

# CELEBRATE

THE PLANET PEOPLE GAME



**PARTILLE**  
**World Cup**

presented by **FRISTADS**

SUSTAINABILITY REPORT 2025



## **CONTENT**

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



# When Sustainability Becomes Part of Everything We Do.

Active sustainability work is a journey that progresses step by step. 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 the work has continued to develop during 2025 – through new initiatives, clearer lessons learned, and concrete improvements that make a real 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, but something that constantly needs to develop, improve, and be embedded throughout the entire organisation.

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 take into your own organisation – or ways to contribute to our shared progress.

Together, we can make a difference, both on and off the field.





# PARTILLE World Cup

presented by *FRISTADS*

## A Meeting Place for Young People from Around the World.

Partille World Cup is the world's largest meeting place for young handball players – a place for everyone, regardless of differences in skin colour, gender, nationality, or social and cultural background. Respect, curiosity and understanding are fundamental, and we aim to increase young people's knowledge of each other and of the world.

At a time when society is often characterised by exclusion, online trolling and filter bubbles, we want to be the opposite. We are an antidote to filter bubbles, prejudice, radicalisation, distancing, online hate, isolation and limited worldviews. Our mission is to create an open and inclusive arena where encounters build bridges instead of walls, where diversity becomes a strength, and where young people experience that the world is larger – and at the same time closer – than they may have believed. By bringing people together from all over the world, we want to show that sport can be a force for community, understanding and sustainable development. We mean more to more people.



# Together Across Borders.

Today, the world is connected in more ways than ever before. Young people encounter new impressions, cultures and perspectives at an early age – both digitally and in real life. At the same time, we know how important it is that these encounters take place for real, in contexts where respect, curiosity and community are at the centre.

Partille World Cup is, at its core, a sports tournament. In practice, however, we are also a meeting place where young people from all over the world can meet on equal terms. During one week in Gothenburg, relationships, experiences and memories are created that extend far beyond the handball court.

With size comes responsibility. When tens of thousands of participants, leaders and volunteers gather in one place, we influence both people and the world around us. That is why sustainability is not something that sits alongside our work – it is part of the whole. How we act, the choices we

make and what we prioritise all matter.

During 2025, we have continued to develop Celebrate as a way to make sustainability concrete and relevant in everyday practice. Through Celebrate the Planet, the People and the Game, sustainability is woven into the experience on site – and into the lessons participants take home with them.

We approach this task with humility. There is always more to do and new steps to take. But we are convinced that progress happens when many contribute and when responsibility is shared.

Partille World Cup should be a place where young people meet the world. A place where sport, community and responsibility belong together. That is how we, step by step, want to contribute to a sustainable future.



Fredrik Andersson  
Secretary General, Partille World Cup



# Our Sustainability Policy

We create the world's largest meeting place for young handball players. A place for everyone, regardless of differences in skin colour, gender, nationality, or social and cultural background. Where handball 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 we control and have the opportunity to influence.

## 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.” On the right, 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

## ~ ENVIROMENTAL ~

- ✓ 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 THE GAME



# CELEBRATE THE PEOPLE

# CELEBRATE THE PLANET



# An Umbrella for Sustainable Development.

Celebrate is Partille World Cup's umbrella for sustainable development. The concept aims to clearly show how everyone who takes part in the event can contribute to a more sustainable world – through how we act towards one another during the tournament and how we together take responsibility for the world around us.

During Partille World Cup, tens of thousands of young people, their accompanying adults and

volunteers gather in Gothenburg. Celebrate helps make the right choices easier and more natural. By being clear and transparent in our sustainability work, we create knowledge and engagement that participants take with them home – and further into their everyday lives.

In this way, we influence not only how the tournament is carried out, but also how young people and adults around the world act long after the matches have been played.

## Agenda 2030.

Society faces several challenges, and we are now in the midst of the transition towards a sustainable future. Partille World Cup is the world's largest youth handball 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 familiar with 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 aware of the Celebrate concept.*

## THE PLANET.

Celebrate the Planet brings together concrete projects where Partille World Cup, step by step, reduces the negative climate and environmental impact that an event of our size entails. 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.

### AREAS FOR IMPROVEMENT

We reduced our climate footprint again in 2025, but still see challenges in internal reporting. The large number of volunteers creates long chains of communication, and where experience is lacking, reporting can fall short. Here, we need to strengthen our routines going forward.

At the same time, we have carried out several initiatives within Celebrate the Planet to make sustainability a natural part of the tournament experience – both on site and afterwards. We prioritise eco-labelled products where possible and see good opportunities to strengthen this work through procurement and partner collaborations.

Overall, the year shows both clear progress and areas where we need to improve – giving us a clear direction for the next steps in our work.

