric vehicles and fossil-free fuels, we are working to reduce the climate impact of the tournament's logistics, year by year.

VEGGIE VIBES

Within the framework of our Celebrate the Planet work, we launched the Veggie Vibes initiative in 2025 – a focus on plant-based food that both reduces the climate footprint and inspires new taste experiences. Ten chefs each created a vegetarian dish that was evaluated by both a jury and young people on site.

The winner was Mandeep Singh with his lentil stew made with root vegetables – a dish that is both gluten- and lactose-free and easy to prepare. It was later served as one of the main dishes in the school restaurants for our participants and leaders.

Veggie Vibes shows how food can be a powerful tool for sustainability: every meal is an opportunity to influence both the climate and the experience. The project is an example of how we are developing our menus to combine great taste with reduced climate impact and less food waste.



SE FILMEN HÄR



ENERGY CONSUMPTION



Heden (Partille World Cup & Gothia Cup):
2024: 19 450 kWh
2025: 20 669 kWh (+6,3%)

Kviberg (Partille World Cup & Gothia Cup):
2024: 6 955 kWh
2025: 6 669 kWh (-4,1%)

The increase is due to more partners present with on-site activations and longer opening hours to be available for our guests and participants.

Our pitches shine with the joy of the game – and only one kind of energy uses electricity. It comes from renewable sources, and we measure it every year to ensure that every watt is used wisely.

WATER SAVINGS

Water savings from toilets: 73%



HYRTOALETTEN

With 650,000 flushes, the rental toilet saves 1,430,000 litres of water compared with a standard toilet.

This corresponds to 2.86 million bottles of water (0.5 L), filling nearly 18,000 bathtubs (80 L), taking more than 23,800 showers (60 L), or filling almost 6 Olympic swimming pools (approx. 250,000 L per pool).

DISHWASHING CONTAINER – TEST OF A REUSABLE SOLUTION

During 2025, we tested a new solution to reduce the use of single-use materials. At Heden, a dishwashing container from Wicab was rented, where dishes from the food tent and the Guest Lounge were handled. The dishwashing container operated daily between 11:00 and 19:00, staffed by two dishwashing hosts.

