



UEFA EURO 2028 - UEFA's hosting terms and conditions in relation to street trading

1. The hosting conditions in relation to street trading

UEFA notes that the Committee has requested details around the hosting conditions insofar as they concern street trading during UEFA EURO 2028 (the “**Tournament**”). The relevant conditions were set out and provided to the Scottish FA, Glasgow City Council and other relevant stakeholders in the EURO 2028 Tournament Bid Requirements. A summary is provided below.

Rights Protection Programme

Obligations in relation to street trading form part of the hosting authorities' overall obligation to plan, resource and implement a rights protection programme in collaboration with UEFA (“**Rights Protection Programme**”). The intention of the Rights Protection Programme is to prevent certain unauthorised activities such as:

- the sale of counterfeit goods
- unauthorised/unregulated street trading i.e. the trading of unofficial products and services
- ticket touting
- ambush advertising

Unauthorised street trading

In relation to unauthorised street trading, the hosting authorities are required to:

- ensure that there are effective measures to protect and enforce against unauthorised street trading (of merchandise and food and beverage).
- procure that the relevant authorities in the host cities (including, to the extent required, city authorities, police, public prosecutors or courts, customs and the IP and trade mark office) are enabled and empowered to comprehensively protect UEFA and its commercial partners against unauthorised and infringing activities.
- provide a commitment not to grant temporary/permanent licences in relation to the undertaking of any activities that could result in street selling.
- take all reasonable measures to prohibit, restrict and prevent unauthorised street trading (including the removal of all existing (temporary) sellers).

Applicability

The requirements are applicable during Tournament time and only in specific areas (“**Event Zones**”) within the host city which are central to the tournament such as:

- the Stadium Commercial Perimeter – an area identified in the immediate vicinity of the stadium; and
- other areas relevant to the hosting of the event such as Fan Zones and Fan Meeting Points.

Counterfeits

In addition to street trading more generally, there are further terms and conditions which are relevant to the trading of counterfeit products – these are products which feature the intellectual property of UEFA (such as registered trade marks) without UEFA's consent. Such trade marks include the official Tournament logo, the EURO trophy, the Tournament mascot, the Host City logo or other elements of EURO branding.

Use of UEFA's registered trade marks is reserved for UEFA and its official partners and unauthorised use of them constitutes trade mark infringement. Hosting authorities are required to:

- ensure that the authorities and the laws and regulations of the host country grant robust protection to UEFA's intellectual property rights including ensuring that trade marks and other intellectual property relating to the UEFA EURO can be registered/protected.



- ensure effective measures to protect and enforce against the sale of counterfeits.
- ensure that the relevant authorities in the host cities take all necessary actions in relation to the unauthorised use of UEFA's intellectual property and other rights in these including by preventing: the production, sale or distribution of counterfeits related to the Tournament.
- provide a commitment not to grant temporary/permanent licences in relation to the undertaking of any activities in relation to the distribution of counterfeits.
- take all reasonable measures to prohibit, restrict and prevent sales of counterfeit goods.

Enforcement

Connected to the obligations concerning unauthorised trading and the sale of counterfeit products, hosting authorities are required to:

- coordinate with the relevant authorities to organise and provide sufficient resource and personnel for Matchday prevention and enforcement activities in connection with the Rights Protection Programme.
- ensure any violations are dealt with quickly and effectively.

2. UEFA's general position in relation to street trading

The key objectives of the Rights Protection Programme are to:

- protect the exclusive nature of the rights granted to UEFA's official partners who provide significant funding for the Tournament and the football eco-system in Europe more generally.
- protect consumers, particularly from sub-standard, poor quality merchandise.

Protection of commercial rights

It is important to note that UEFA is **not** a profit-making organisation. The revenues generated by UEFA are used to fund competitions such as the Tournament and, primarily, are reinvested back into football. Further information on this reinvestment to UEFA's National Association (including the Scottish FA) via UEFA's Hat Trick programme can be found in our response to the questions on ticketing matters.

The licensing of official merchandise and the granting of food and beverage concessions are two of UEFA's key revenue streams and the commercial value of such rights is dependent on the level of exclusivity that UEFA can offer its partners. In this regard, the presence of a high volume of unauthorised street trading activities in and immediately around Event Zones undermines the value of the rights granted by UEFA. Without the terms and conditions imposed on such unauthorised activities by the Rights Protection Programme, UEFA's ability to secure such partners and generate revenues for reinvestment into football would be impacted.