### 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

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



### Milstones 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 have 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.



## 196 000 MEALS SERVED

That is equivalent to preparing breakfast, lunch and dinner for the entire population of Alingsås for almost four days – or filling a sold-out Scandinavium three times a day for seven days.

### MENU DURING THE WEEK

- PANENG CHICKEN STEW WITH RICE – 0.54 kg CO<sub>2</sub>
- SAUSAGE STROGANOFF WITH RICE – 0.94 kg CO<sub>2</sub>
  - LASAGNETTE – 1.21 kg CO<sub>2</sub>
- MANDEEP'S INDIAN LENTIL STEW – 0.49 kg CO<sub>2</sub>
- CREAMY CHICKEN WITH PASTA – 0.54 kg CO<sub>2</sub>
- SPAGHETTI WITH BOLOGNESE SAUCE – 0.89 kg CO<sub>2</sub>
- MEATBALLS, MASHED POTATOES & LINGONBERRY JAM – 1.22 kg CO<sub>2</sub>
- CRISPY BAKED CHICKEN INNER FILLET WITH OVEN-ROASTED ROOT VEGETABLES AND GARLIC SAUCE – 0.62 kg CO<sub>2</sub>
- TEMPURA-BATTERED FISH WITH BOILED POTATOES AND COLD SAUCE – 1.21 kg CO<sub>2</sub>

## MEASURING TO DEVELOP

2025 was the third consecutive year in which we systematically measured and worked to reduce the CO<sub>2</sub> footprint of our food. By following the development over time, we can evaluate our efforts, see whether we are on the right track, and make better decisions going forward.

The average non-vegetarian portion had a climate footprint of 1.13 kg CO<sub>2</sub> in 2023, 1.04 kg CO<sub>2</sub> in 2024, and 0.83 kg CO<sub>2</sub> in 2025.

## WHAT OUR CHOICES LEAD TO

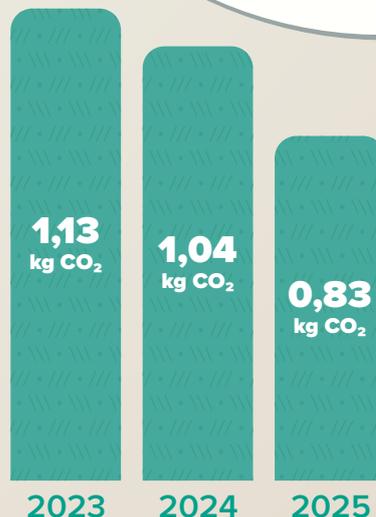
The positive development is the result of conscious choices in recipes, procurement and planning. By gradually adjusting the menus, each meal can contribute to a lower climate footprint – without compromising taste, quality or the overall experience. In this way, food becomes not only a part of the tournament, but also a concrete part of our sustainability work.

## WHAT WE TAKE FORWARD

After the 2025 tournament, we donated food with a value of approximately SEK 130,000 to Räddningsmissionen. This reduces 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.

To further reduce food waste, leftover food is also redistributed – for example from the Leaders' Party – where it is collected and sent to school kitchens where it can be served the following day.

At the same time, this year's figures show that we still have room for improvement in our ordering routines – both from an economic and a sustainability perspective. Ahead of 2026, we have therefore developed an action plan to reduce waste and create a more resource-efficient management of food.



Antal måltider som serverades:  
196 000 (inkl frukost) 130 666 (ex frukost)  
\*CO<sub>2</sub> beräkning är ex frukost

# TOGETHER WE MOVE IN THE RIGHT DIRECTION

Transport and transfers play a major role in the tournament and are at the same time a significant source of climate impact. That is why we strive each year to make more environmentally friendly choices. Our ambition is always to choose electric vehicles where possible, and otherwise use fossil-free fuels. In this way, we can step by step reduce the climate impact from one of the tournament's most extensive areas.



## 43 662 KM WITH TOYOTA

This corresponds to roughly **one lap around the Earth** – completed with significantly lower emissions than petrol-powered driving.

## WHEN LOGISTICS MAKE A DIFFERENCE

For the world's largest youth handball tournament to function, many transports are required behind the scenes. Volunteer vehicles move between arenas, accommodation and logistics points – while teams, leaders and referees travel between matches and activities.

In 2025, the number of kilometres driven increased as more teams participated and more journeys were made both within and outside Gothenburg. Despite this, emissions did not increase to the same extent. Through electric vehicles and fossil-free fuels such as HVO, the majority of our transports could be carried out with significantly lower climate impact than traditional petrol-powered driving.

**In short:** more journeys, more meetings – but a smaller footprint. That is exactly the direction we want to continue in.