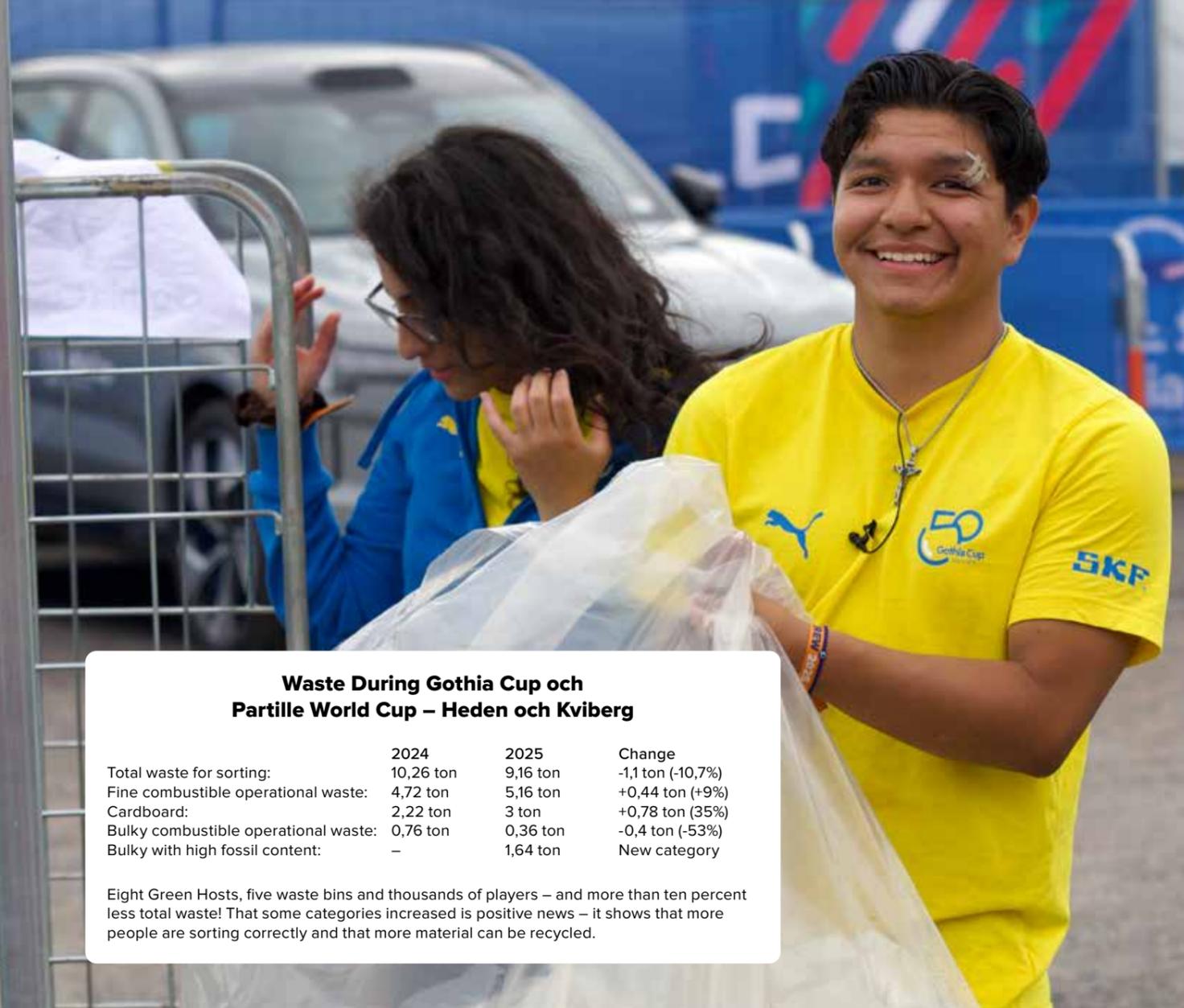
The test showed that the solution worked well for the level of demand this year. An important lesson is that we do not yet know how the system

would perform on a larger scale, for example if the food court also used reusable materials. Questions to explore further include how to avoid loss of reusable items, for example if plates are accidentally thrown away.

Even though exact figures for the amount of single-use material saved are not available, the initiative is an important step in developing sustainable alternatives to disposable products.

An estimated figure, based on the number of people eating at Heden during the week, is around 4,200 people, which means that approximately 16,800 single-use items were avoided.

The experience from the test will now serve as a basis for decisions on future initiatives and a possible expansion of the project.



Waste During Gothia Cup och Partille World Cup – Heden och Kviberg

| | 2024 | 2025 | Change |
|--------------------------------------|-----------|----------|-------------------|
| Total waste for sorting: | 10,26 ton | 9,16 ton | -1,1 ton (-10,7%) |
| Fine combustible operational waste: | 4,72 ton | 5,16 ton | +0,44 ton (+9%) |
| Cardboard: | 2,22 ton | 3 ton | +0,78 ton (35%) |
| Bulky combustible operational waste: | 0,76 ton | 0,36 ton | -0,4 ton (-53%) |
| Bulky with high fossil content: | – | 1,64 ton | New category |

Eight Green Hosts, five waste bins and thousands of players – and more than ten percent less total waste! That some categories increased is positive news – it shows that more people are sorting correctly and that more material can be recycled.



Green Hosts

– Support for Waste Sorting

The Green Hosts play a central role in creating order and clarity around waste management during Gothia Cup. At both Heden and Kviberg, visitors were welcomed by eight dedicated hosts per area, organised in shifts of four – always ready to point the way to the right bin or help anyone who looked a little lost.

Eight Green Hosts, five bins and thousands of visitors. It is no small task, but the cooperation worked well. Around the arenas there were stations for food waste, cardboard, plastic, deposit containers and

residual waste, and thanks to both clear signage and the presence of hosts, the work ran smoothly. In fact, several waste categories increased this year – and that is positive news. It means that more visitors are sorting correctly and that more material can be recycled. A great team effort for the planet!

