



**DANSK BOLDSPIL-UNION**  
EN DEL AF NOGET STØRRE

**Report Period: 2023-2024**

**Date**  
26.08.2024

## **Communication on Engagement (CoE) Report for DBU**

### **Statement of Continued Support**

As the CEO of the Danish Football Association (DBU), I am pleased to reaffirm our commitment to the United Nations Global Compact and its Ten Principles in the areas of human rights, labor, environment, and anti-corruption. DBU recognizes the importance of sustainable development and the role that sport plays in promoting these values globally. We continue to integrate these principles into our strategies, operations, and community engagement efforts, ensuring that football remains a force for sustainable transformation both in Denmark and beyond.

DBU remains dedicated to upholding the principles of the UN Global Compact. We will continue to expand and refine our efforts to ensure that football in Denmark supports sustainable development and fosters a positive impact on society.

We are grateful for the opportunities that this initiative provides, and proud to support the UN Global Compact and will continue to champion its principles through our actions and initiatives.

We are excited to embark on this next phase and look forward to working closely with your team to achieve our shared goals.

For further details on DBU's activities and commitment to the UN Global Compact, please visit our website [LINK] or contact our Global Compact liaison officer Anders Kjær ([ankj@dbu.dk](mailto:ankj@dbu.dk)).

Best regards,

Erik Brøgger Rasmussen

CEO, Danish Football Association (DBU)

## Annex A

### Practical Actions Undertaken to Support the Ten Principles

Over the past two years, DBU has taken several practical actions to support the UN Global Compact's Ten Principles. These actions align with our strategic focus on promoting labor rights, inclusivity, environmental responsibility, and ethical governance in football. One overarching initiative is our roadmap on sustainability "Football with Thought and Ambitions" (Fodbold med Omtanke og Ambitioner) with more than 60 concrete initiatives supporting the Ten Principles developed by UN. Additionally, we see a growing interest and commitment from our commercial partners and professionally with both a high-level administrative sustainability steering group and an advisory committee on governance and development as a testament to the dedication, professionalism and collaborative spirit of everyone involved.

#### Human Rights and Labor Rights Initiatives

**Equality and Inclusion Programs:** DBU has taken initiatives to further promote gender equality, anti-discrimination, and the rights of minorities within football. Initiatives include a new DBU position with a focus on diversity & inclusion, awareness raising, and collaboration with NGOs to address human rights in sports.

**Safe Working Conditions:** We ensure that all staff, players, and associated personnel operate in safe and fair working environments, upholding international labor standards.

#### Environmental Responsibility Initiatives

**Sustainability in Football Events:** DBU advocates for sustainability practices across football including events, focusing on reducing carbon emissions, microplastics, plastic waste management, and the use of renewable energy. For example, we have successfully reduced single plastic use in our fanzone to zero and have started to measure our travel carbon footprint eventually preparing an emissions reduction plan.

**Facility:** We are working towards adopting eco-friendly practices on all football pitches, from energy-efficient floodlights to sustainable groundskeeping and maintenance.

#### Anti-Corruption Initiatives

**Integrity in Football:** We have strengthened our anti-corruption and anti-match fixing measures and have transparency in financial reporting and governance policies. Our whistleblower system is accessible to all HQ staff, ensuring that unethical behavior can be reported and addressed promptly.

### 3. Measurement of Outcomes

DBU has employed a metric system to follow and measure our sustainability initiatives in supporting the UN Global Compact's Ten Principles.

**Equality and Inclusion Programs:** Since the launch of our equality campaigns, we have seen a strong participation from underrepresented groups in football, and a low number of incidents of discrimination.

**Environmental Initiatives:** Our efforts in green sustainability have resulted in solar panels at the HQ and a new fleet of electric cars reducing the CO2 emission related to DBU-travel.

**Anti-Corruption Measures:** The introduction of our enhanced governance framework has led to improved financial transparency, with a 100% compliance rate in audits conducted in the past year.