



For football. For everyone.
All over Switzerland, Europe and
the world. UEFA Women's EURO
is gearing up for summer 2025.

2–27 July 2025



"At UEFA Women's EURO 2025 we will see the best players and the best teams on the continent coming to Switzerland. We are excited to welcome fans from all over Europe and beyond who we believe will help us make this the most attended edition in history, with a sell-out event expected! Tickets - available from as little as CHF 25, including free public transport to and from the stadiums - are on sale, first come, first served, on UEFA.com and over 200,000 have already been sold within a few weeks. Get your ticket now and be part of one Switzerland's biggest ever sport events!"

Nadine Kessler,
UEFA Managing Director of Women's Football

Following a successful 2022 edition in England, UEFA Women's EURO 2025 in Switzerland aims to set a new global benchmark for international women's sports events.

16 teams will play a total of 31 matches in eight host cities across Switzerland over a four-week period from **2 to 27 July 2025**, culminating in the crowning of Europe's best national women's team.

Here you will find everything you need to know about what promises to be the most anticipated UEFA Women's EURO to date.

Ticketing and benefits

UEFA Women's EURO 2025 welcomes all fans – local, national and international.

Ticket prices range from CHF 25 for group matches to CHF 90 for the opening match and the final.

The exact prices are as follows:

Prices in CHF			
	Cat 1	Cat 2	Cat 3
Group stage	40	25	-
Quarter-finals	40	25	-
Semi-finals	70	40	25
Opening & final	90	60	30

Ticket sales were launched on 1 October with a special event at the JungfrauJoch, renowned for its beautiful mountain landscape and its railway station, the highest in Europe.

On this day, more than 250,000 tickets for all 31 matches were made available on a first-come, first-served basis at www.womenseuro.com/tickets.

The ticketing portal will remain open, with tickets available until they sell out. Fans can check which matches still have tickets on sale and get updates on future ticket releases.

Approximately 130,000 tickets will be released for sale to supporters of the participating national teams – in close cooperation with the national associations concerned – after the final draw on 16 December.

All ticket holders will benefit from free public transport within Switzerland. Tickets will be valid on matchday, for a second-class round trip between any Swiss locality and the match venue.

For the first time, UEFA is partnering with an external provider to enhance its ticket sales for UEFA Women's EURO 2025, ensuring effective outreach to local target groups. As part of this collaboration, a certain number of tickets are available for purchase on Ticketcorner.ch.

Tournament history

UEFA Women's EURO 2025 is the 14th edition of the European women's national team finals. Reigning champions England will aim to defend the trophy they won on home soil in 2022.

The first iteration of the competition took place in 1984 and was won by Sweden, who beat England on penalties in the final.

Initially a four-team event, the 1997 tournament was the first to involve eight countries. The field was expanded to 12 in 2009 and 16 in 2017.

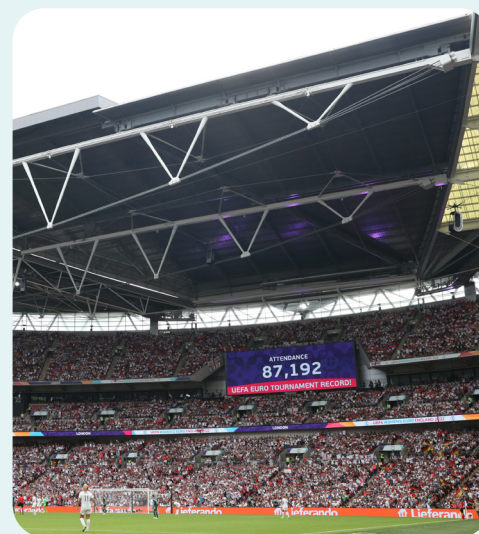
UEFA's vision and mission

The 2025 edition of Europe's biggest women's sports event will raise the bar even higher by showcasing the continent's top female players while leaving a lasting legacy for women's football.

Our **vision** is to deliver the most attended, most watched and most compelling women's EURO ever.

Our **mission** is to:

- set a **new global benchmark** for international women's sports events;
- stage a **world-class tournament** that breaks records, fosters innovation and promotes inclusivity;
- create an **unforgettable and inspiring event** that leaves a valuable and enduring legacy, both locally and internationally.



Key messaging

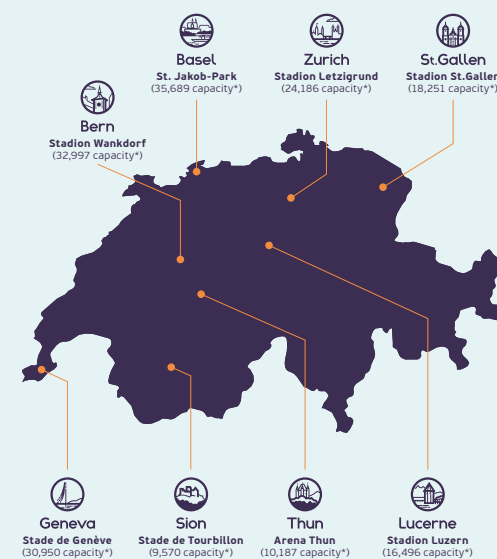
UEFA is committed to enhancing women's football and unlocking its full potential, working hand in hand with passionate and dedicated partners to deliver across all areas.