Our Green Hosts describe how the work almost ran itself, helped by good weather and many curious questions from passers-by. At the same time, there were moments that were less glamorous – especially around food

waste, which sometimes became a challenge to manage. But thanks to the hosts' commitment and calm approach, most situations were quickly resolved.

Looking ahead, there is an opportunity to take the next step by strengthening the capacity for residual waste. An extra container at both Heden and Kviberg would give the stations a much-needed boost and make the entire process even more efficient.

Leaders' Party

– A Tribute to Those Who Make a Difference

The Leaders' Party is an evening when we gather all coaches to show appreciation for the work they do for their teams and for the sport. A Leaders' Party is about community, good food and entertainment. Later in the evening, very few people remain seated – almost everyone is standing, singing along. That is when you truly feel that you are part of something big and genuinely international.

Ahead of 2025, 2,500 reusable pieces of cutlery were purchased to replace single-use plastic cutlery. These are now used not only at the Leaders' Party but will also be reused

at all our future events. Through this decision, we avoided single-use waste corresponding to approximately 6.75 kg of CO₂ emissions – emissions that would otherwise have arisen from the production and use of plastic cutlery.

We also introduced reusable beer glasses (40 cl) at our Leaders' Parties. A total of 4,200 glasses were purchased and will now be reused at all upcoming events. The result was very successful – only around 50 glasses were broken or discarded during two events. By replacing single-use plastic cups, we avoided emissions corresponding

to approximately 25.2 kg of CO₂, a figure that will continue to grow as the glasses are reused over the years.

In addition, we use recyclable plates. To reduce food waste, leftover food was redistributed to schools and served to participating teams the following day. In this way, we ensure that the food does not go to waste but is put to good use.

Together, these initiatives show how relatively simple changes can reduce our climate impact, save resources and create long-term sustainable routines for our events.

THE PEOPLE.

Encounters between people and cultures create understanding, knowledge and perspective. Through Celebrate the People, we highlight how we concretely work to prepare young people from all over the world on their journey towards adulthood – through memories that last a lifetime.

In a world marked by conflict, increasing inactivity and fewer opportunities for young people to gain early experience of working life, we offer a contrast. Gothia Cup, by its international nature, is a place for friendships across borders. Through our foundation, our thousands of hours of physical activity and our volunteer programme, we make a difference.

AREAS FOR IMPROVEMENT

Social sustainability, where our projects within Celebrate the People have their foundation, is very much at the core of Gothia Cup. It is the very reason the tournament was founded 50 years ago. It is therefore natural that many points in the Sustainability Policy receive positive marks.

That does not mean we are finished. We can find more solutions to create a safe and rewarding experience, improve accessibility and contribute more to the local community. We also need to become better as an organisation at measuring our efforts.

MEASUREMENT

During Gothia Cup, 1,939 teams participated – 69% boys and 31% girls – from 74 nations.

Through our foundation, we donate approximately SEK 4 million each year, which among other things helped 501 people from 14 countries participate in the tournament.

In total, 1,800 volunteers received financial compensation for their efforts during the week, of whom 700 had previously served as volunteers at Gothia Cup. Around 45% also take part in both tournaments.

We also bring the tournament to people beyond those present in Gothenburg. Livestreams of the matches were watched by 833,880 viewers in 2024 and 944,428 in 2025 – an increase of 13%.

Previous calculations from Göteborg & Co show that Gothia Cup contributes approximately SEK 500 million in tourism economic impact.

POINTS IN THE SUSTAINABILITY POLICY

-  Actively work to ensure that all visitors, participants and volunteers have a safe and rewarding experience.
-  Always take a clear stand against all forms of discrimination and harassment based on gender, ethnic background, skin colour, religion, age or sexual orientation.
-  Actively work to increase gender equality.
-  Ensure that the local community benefits from our success.
-  Ensure that our surplus is reinvested in the organisation so that we can create greater benefit.
-  Involve partners and sponsors in our sustainability work to find sustainable solutions.
-  Use our resources efficiently and responsibly.