### TRANSFERS – WITHIN AND OUTSIDE GOTHENBURG

Transfer traffic within Gothenburg amounted to 4,844 kilometres in 2025, compared with 3,730 kilometres the previous year. Of these journeys, 95 percent were carried out using HVO, corresponding to approximately 350 kg CO<sub>2</sub>, and 5 percent using electricity, corresponding to approximately 24 kg CO<sub>2</sub>.

Transfers outside Gothenburg increased from 2,464 kilometres (2024) to 4,191 kilometres (2025), with a total climate footprint of approximately 360 kg CO<sub>2</sub>. Here as well, the focus has been on using fossil-free fuels wherever possible.



### TRANSPORT VEHICLES – VOLUNTEERS AND LOGISTICS

During Partille World Cup 2025, our volunteer vehicles from Toyota drove a total of 43,662 kilometres, compared with 42,670 kilometres the year before. Despite the increased distance driven, emissions amounted to a total of 5.6 tonnes of CO<sub>2</sub>, which is 0.41 tonnes lower than if the same driving had been carried out with petrol-powered cars.

Transport carried out through Nordic Transport also decreased during the year – from 4,154 kilometres (2024) to 2,191 kilometres (2025). This shows how more efficient planning and coordination can reduce climate impact even as the tournament grows.



### THE VY TRAIN – A COORDINATED CHOICE FOR NORWEGIANS

Ahead of Partille World Cup 2025, Vy offered for the first time a specially chartered Partille train on the route Oslo S – Gothenburg, tailored for Norwegian participants. The journey was organised as a shared team trip, which both simplified logistics and created a shared start to the tournament experience.

## VEGGIE VIBES - When Sustainable Food Becomes an Experience

As part of Celebrate the Planet, we launched Veggie Vibes in 2025 – an initiative focused on plant-based food that combines a lower climate footprint with 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 gluten- and lactose-free, easy to prepare and appreciated by many. It was then served as one of the main dishes in the school restaurants for 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 – without compromising on taste.

## ELECTRICITY THAT ENABLES THE EXPERIENCE



The electricity used during Partille World Cup comes from renewable sources, and energy consumption is monitored annually to ensure the most efficient use possible.

In 2025, energy consumption at Heden amounted to approximately 20,700 kWh, which is an increase compared with the previous year. The explanation lies in more partners present with on-site activations as well as longer opening hours to be available to participants and visitors for more hours of the day.

At Kviberg, we instead saw a decrease in energy consumption to approximately 6,700 kWh. This shows that adjustments and efficiency improvements have an effect and provide us with valuable knowledge for future planning.

Overall, the monitoring gives us a better basis for decision-making as we continue to develop energy use as the event grows and evolves.

## DISHWASHING CONTAINER – A TEST FOR THE FUTURE

During 2025, Partille World Cup tested a new solution to reduce the use of single-use materials. At Heden, a dishwashing container was rented where dishes from the food tent and the Guest Lounge were handled daily by two dishwashing hosts.

The test showed that the solution worked well for this year's capacity. At the same time, it provided important lessons for the future. We do not yet know how the system would function on a larger

scale, for example if the food court also used reusable materials. A key question going forward is how loss of reusable items can be avoided.

Even without exact figures, the test demonstrates the potential of replacing single-use products. Based on the number of guests at Heden, it is estimated that approximately 17,400 single-use items were avoided during the week. The experience will now serve as a basis for decisions on future initiatives.



### 10 LAPS AROUND THE EARTH

Total CO<sub>2</sub> reduction compared with 2023 = over 50 tonnes CO<sub>2</sub> → corresponding to more than 400,000 km of car driving (approximately 10 laps around the Earth)



### SEK 130,000 IN SAVED FOOD

The food donated after the tournament corresponds to more than 2,000 prepared school meals – or a school's entire lunch service for several weeks.

# A Tribute to Those Who Make a Difference.

Ahead of 2025, we took several concrete steps to reduce the use of single-use products in connection with our events. One of them was investing in reusable cutlery to replace single-use plastic cutlery. In total, 2,500 pieces of cutlery were purchased and are now used at the Leaders' Party and will be reused at future events. Through this decision, we avoided single-use waste corresponding to approximately 6.75 kg of CO<sub>2</sub> emissions.

We also introduced reusable beer glasses at our Leaders' Parties. A total of 4,200 glasses were purchased and

will now be used at future events. The result was very positive – only a small number of glasses were broken or discarded. By replacing single-use plastic cups, we avoided emissions corresponding to approximately 25 kg of CO<sub>2</sub>.

In addition, we use recyclable plates at our events. To further reduce food waste, leftover food is redistributed to schools, where it is served to participating teams the following day. In this way, resources are taken care of and continue to be useful even after the celebration is over.

