

Event	Interview
Interviewee	<u>Ms. Nataliya Miroshnichenko</u> Kharkiv City Council, EURO 2012 Department
Date	March 2011

EU: What is the current state of Kharkiv city readiness for the EURO 2012?

NM: Kharkiv City Council, Kharkiv Oblast Administration and Kharkiv Oblast Council working closely with Poltava City and Oblast Councils and being strongly supported by private investors and State Executive Government to ensure the successful fulfillment of the following agreements signed with UEFA:

- Host City Agreement;
- Airport and Stadium Agreements;
- Marketing Communications Agreement related to different operational issues of the EURO2012.

Kharkiv City Council follows all operational and practical recommendations of UEFA for the City's preparations for the EURO 2012.

Kharkiv has approved the City Target Program for its preparation for the EURO 2012. Special Department for the EURO 2012 has been established to coordinate the Program. Working team of this department has been formed out of key experts from existing target departments of the City Council.

Plan minimum for us is to follow all UEFA remarks related to Metallist Stadium; finish construction works at Kharkiv International Airport; ensure accommodation of UEFA Family and Fans; repair roads; prepare city public transport and health care institutions; develop and manage fan zones, as well as ensure a high level of public security and safety, and next to that provide all visitors of our city with nice entertainment options and comfort conditions of stay in our City.

Main Sport Arena of the City – *Metallist Stadium* – is being currently reconstructed in order to meet all requirements to host group stage matches of the EURO 2012 Final Tournament. Its reconstruction is being held on the base of public – private partnership. Stadium commissioning and getting its conformance certificate is planned for June 2011. As of today all construction works at Municipal Enterprise “Oblast Sport Complex “Metallist” are mainly done.

Operator of the Stadium had been appointed. OJSC Football Club Metallist will perform operational management of the Stadium during its hosting the games of Ukraine National Tournament and international matches.

Functional zones of the Stadium have been defined: zones for media center, accreditation and volunteers' center, hospitality center, parking area for UEFA target groups, etc.

Essential part of the Stadium reconstruction is development of a territory adjusted to it. This territory will provide a required area for car parking and ensure grounds for public safety and security.

Air gate of our city is *Kharkiv International Airport*. We report positive dynamics and firm confidence in Kharkiv Airport development project. Project design, construction and development of the Airport are being performed by New Systems Company, which got Airport tenant right for 49 years.

New passenger terminal of the Airport and its landside square have been commissioned in August 2010. Today a new runway is being constructed, aprons and parking spots for aircrafts are being reconstructed, and on top of that existing passenger terminal is being upgraded today as well. Next to that a new temporary terminal is being developed today also.

All projects of within the Airport development are to be fully accomplished by the end of 2011.

To accommodate UEFA Target Audience Kharkiv will offer 64 *hotels* of a total capacity of 3646 rooms, including 16 hotels that are currently under development. All needed guarantees from hotel owners and investors have been already provided.

We have developed a new *Transport Plan* of Kharkiv city. The Plan covers all main routes including connections between all EURO 2012 arenas within the city and highways exists to other cities e.g. Kyiv, Moscow, Donetsk and Dnipropetrovsk. We have also developed a list of streets that are to be reconstructed and/or repaired, the Host City Mobility Plan, and defined areas for future location there of buffer zones and parking.

We continue working on updating the vehicle fleet of municipal trolleybuses, trams and buses. Thus, the City purchased 16 buses and 30 trolleybuses. Next to that a new metro station has been opened at the end of last year, and this year we continue works aimed to commission one more station.

We plan to develop a *Fan Zone* on Svobody Square that will have a capacity to accommodate around 75,000 visitors.

Also, taking into account a high importance of a healthcare sector, our city has clearly defined its *medical concept* for Kharkiv citizens and visitors of our city.

EU: Is Kharkiv ready to accommodate the EURO 2012? How many new hotels and hotel rooms are to be opened in coming 18 months (including reconstructed)?

NM: UEFA requires 2765 rooms to accommodate its Target Groups. These rooms include the following:

- 1240 rooms of 5* category;
- 1315 rooms of 4* category;
- 210 rooms of 3* category.

Kharkiv plans to offer 64 hotels (total capacity of 3646 rooms) to accommodate UEFA Target Groups. Out of these 64 hotels:

- 48 are existing hotels (total capacity of 2405 rooms), out of which 5 hotels plan to expand their number of rooms by 134 rooms, although the current total number of rooms in these hotels is 2271, and
- 16 hotels (total capacity of 1241 rooms) that are currently under construction (12 hotels/954 rooms) and reconstruction (4 hotels/287rooms).

These 64 hotels (total capacity of 3646 rooms) belong to following categories:

- 5* - 14 hotels (942 rooms);
- 4* - 32 hotels (1838 rooms);
- 3* - 18 hotels (866 rooms).