Safety as a Foundation

Safety is a natural part of our work with social sustainability. With us, everyone should feel safe – whether during a match, on the way to an arena or while resting at their accommodation. That is why we measure every year how participants themselves experience safety in different parts of the tournament. The results clearly show that the majority feel safe, giving us both valuable confirmation and clear benchmarks for continued improvement.

We work year-round together with relevant authorities to create safe and welcoming environments at our playing and accommodation areas. Before and during the tournament, regular check-ins and daily meetings are held to update the overall situation. Safety routines are in place for both schools and playing areas, complemented by patrolling security staff and language resources that help us reach participants in their native languages.

Through close cooperation, clear access routes for emergency services are ensured, and digital solutions make it easy to report incidents and follow them up quickly. In total, between 50 and 200 people are engaged in safety work – an effort that makes our events safe meeting places for volunteers, leaders and young people from all over the world.

Leadership Academy

Leadership Academy is a development programme for volunteers who have shown potential to take on greater responsibility. Through workshops, reflections and practical leadership exercises, participants gain insight into their own leadership style and are trained in responsibility, clear communication and solution-oriented work. The aim is to provide them with tools to lead safe and well-functioning

teams in an international environment. Ahead of 2025, 50 volunteers were invited, and around 40 moved on to roles such as dining hall managers and team leaders – important functions that contribute to structure, safety and quality in the delivery of the tournament. The programme combines theory with practical experience, allowing participants to quickly become confident

in their new roles. Leadership Academy is also part of our sustainability work. By developing future leaders and creating opportunities for young people to grow, we build an organisation with long-term competence, continuity and engagement. Over time, we aim to expand the programme further and give more people the opportunity to develop as leaders.



Gothia Special Olympic Trophy

We highlight GSOT in the sustainability report because the tournament is a central part of our work with social sustainability. GSOT enables international sport for young people with intellectual disabilities and demonstrates how we work for inclusion, equality and equal opportunities within football.

This is also the class that Sonepar Sweden now sponsors, in connection with extending its agreement for

a further three years as Premium Partner. Thanks to Sonepar Sweden's expanded commitment to GSOT, the tournament will have greater resources to continue developing and strengthening its inclusion work. Sonepar Sweden sees the partnership as natural, as Gothia Cup's values align well with the company's own. The parties also share a common commitment to four of the UN's Sustainable Development Goals: good health and well-being, gender

equality, reduced inequalities and climate action.

– We are proud to increase our engagement in Gothia Cup through the new three-year agreement, which means that we become a Premium Partner and sponsor of GSOT, says Anders Nordlöw, CEO of Sonepar Sweden.



1800 VOLUNTEERS

For many young people, Gothia Cup is their first step into working life. It corresponds to a large upper secondary school – and hundreds of additional students – working for one week.

Volunteers

– Young People Take on Summer Roles

Volunteers are an important part of Gothia Cup's sustainability work and a way to give more young people the opportunity to take their first steps into working life. During Gothia Cup 2025, 1,800 volunteers received financial compensation for their efforts – something that distinguishes us from many other events that rely more heavily on unpaid volunteers.

For many of the young people, this is their first work experience. By taking responsibility, developing their CVs and gaining a first insight into working life, they build both confidence and future opportunities.

CELEBRATE THE GAME

THE GAME.

Fair Play for a Better Environment On and Off the Pitch Fair Play – or the lack of it – is a challenge within sport, not least if it takes hold among young people who are developing both as athletes and as individuals. For Gothia Cup, the right attitudes are essential.

Celebrate the Game is a Fair Play initiative aimed at creating a better environment for everyone, both on and off the pitch. To further strengthen this environment, Gothia Cup also works with referee observers and match delegates. All of this is done to increase respect for Fair Play among participants, leaders, spectators, delegates and parents.