The Leaders' Party is an evening when we gather leaders from around the world to show appreciation for the work they do for their teams and for the sport. It is characterised by community, good food and joy – and shows how sustainable choices can work in practice, even when many people meet in festive settings.

Scanna gärna QR-koden och läs mer om projektet.





### WASTE IN TRANSITION, HEDEN & KVIBERG

- Total waste decreased by just over 10% compared with 2024
- Cardboard increased by 35% – more material was sorted correctly
- Bulky combustible operational waste decreased by over 50%
- **New category in 2025:** bulky combustible waste with high fossil content – for improved monitoring going forward

*The results show that when sorting is made clear and accessible, recycling increases and the amount of residual waste decreases.*

# When Waste Sorting Becomes a Shared Responsibility.

Waste collected around the playing fields and at the centres Kviberg and Heden is handled continuously during the tournament. To make it easier for visitors, orange bins are placed where waste can be disposed of and later sorted correctly. Waste from our partners is also managed within the same system.

In addition, there are sorting stations where visitors can sort their waste themselves. Here, our Green Hosts play a central role. They are on site to guide, answer questions and create confidence around how the sorting works – always with an open and helpful approach.

As participants and visitors come from all over the world, habits and knowledge regarding waste sorting vary. The combination of clear signage, present hosts and flexible solutions makes it possible to handle these differences in a practical way.

During 2025, visitors at Heden and Kviberg were welcomed by eight Green Hosts per area, organised in shifts of four. Together with clearly marked sorting stations for food waste, cardboard, plastic, deposit containers and residual waste, they helped ensure that the work ran smoothly throughout the week. The fact that

several waste categories increased is, in this context, positive news – it shows that more people are sorting correctly and that more material can be recycled.

The work is not always simple. Food waste can at times be challenging to manage, but thanks to the hosts' commitment and calm approach, situations were resolved quickly. Looking ahead, we see opportunities to take the next step by strengthening the capacity for residual waste, for example by adding an extra container at both Heden and Kviberg.

# THE PEOPLE.

## - When Encounters Between People Make a Difference

Encounters between people create understanding, perspective and a sense of belonging. Through Celebrate the People, Partille World Cup shows how sport can be a platform for more than competition – a place where young people from all over the world can meet, grow and feel part of a community.

In an international tournament like ours, encounters are created across languages, cultures and experiences. Here, friendships, self-confidence and lifelong memories are built – both on and off the court.

Through our foundation, our volunteer programme and the thousands of hours of physical activity that handball provides, we contribute to inclusion, participation and a pathway into working life for many young people. Celebrate the People is therefore not a side track in our organisation – it is a central part of why Partille World Cup exists.

### AREAS FOR IMPROVEMENT

Social sustainability is a central part of Partille World Cup and has been so since the tournament began. At the same time, there are areas where we can continue to develop, including strengthening safety and accessibility as well as increasing the share of female referees. We also need to become better at measuring our efforts in order to take the next step.



### GENDER EQUALITY IN PRACTICE

#### Referees

During Partille World Cup 2025, 289 referees officiated, of whom 35 percent were women. Among the teams, 48 percent were girls' teams, showing good gender balance among the participants.

#### Opportunities Through the Foundation

Through the Partille World Cup Foundation, we donate approximately SEK 2.5 million each year to enable participation for teams from resource-limited nations. In 2025, teams from all continents took part, and equipment could be donated to teams in need.

### POINTS IN THE SUSTAINABILITY POLICY

-  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.

### VOLUNTEERS – A PATH INTO WORKING LIFE



Volunteers are a crucial part of the delivery of Partille World Cup and, for many young people, a first step into working life.

In 2024, 1,352 volunteers received financial compensation for their contributions, of whom 360 had previously served as volunteers. In 2025, 1,200 volunteers participated, and 400 of them had experience from previous years. In addition, approximately 45 % of the volunteers took part in both Partille World Cup and Gothia Cup, contributing to continuity and quality within the organisation.

Together, the figures show how the tournament both creates new opportunities and builds on experience over time.



### 1200 VOLUNTEERS

For many young people, Partille World Cup is their first step into working life. It corresponds to an entire upper secondary school working for one week.