As of today TUI Travel has signed contracts with 41 hotels for a total of 1854 rooms. Kharkiv city shortage in rooms of 5* category is to be covered by a surplus of rooms of other categories.

EU: How many visitors does Kharkiv expect to welcome during the EURO 2012?

NM: Tentative forecasts on number of Kharkiv guests are presented below:

<i>Geography of visitors</i>	<i>Visitors of Kharkiv, thousand people</i>		
	<i>Minimum</i>	<i>Average</i>	<i>Maximum</i>
<i>City and Region</i>	150	250	700
<i>Other regions of Ukraine</i>	60	100	200
<i>NIS</i>	20	100	300
<i>Central and Western Europe</i>	50	150	300
<i>Total</i>	280	600	1500

EU: How does Kharkiv plan to ensure Safety and Security during the EURO 2012?

NM: To prevent potential breakings of the Law and public order, Kharkiv City has developed the City Concept of Safety and Security during the EURO 2012. This concept covers actions focused to:

- establish the Integrated Coordination Center to respond in case of emergency situations;
- develop public infrastructure facilities inside and outside the Stadium;
- set up the 112 call emergency service;
- create a stock of all needed materials and means of prevention and elimination of emergency situations;
- construction and equipment of new fire stations in Kharkiv city and region, procurement of special equipment;

- upgrade of technical facilities of the Ministry of Emergency Situations, Ministry of Internal Affairs and Security Service of Ukraine;
- preparations of border crossing points located along international section of Kharkiv region border;
- CCTV installation at key public areas of the city (Stadium, Airport, Main Fan Zone, hotels, training centers, key medical institutions, subway stations, public transport routes, intersections in central part of the city, car parking etc);
- establish the Medical Coordination Center to coordinate work of health care institutions during the EURO 2012. This center is to be established on a base of Central Control Room of Kharkiv Clinical Hospital of Emergency Medical Aid aimed after O.I.Meschaninov;
- establish the Road Traffic Coordination Center according to the Host City Mobility Plan.

Safety and Security actions are being practiced during official and friendly games of Ukraine National Team and FC Metallist held at the Stadium and other infrastructure facilities of the City.

Kharkiv Police develops CCTV system within city's preparations for the EURO 2012. Thus, first 28 cameras have been already installed in public areas of the city, including Svobody Square. Additional 16 cameras have been installed at subway stations. Video signal from CCTV cameras is being transmitted to the Police office. This enables police officers to react swiftly on all offences happening in public areas. All video files are being recorded and stored at a special server.

On top of that Kharkiv Oblast Police is currently working on launching the CCTV system along main highways that lead to Kharkiv city.

EU: How many stewards and volunteers do you plan to prepare for the EURO2012? What are the main selection criteria for potential candidates? Will you run a special training program for them?

NM: There are 2 types of volunteers that will be involved in the EURO 2012, these are: UEFA volunteers and Host City volunteers.

UEFA Volunteers Campaign is to be launched in summer 2011.

Kharkiv is working today on development of the City EURO 2012 Volunteers Concept. This concept will define exact role and responsibilities of City EURO 2012 volunteers, their quantity, motivation system and uniform.

According to tentative estimations, Kharkiv City needs approximately 1500 volunteers for the EURO 2012. It is plan to recruit candidates from proactive youth and students of Kharkiv Universities that already have a proper background. Special trainings for them are to be run on a base of Kharkiv Universities.

It is planned to involve City EURO 2012 volunteers at the following facilities:

1. Airport land side;

2. Railway Station;
3. Bus Station;
4. Fan Zone;
5. Buffer Zone;
6. Hotels for hostels for fans;
7. Area next to Stadium Metallist;
8. Transport infrastructure (stops, subway stations: Pl. Povstannya, pr-t Gagarina, Malysheva, Universitet, Derzhprom).

Moreover, Kharkiv City Council cooperates with Kharkiv Region Non Government Organization of Volunteers (www.uavolunteer.org). This NGO is being working for about 4 years already and will be strongly involved in EURO 2012 Volunteers Campaign. The NGO has a wide experience in volunteers campaign, including cooperation with Ukraine LOC EURO 2012, when volunteers have been involved in international friendly matches played at Matalist Stadium, as well as during the opening ceremony of the new passenger terminal of Kharkiv International Airport.

Kharkiv – the city of Youth. It has about 220 thousand students.

EU: How many fan zones does Kharkiv plan for the EURO 2012? What will be their capacity?

NM: The largest square in Europe is located in Kharkiv City Center. This square is planned to become the Central Fan Zone of Kharkiv during its hosting the EURO 2012. Area of the Square is 27,787.5 sq. m. Fan zone will be operated from June 8 to July 1, 2012.

Following UEFA requirements, the fan zone will be able to welcome up to 75,000 – 100,000 people.