RESPECT IN PRACTICE – MATCH BY MATCH

| | 2024 | 2025 |
|-------------------------------|------------------|------------------|
| Fair Play Trophy nominations: | 250 | 321 |
| Fair Play Trophy awards: | 4 | 4 |
| Referees + Nations: | 682 (20 nations) | 650 (28 nations) |
| Protests: | 14 | 17 |
| Nations: | 72 | 74 |
| Participating teams total: | 1 911 | 1 939 |
| Matches: | 4 820 | 4 905 |
| Number of red cards: | 460 | 502 |
| Match observations: | 541 | 535 |

POINTS IN THE SUSTAINABILITY POLICY

- Actively work to ensure that all visitors, participants and volunteers have a safe and rewarding experience.
- Actively promote good accessibility for visitors, participants and volunteers.
- Work with and further develop Fair Play.



231 660 MINUTES OF MATCH TIME

During Gothia Cup, a total of 231,660 minutes of football were played, corresponding to approximately 161 days of playing time. In other words, during one week in Gothenburg enough football was played to equal more than five months of non-stop matches.



535 MATCH OBSERVATIONS
 During Gothia Cup 2025, 535 match observations were carried out. This means that every tenth match was followed up with the aim of strengthening quality, consistency and safety in the game.

The Referee Role Makes a Difference

Referees play a crucial role in creating a safe, fair and respectful environment during Gothia Cup. In a tournament with thousands of matches, their presence is essential – not only to interpret the rules, but also to contribute to a climate where the game can be played with a focus on joy, development and fair play.

During Gothia Cup 2025, 650 referees from 28 nations officiated, making the referee group one of the tournament’s most international functions. Their work was supported by 535 match observations, aimed at strengthening quality, consistency and development – both for the referees and for the game as a whole.

For us, fair play is not about reacting afterwards, but about building the right behaviours during every match. Through presence on the pitch, dialogue with coaches and support from match delegates, the conditions are created for respectful matches – even when emotions and competition are strong.

The role of referees is therefore an important part of Celebrate the Game. When referees, players, coaches and spectators share the same view of the game, a safe tournament environment is created where the focus can remain on football, community and encounters between people.



Fair Play Trophy

– When Values Become Action

In Gothia Cup, football is about more than results. It is about respect, community and the joy of playing together across borders. This year’s winners of the Gothia Cup Fair Play Trophy are Partille IF P17, Josh Evans Soccer School P12, Täby FK F15 and U.D. Chile F15.

Each year, we recognise teams that show what true sportsmanship means, both on and off the pitch. This year we received many inspiring nominations, showing that the spirit of Fair Play remains strong throughout the tournament.

Among all these nominations, four teams stood out in particular – through their actions, their attitude and the values they represent.

We are proud to present this year’s Fair Play Award, in cooperation with Länsförsäkringar Göteborg and Bohuslän, to four teams who remind us what Gothia Cup is truly about.

Josh Evans Soccer School Boys 12
 After taking a clear early lead in a match, the coaches chose to slow down the pace by asking the players to complete 30 passes before attempting to score again. It was a thoughtful gesture that allowed both teams to continue playing with dignity. Their sportsmanship did not end there

– when an opposing player fell and lost his glasses, a Josh Evans player chose to give up a scoring opportunity to help him. It is small actions like these that make a big impression, and we are proud to recognise Josh Evans Soccer School as one of this year’s Fair Play Award winners.

Partille IF Boys 17
 During a tough match against Manchester City, the team was exposed to inappropriate comments about individual Partille players from parts of the opposing supporters. Despite this, the players remained calm and focused throughout the match. The goalkeeper in particular showed strong character. After the game, he approached every Manchester City player to thank them and congratulate them on their victory – a powerful gesture that demonstrated both respect and maturity. Throughout the match he also encouraged his teammates and showed leadership through his attitude. For their composure under pressure and inspiring leadership, Partille IF Boys 17 are very worthy winners of this year’s Fair Play Award.