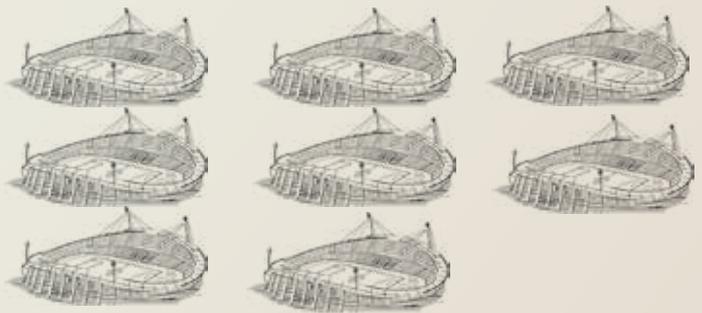
# Livestream

## – More Than Ever Following the Matches

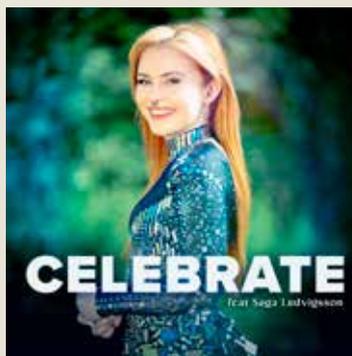
Partille World Cup is not only visible on the courts in Gothenburg. Through livestreamed matches and the opening ceremony, we make the tournament accessible to people around the world. Not everyone has the opportunity to travel to Gothenburg to experience the tournament on site, but for us it is a given that more people should be able to take part in the sense of community even from a distance.

The livestream creates opportunities for families, friends and clubs to follow their teams from home, and makes it possible for participants to share the experience with people who otherwise would not have been able to take part. In this way, the digital presence contributes to greater inclusion and strengthens the sense of belonging, regardless of geographical distance.

In 2025, the number of views via our livestream increased from 341,957 the previous year to 399,055 – an increase of 17 percent. This shows a growing interest in the tournament and underlines how digital solutions can complement the physical experience and make Partille World Cup a meeting place that extends far beyond the arenas in Gothenburg.



The number of views corresponds to approximately eight sold-out Ullevi stadiums.



**CELEBRATE**  
THE PLANET PEOPLE GAME



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

# Handball Aid

## - When Support Creates Opportunities

Each year, Partille World Cup receives requests from teams in resource-limited countries that need equipment in order to continue developing and playing handball at home. One of these teams is **Mashrhino Sports Academy** from Zimbabwe, whose participation in Partille World Cup was made possible through the Partille World Cup Foundation.

After an unforgettable tournament week in Gothenburg, the team was able to travel home with 100 handballs, thanks to IK Sävehof. For the players, this means more than just equipment

– it is a prerequisite for being able to train regularly, develop as a team and inspire more children to start playing handball.

We often encounter similar needs from teams around the world. Going forward, we therefore want to develop a more structured Handball Aid programme, where clubs can be connected to share resources, knowledge and experience. In this way, we can together contribute to the long-term development of handball – from Gothenburg to the world.



# Partille World Cup Foundation

## – Opening Doors to the World

Through the Partille World Cup Foundation, we allocate approximately SEK 2.5 million each year to enable young people from more resource-limited nations to participate in the tournament. The foundation's support makes it possible for teams that otherwise would not have had the opportunity to travel, stay or compete in an international setting to actually step onto the court in Gothenburg.

In 2025, thanks to the work of the foundation, teams from all

continents were able to take part in the tournament. This means that young people from different parts of the world can meet, play handball together and create memories that extend far beyond match results and standings.

Our foundation is not only about covering costs – it is about opening doors.

By making participation possible, a unique meeting place is created

where cultural exchange, friendship and community can grow, and where the tournament for many becomes a first step into a larger world.

Every summer we see how this initiative enriches both the participants and the tournament as a whole. The Partille World Cup Foundation therefore continues to be a decisive force in making the tournament more inclusive, more global and more equitable – a place where everyone can take part.

## SAFETY AS A FOUNDATION – BOTH ON AND OFF THE COURT

Safety is a natural part of Partille World Cup’s work with social sustainability. With us, everyone should be able to feel safe – whether during a match, on the way to an arena, or while resting at their accommodation. Each year, we therefore follow up on how participants themselves experience safety in different parts of the tournament.

The results show that the majority experience the tournament as safe, which gives us both valuable confirmation and clear benchmarks for continued development. At the same time, safety work is not something that takes place during a single week. 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 make it possible to reach participants in their native languages. In total, between 50 and 200 people are engaged in the safety work – a collaboration that makes our events safe meeting places for volunteers, leaders and young people from around the world.



## HANDBALL FOR EVERYONE

Handball for Everyone is Partille World Cup’s class for children and young people with intellectual disabilities. During one day, matches are played where everyone meets everyone, with a focus on joy, participation and a playing environment where every individual has the opportunity to take part. Here, participants compete on their own terms, and all players receive a medal – because in this class, everyone is a winner.