Consumer protection

UEFA's opinion is that fans visiting the Event Zones should be assured of the quality and safety of the products and food and beverage that are being offered to them. In this regard, UEFA has no control of the provenance, quality and safety of the products and services being offered by unauthorised street traders.

In addition, UEFA has processes in place regarding the ethical standards of the supply chains of its official licensees. UEFA cannot make such assurances to fans in relation to products and services being offered by unauthorised street traders. In relation to the trade of counterfeits, these are criminal activities and such activities are often connected to organised crime groups.



3. UEFA European Championship (Scotland) Bill (the “Bill”)

The effectiveness of efforts to tackle unauthorised trading during the Tournament will, to a large extent, be dependent on the strength of the laws in the host countries and the cooperation of the hosting authorities.

In this regard, as part of the hosting obligations, the hosting authorities are required to procure that relevant authorities issue such additional laws, decrees, orders, instructions, etc. as are within their relevant competencies or remits so as to ensure that UEFA receives the relevant levels of support and assistance as contemplated.

The Bill meets the requirements of the Rights Protection Programme (including in relation to unauthorised street trading and counterfeit sales) and would, in UEFA's opinion, greatly assist the local organising committee for Glasgow with its hosting of the Tournament.

4 Additional considerations

We note from the report of the meeting of the Committee on 8 May 2025 that there was some concern around UEFA “profiting without restriction”. As noted above, this observation is incorrect as UEFA is a not for profit organisation.

UEFA is very keen to ensure that host countries and host cities benefit from the opportunities, interest and excitement connected to the Tournament. UEFA has therefore sought to achieve a balance between ensuring that (1) the rights of UEFA and its partners are protected; and (2) the host cities and existing businesses within them are able to benefit and thrive from the opportunities that hosting such an event can bring.

UEFA has therefore carefully considered its hosting requirements in relation to the Rights Protection Programme (including on the prevention of unauthorised trading) to ensure that they are proportionate. It is important to note that:

- The requirements only apply to the Event Zones in the host cities which will be specific and defined – traders are not prevented from trading in other parts of the host city during Match Day or in other parts of the host country during the Tournament. We note that the Bill provides for the host city to provide alternative arrangements for existing street traders.
- Existing permanent businesses (e.g. restaurants, shops, bars) are not prevented from carrying on their business as usual.
- The requirements are only applicable for the Tournament and no other football competitions hosted in the host city.
- The requirements are more stringent in relation to the sale of counterfeit goods which constitutes trade mark infringement.
- The requirements do not impact on existing Match Day traders' normal, anticipated Match Days and usual revenue days throughout the season. The requirements only apply to this exceptional, large scale event which only takes place every four years and for which the viability of hosting is dependent on certain commercial protections as indicated in UEFA's Rights Protection Programme requirements.

In UEFA's opinion, the Bill addresses these points. UEFA notes that the Bill also provides a comprehensive list of exemptions.

In addition, UEFA notes that the Bill will require Glasgow City Council to publish guidance on trading and advertising measures to give Match Day traders and existing businesses time to prepare appropriately for the Tournament. UEFA is committed to ensuring that local traders and businesses have clarity regarding what activities are permitted and prohibited around the Tournament – UEFA would be happy to provide views and assistance in relation to the terms of such guidance.



UEFA EURO 2028

UEFA response to questions related to street trading and the proposed Scottish Event Legislation – 23 June 2025

5 Final remarks

We note that the Committee had various questions in relation to certain provisions of the Bill and we therefore wanted to take this opportunity to clarify our position in respect of the Bill. We hope that the background information provided earlier in this document also provides some further context in this respect. Please note that we have not provided any detail in this response on the ambush advertising obligations under the Rights Protection Programme as no question was specifically asked on this topic. If there are questions on this topic, please let us know.

Finally it should be noted that UEFA did not draft the Bill and therefore the wording, and the reasons for such wording, is the legislative responsibility of the Scottish Government. We can therefore only speak to the general principles captured in the Bill, rather than specific wording.