Täby FK Girls 15
 Täby FK Girls 15 received a nomination that truly captured the essence of fair play. Despite a dominant victory, the

team showed great respect for their opponents. After the final whistle, they encouraged the entire crowd to stand and applaud the other team – a powerful and emotional gesture that reminded everyone what football is really about. They embraced their opponents and showed that football is not only about results, but also about community, empathy and shared joy. For this reason, Täby FK are very deserving winners of this year’s Fair Play Award.

U.D. Chile Girls 15
 U.D. Chile Girls 15 have impressed not only on the pitch, but everywhere they have been during the tournament. Whether at their school accommodation or walking through the arenas, these players consistently show kindness, respect and a positive spirit. They greet people, take care of their surroundings and represent both their team and their country with pride. Fair play is about more than what happens during the match – it is about how we treat one another in every moment. U.D. Chile F15 are a shining example of this, and we are proud to recognise them as one of this year’s winners.



PLEASE REMEMBER

Gothia Cup helps young people grow and gives them memories for life. They should be happy memories, where players, coaches and volunteers meet with encouragement and respect.

That is why Please Remember signs are placed at all playing areas. The signs contain short reminders such as “this is youth football”, “the referees are human”, “the coaches are volunteers” and “the parents cheer for everyone”.

The purpose is simple: to help remind each other of what matters most – both on and off the pitch.



Team Steward continues

The Team Steward initiative, introduced in 2024 as part of Celebrate the Game, continued during this year’s tournament. By having each team appoint an accompanying adult responsible for supporting the team’s supporters and promoting positive

behaviour on and off the pitch, a safer environment is created for everyone.

The project has proven to be appreciated – not only by teams and spectators, but also by referees, who report a more respectful atmosphere

around the matches. Team Steward has therefore become an important part of Gothia Cup’s work for fair play and an inclusive experience, carried out together with Kopparbergs.



MATCH DELEGATES

To maintain fair play during all matches, we believe it is important that

people are always present to observe and report what happens on and off the pitch. During Gothia Cup, match delegates are therefore present at all playing areas.

The match delegates are there to support players, coaches, referees and volunteers, and to encourage everyone to act in the spirit of Celebrate the Game.

Hall of fame



At the anniversary edition of the Leaders’ Party in 2025, the award was presented to Berthold Happe, who for 25 years has participated in Gothia Cup together with his club SG Borken e.V.. During these years, he has brought nearly 100 teams to the tournament.

– Coming to Gothia Cup has always been something special. It is not just a tournament – it is about meeting both friends and the world, says Berthold Happe.

Over the years, the teams he has led have become known for their team spirit, respectful play and good behaviour – qualities that have made them appreciated ambassadors for both their club and Germany.

As Gothia Cup celebrates its 50th anniversary, the spotlight is not only on the football stars of the future – but also on the leaders who make it possible. The Leaders’ Party is a place to honour the dedicated individuals who, year

after year, make the tournament possible through their commitment to youth football.

– I am incredibly honoured to receive this award, and it means a great deal after having participated in Gothia Cup for so many years, says Berthold Happe.

The Gothia Leaders’ Party is not only a well-deserved recognition of the coaches’ efforts – it is also a meeting place where new connections, collaborations and friendships are formed across languages and borders.

– Gothia Cup is not only about football, but also about encounters between people. The Leaders’ Party symbolises the sense of community we want to create, and the anniversary year makes it even more special. For 50 years we have built something unique together. Now we celebrate it – but we also look ahead, says Gothia Cup’s Secretary General, Niclas Freiholtz.

Partner Initiatives



SKF – MEET THE WORLD

The purpose of Meet the World is to create inclusive meeting places and contribute to social sustainability through sport. By lowering the barriers to international participation, the initiative promotes community, cultural exchange and understanding between young people from different parts of the world. It is a concrete example of how football can be used as a tool to build bridges and create long-term positive effects in society.

Through initiatives such as Meet the World, SKF aims to contribute to a society where young people are given the opportunity to grow, exchange experiences and shape the future together. Meet the World is more than a qualifying tournament. It is an investment in the next generation, with sport as a driving force for greater equality, sustainability and international community.