The initiative is a natural part of our work with social sustainability. By offering a tournament class where more people can participate, regardless of their conditions, we demonstrate in practice that handball is a sport for everyone. It contributes to a tournament that reflects the breadth of handball and creates encounters characterised by respect, community and joy.

Within the framework of Celebrate the People, Handball for Everyone continues to be an important part of the whole – a place where diversity is visible and where everyone can feel welcome, seen and included.

## LEADERSHIP ACADEMY – BUILDING CONFIDENT LEADERSHIP

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 tools for responsibility, clear communication and solution-oriented work.

Ahead of 2025, 50 volunteers were

invited to the programme, and around 40 people moved on to roles as dining hall managers and team leaders. These roles are crucial for structure, safety and quality in the delivery of the tournament. The combination of theory and practical experience helps participants quickly feel confident in their new responsibilities.

Leadership Academy is also part of

our long-term sustainability work. By developing future leaders and creating opportunities for young people to grow, we build an organisation with competence, continuity and commitment over time. In the long term, we aim to further expand the programme and give more people the opportunity to develop as leaders.

# THE GAME.

## - When Fair Play Shapes the Experience

Fair Play is a fundamental part of Partille World Cup. We want young players to develop both as athletes and as individuals, and therefore the right attitudes and respect for one another are a natural part of the tournament.

Through the initiative Celebrate the Game, we actively work to create a safe and positive environment, both on and off the court. During 2025, this work was strengthened through additional educational initiatives for leaders and players, as well as closer collaboration between referees, match delegates and referee observers.

The aim is to increase understanding of Fair Play among everyone involved – players, leaders, spectators and parents. Together, we create a tournament where respect, joy and sportsmanship are not additions, but a natural part of the experience.



### 128,640 MINUTES OF HANDBALL

During Partille World Cup, matches were played for a total of 128,640 minutes.

That equals 89 days of constant play – or one match that never ended for three months.

### 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.



# Respect Becomes Part of the Game.

During Partille World Cup 2025, 4,288 matches were played by 1,272 teams from 35 nations. On 75 courts across Gothenburg, play continued almost without interruption, and together the matches created more than 128,000 minutes of pure playing time. It is handball on a large scale – but with clear frameworks.

During the tournament, 289 referees officiated matches, with representation from 19 nations. Their work was supported by 270 match observations, whose purpose is to

contribute to safety, fair decisions and development – both for referees and for the game as a whole.

Fair Play is not something measured afterwards, but something built during every match. In 2025, 283 players and teams were nominated for the Fair Play Trophy – almost three times more than the year before. At the same time, as in previous years, four Fair Play awards were presented. This shows that good role models appear in many matches, every day.

The number of protests decreased from 11 to 3, which is a clear sign that dialogue, respect and clarity are working. When players, leaders, referees and match delegates share the same view of the game, an environment is created where the focus can remain on handball, joy and community.



## 283 FAIR PLAY NOMINATIONS

That equals an average of more than 40 Fair Play moments per day during the tournament week.



Feel free to scan the QR code and read more about the project.



### 35% FEMALE REFEREES

This means that one in three referees on the court was a woman – an important signal to the next generation about who belongs in the game..

# Young Referees Take the Next Step.

During Partille World Cup 2025, the Referee School was carried out – an initiative to give more young referees the opportunity to develop in their role.

Around 80 referees aged 15–20 participated and, during the tournament week, received guidance, coaching and personal feedback from experienced instructors at elite and international level.

Through the Referee School, young referees gain both confidence and experience in an environment where learning and development are at the centre. This helps strengthen the role of referees and creates better conditions for fair and well-conducted matches.

The initiative connects Celebrate the People and Celebrate the Game.

For the young referees, it provides an opportunity to grow and take responsibility, and for the tournament it contributes to higher quality, greater understanding and long-term work towards a more sustainable and inclusive handball.



# Fair Play Trophy

## - When the Game Shows the Way

Each year during Partille World Cup, the Fair Play Trophy is awarded to players and teams who have shown exceptional respect, care and sportsmanship – both on and off the court. The award is not about results, but about how you act when it truly matters.

The Fair Play Trophy highlights the behaviours we want to encourage within Celebrate the Game: showing respect for opponents, referees and teammates, and contributing to a safe and positive match environment for everyone.



### **Flint Tønsberg 2 (B16)**

The Norwegian team faced a younger and less experienced opponent and chose to adapt their play to create a more balanced match. By putting the experience before the result, the team demonstrated empathy, maturity and a great love for the sport.

– This was the first match I have refereed that moved me to tears, one of the referees said.

### **TIK Håndbold 1 (G14)**

After a close match where a refereeing decision went against the team, the players and coaches chose to meet their opponents with smiles and appreciation – without protests. A clear example of how Fair Play can shape the entire tournament, even in moments of adversity.

### **Adam Ziani, HK Varberg (B15)**

Adam was nominated by an opposing team for his positive attitude and respectful behaviour on the court. He plays with intensity and commitment, but always with consideration for teammates, opponents and referees.

### **Lars Dale Åsheim, Tertnes IF (B15)**

In one match, Lars chose to correct a refereeing decision that could have benefited his own team. Throughout the tournament he showed honesty, helped other players up and spread positive energy – a clear example of Fair Play in practice. – It feels very good to win the Fair Play Trophy. It is important to respect everyone on the court, says Lars.



## HANDBALL GETS YOUNG PEOPLE MOVING

Physical activity and community play a crucial role in young people's everyday lives. Here, handball has a particular strength. It is easy to start playing, can be practised at different levels, and creates meeting places that extend far beyond the court.

Through Celebrate the People, Partille

World Cup wants to show how sport can contribute to a sustainable and active lifestyle. Every year, thousands of young people from around the world gather for the tournament – with different backgrounds, but with the same desire to move, meet and share experiences.

Handball is not only about competition and results. It is also an opportunity to build friendships, learn cooperation and develop as individuals. Whether the goal is a future elite career or simply to be active with friends, handball offers a path to the joy of movement, a sense of belonging and a healthy life.



## MATCHDELEGATER - SUPPORT FOR FAIR PLAY

To ensure Fair Play during all matches, match delegates are present at all playing areas during Partille World Cup. Their task is to observe, support and contribute to a safe and respectful match environment – both on and off the court.

Match delegates act as a support for players, coaches, referees and volunteers and encourage everyone to act in the spirit of Celebrate the Game. Through their presence and dialogue, they help prevent situations and create the conditions for fair, well-conducted matches.



## MINI HANDBALL AT HEDEN - JOY FROM THE FIRST MATCH

We want young people to stay involved in sport for as long as possible. To spark joy in movement and a sense of community at an early age, we therefore organise mini handball at Heden during Partille World Cup.

Mini handball is played by children aged 8–9 and takes place on Monday. In total, around 100 teams from Gothenburg and the surrounding area take part, in a format where joy, participation and the first memories of tournament play are at the centre.



## PLEASE REMEMBER – A REMINDER OF WHAT MATTERS MOST

Partille World Cup should give young people memories for life. They should be happy memories – where players, leaders and volunteers meet each other with encouragement, respect and understanding.

That is why Please Remember signs are placed at all playing areas. The purpose is simple: to remind us all of what matters most – both on and off the court. When we do this together, we create a safer, more enjoyable and more inclusive tournament experience for everyone.



## HALL OF FAME - PEOPLE WHO MAKE A DIFFERENCE OVER TIME

Partille World Cup's Hall of Fame honours individuals who, over the years, have made outstanding contributions to handball, to young people and to the development of the tournament.

Renata Ferreira is not only a passionate coach, but also a key figure in bringing Brazilian youth handball onto the international stage. As a Hall of Fame recipient at this year's Leaders' Party, she was honoured for her long-standing commitment and her significant influence within Partille World Cup.

– Partille World Cup is always the highlight of the year, so this means incredibly much to me, she says proudly.

Since 2006, Renata Ferreira has been in Gothenburg almost every year. In addition to her role as a coach, she has also worked as an agent and coordinator, making it possible for teams from São Paulo to take part in the world's largest youth handball tournament.

– The most rewarding part is being able to give children, teenagers and coaches an experience that stays with them for the rest of their lives, and that can open their minds to a world of possibilities, she says.

# PARTNER INITIATIVES

## - When Collaboration Drives Development

The sustainability work within Partille World Cup is a long-term journey that we undertake together with others. When Celebrate was launched ahead of 2024, important first steps were taken to more clearly integrate sustainability into the delivery of the tournament. During that year, much of the focus was on testing initiatives, creating structure and identifying areas where we – together with partners – could make a real difference.

Ahead of 2025, the work entered its next phase. With the experiences from the first year, we were able to take more concrete steps, deepen collaborations and translate ambitions into solutions that worked in practice. Partnerships became an increasingly clear part of the sustainability work – not as separate elements, but as integrated parts of how the tournament

is planned and delivered.

For us, partnerships are not about exposure, but about shared responsibility. Our partners contribute knowledge, products and solutions that make it possible to reduce climate impact, increase safety, improve logistics and create better conditions for both participants and volunteers. When sustainability is to work in a tournament of Partille World Cup's scale, cooperation between the organisation, suppliers and partners is essential.

During 2025, together with our partners, we have been able to work more systematically with issues such as transport, water consumption, material choices, safety and circular flows. These are areas where individual decisions can have a

significant effect – and where the right collaborations make the difference between ambition and real change.