SONEPAR – PRESENTS THE GOTHIA SPECIAL OLYMPIC TROPHY

The partnership with Gothia Cup is a perfect fit for Sonepar. It is a strong brand with wide reach, we share the same values, and we share a commitment to four of the UN's Sustainable

Development Goals – good health and well-being, gender equality, reduced inequalities and climate action. In addition, the tournament works with young people who represent our future.

V O L V O

VOLVO – ELECTRIC CARS

Volvo Car Sweden is an Official Partner of Gothia Cup. The partnership means that Volvo Car Sweden provides electrified cars for the tournament. This contributes significantly to reducing the tournament's climate impact. In 2025, around 50 electric cars were in use thanks to Volvo.



LÄNSFÖRSÄKRINGAR CONTRIBUTES TO FAIR PLAY

Fair Play is central to Gothia Cup's Celebrate the Game. The Fair Play initiative is carried out together with Länsförsäkringar, with the goal of creating an even better environment during the tournament. The idea is that players, coaches, parents, referees, supporters and the Gothia Cup organisation should help remind one another to show respect and be mindful of how we treat each other.



LIBRESSE WITH A FOCUS ON GENDER EQUALITY

Libresse, one of the largest intimate hygiene brands in the Nordic region, is an Official Partner of Gothia Cup. The partnership puts gender equality in focus. One challenge within football is that many girls stop playing or miss training sessions because of their period. Libresse wants to make it easier for girls to continue with their sport.

– For Libresse, it is very important to break the taboo around menstruation and to be a brave big sister who helps and guides girls along the way so they can live their lives exactly as they want. Periods are completely natural and a sign that the body is functioning as it should, says Oda Mustorp, Brand Manager at Libresse.





One Step Further – Together

Gothia Cup, week 29, once again became a week filled with experiences. A total of 4,905 matches brought together 1,939 teams from 74 nations in a community across borders – with wins and losses, but above all joy. So many encounters, so many impressions and memories for life.

During 2025, Celebrate took further steps forward. We continued to develop initiatives for a more sustainable tournament – from water-saving toilets and new reusable solutions in our food tents to strengthened Fair Play work and even clearer inclusion through the Gothia Special Olympics Trophy. Our ambition is that sustainability should not only be part of the organisation, but a natural part of the experience for everyone who takes part.

At the same time, we know that we are not finished. With every step forward, it becomes clearer that sustainability is about listening, involving and collaborating. It requires engagement from participants, leaders, volunteers and

partners – everyone who shares our belief that sport can be a force for community, understanding and change.

We would like to extend our warm thanks to our partners who stand up for the younger generation and contribute to a more sustainable future. Thank you to all the coaches and adults who see Gothia Cup as a platform for developing young people. Thank you to the referees and match delegates who safeguard safety and fairness on and off the pitches. And thank you to the volunteers – without you, we could never create a tournament that means so much to so many.

Together, we continue the journey. Celebrate is not a finished model, but a living process that develops year by year. The year 2025 has given us important lessons – and now we take the next step to make Gothia Cup even more sustainable, for today's young people and for future generations.

POINTS IN THE SUSTAINABILITY POLICY

-  Ensure that our surplus is reinvested in the organisation so that we can create greater benefit.
-  Involve partners and sponsors in our sustainability work to find sustainable solutions.

WHAT IMPROVED DURING 2025

To follow the development, we use a simple overview that shows where we have made progress – and where we need to continue our efforts.

NUMBER OF INDICATORS 2025:

Green: 15  Yellow: 6  Red: 0 

During the year, several areas made clear progress:

- From red to green:** Measure and annually reduce our carbon footprint per participant
- From yellow to green:** Keep waste levels low and provide opportunities for waste sorting
- From red to green:** Involve partners in the sustainability work

This shows that the direction is right – and that long-term work produces results.

CELEBRATE
THE PLANET PEOPLE GAME

 **Gothia Cup**
PRESENTED BY SKF