Partnerships are also crucial for the future. As the tournament continues to develop and grow, the sustainability work must grow with it. Through long-term collaborations, we can continue to test new solutions, scale up successful initiatives and ensure that Partille World Cup remains a meeting place where sport, experience and responsibility go hand in hand.

The initiatives presented on the following pages show how our partners contribute to making sustainability a natural part of the whole – in everyday practice, in the delivery of the tournament and in the experience that participants and visitors take home with them.



### **Toyota** – Transport with a Lower Climate Footprint

During the tournament, Partille World Cup's volunteers drove a total of 4,366 Swedish miles, an increase compared with the previous year due to more participating teams and greater logistical needs. Thanks to the partnership with Toyota Center Göteborg, which provides around 50 vehicles, the majority of the driving could be carried out using electric vehicles.

As most distances are short and take place within Gothenburg, electrified transport makes a clear contribution to reducing the climate footprint while allowing the tournament's logistics to function efficiently.



### **Danfo** – Toilet Solutions That Save Water

At large events, access to toilets is a necessary part of logistics – and at the same time an important sustainability issue. Through the partnership with Danfo, Partille World Cup was able to reduce water consumption by 73 percent, as the toilets use 0.8 litres per flush, compared with around 3 litres in traditional solutions.

This is an example of how the right technology choices can have a significant impact, even in parts of an event that are often taken for granted.



## CILIA – Safety as Part of the Experience

Through the partnership with Safety by Cilia, Partille World Cup strengthens its work on safety within Celebrate the People. During the year, Cilia launched a sports version of its safety jewellery, adapted for sports environments.

– *Through our partnership with Partille World Cup, we have a unique opportunity to reach young people where they are already most engaged and inspired, says Cissi Nilsson, CEO and founder of Safety by Cilia.*

The initiative contributes to increased safety for participants and strengthens the tournament’s ambition to be a safe and inclusive meeting place.

## Duni – Sustainable Choices at Every Meal

During the tournament week, thousands of meals are served to players, leaders and volunteers, making packaging choices crucial for environmental impact. Through the partnership with Duni, Partille World Cup has been able to use more sustainable packaging solutions designed for recycling and reduced resource consumption.

Duni contributed plates, cups and packaging that meet high sustainability standards and make it easier for both kitchens and participants to sort waste correctly. Their presence on site, with a focus on circular material flows, also strengthened the work to reduce waste.

## Norrmejerier – Values That Go Hand in Hand

Norrmejerier shares Partille World Cup’s ambition to do good – both for people and for the planet. Their operations are built on locally produced milk, a clear commitment to environmental and social responsibility, and the goal of creating a vibrant future for northern Sweden.

Through the partnership, Partille World Cup gains not only access to high-quality products, but also a partner that clearly supports the tournament’s values around social and environmental sustainability.





# Partille World Cup 2025

## A Week of Community and Development

Partille World Cup, week 27, once again became a week filled with experiences. A total of 4,288 matches brought together young people from around the world in a community beyond borders – with wins, losses and, above all, joy. So many encounters, so many memories for life.

This year's tournament gathered 1,272 teams from 35 nations, who together created more than 128,640 minutes of movement. Figures that remind us of the power of sport: to unite, inspire and develop young people.

Celebrate, which was launched ahead of 2024, continued to grow stronger during 2025 and has become a natural part of the tournament. Through Celebrate the Planet, the People and the Game, sustainability has been woven into both the on-site experience and the everyday lives of participants long after the tournament week. New initiatives such as Veggie Vibes, testing of reusable solutions and strengthened work with Green Hosts have contributed to a reduced climate footprint and increased knowledge about sustainability.

We see clear progress – including a reduced CO<sub>2</sub> footprint per portion, more female referees and increased engagement from both participants and partners. At the same time, there are areas where we need to continue to develop: improving reporting, creating greater consistency in our measurements and making Celebrate even more visible in the overall experience.

We approach this journey with humility. Sustainability work is never finished – it develops step by step together with participants, volunteers and partners. Together, we can create experiences for life and take responsibility for a more sustainable future.

Thank you to all volunteers, leaders, referees, partners and participants who make Partille World Cup possible. Every contribution is a step towards a better world for the next generation.

### WHAT IMPROVED DURING 2025

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

#### NUMBER OF INDICATORS 2025:

Green: 14  Yellow: 5  Red: 2 

#### 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 yellow:** Involve partners in the sustainability work

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

### POINTS FROM OUR 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.

**CELEBRATE**  
*THE PLANET PEOPLE GAME*



**PARTILLE**  
**World Cup**  
presented by FRISTADS