- UEFA Women's EURO stands as the pinnacle of international women's football.
- Summer 2025 will be dedicated to the women's game, shining the spotlight on the best female players and teams.
- At the same time, fans will take centre stage as we anticipate another record-breaking year, setting new benchmarks both on and off the pitch.
- Sponsor activations, TV rights and media coverage of women's football continue to grow across Europe, presenting a significant opportunity for all involved to be part of the women's football journey.

Host cities and stadiums

Switzerland will host the tournament for the first time, across eight venues in Basel, Bern, Geneva, Lucerne, St.Gallen, Sion, Thun and Zurich.

The opening match and the final will take place at St. Jakob-Park in Basel – Switzerland's largest stadium.



*Gross stadium capacities.

Tournament narrative

Our key promotional message melds the mountainous landscape of Switzerland with what football never fails to deliver: the complete spectrum of human emotions.



The term 'summit' both positions Women's EURO 2025 as the pinnacle of European sports competition and serves as a reference to the unique location in which the tournament is taking place.

Competition format

16 Participating teams



With the conclusion of the Women's European Qualifiers league phase in mid-July, eight teams (Denmark, England, France, Germany, Iceland, Italy, the Netherlands and Spain) secured their places at UEFA Women's EURO 2025 alongside the host nation, Switzerland.

The other seven finalists (Belgium, Finland, Norway, Poland, Portugal, Sweden and Wales) were determined in two rounds of play-offs, the last of which were played on 3 December.

Now that qualifying has been completed, all eyes are turning to the final draw on 16 December, where the group compositions and match schedule will be unveiled.

UEFA Women's EURO 2025 2-27 July 2025

All UEFA Women's EURO 2025 matches will kick off at 18:00 or 21:00 CEST.

Key dates

Ticketing launch	1 October 2024
Final draw	16 December 2024
100 days to go	24 March 2025
50 days to go	13 May 2025

Social and environmental sustainability

UEFA Women's EURO 2025 embodies not only ambition, excitement, engagement and peak performance, but also commitment to social and environmental sustainability.

This journey will not be undertaken alone but in partnership with all stakeholders, including the Swiss government and its various departments, the host city authorities and the Swiss Football Association.

Unveiled on 24 October, the strategy centres on three core goals: reducing environmental impact wherever possible; safeguarding and honouring the rights of individuals of all ages, backgrounds, nationalities and abilities; and embracing transparent, responsible and accountable practices throughout all operations.

The strategy aligns with the three environmental, social and governance (ESG), encompassing 11 areas of action, 27 topics, 47 targets, and 91 initiatives.

The full strategy document is available in [English](#), [French](#), and [German](#) via www.uefa.com.

Legacy

In June 2024, the Swiss Football Association presented its legacy project for the sustainable promotion and strengthening of women's football in Switzerland under the guiding principle: 'Here to stay'.



The project will run until the end of 2027 and provides for development measures in the areas of grassroots football, elite football and social representation.

Targets to achieve by the end of 2027:

- doubling the number of girls and women playing football across Switzerland from 40,000 to 80,000;
- doubling the number of women working in football as coaches, referees and officials from 2,500 to 5,000;
- doubling the number of fans of the AXA Women's Super League, i.e. spectators in stadiums and at home, as well as social media followers;
- ensuring Swiss women's national teams regularly qualify for international finals.

The Swiss Football Association also promotes structural changes at a social level in order to improve the representation of women in football. The number of women in decision-making positions in Swiss football is to be at least doubled.

Mascot

With about seven months to go until UEFA Women's EURO 2025 kicks off in Switzerland, the official tournament mascot made her first appearance on 29 November, surprising children in Geneva before taking the train to Zurich, where she was presented to the fans ahead of Switzerland's friendly match against Germany at the Stadion Letzigrund.

Maddli is a spirited Saint Bernard puppy with a big heart and even bigger dreams. The Saint Bernard became known for its use as a rescue dog by the Augustinian monks on the Great St Bernard Pass. The most famous of these avalanche dogs is Barry, who is said to have saved the lives of over 40 people.

This makes Maddli the perfect companion for our journey to the Summit of Emotions, as the motto of the tournament goes.

For Maddli, football is for everyone. She encourages fans of all ages to come together, celebrate their unique strengths and find their place in the game at UEFA Women's EURO 2025.

Dressed in a vibrant UEFA Women's EURO 2025 shirt inspired by the tournament's brand colours, Maddli wears the number 25 with pride, reminding fans of the spirit of this historic year in her native Switzerland. Her wide, expressive eyes sparkle with excitement, and her warm, playful presence makes everyone feel like part of the team, creating unforgettable memories for fans from all walks of life.

The mascot name is inspired by Madeleine Boll, the first ever female licensed footballer in Switzerland, pictured here with Maddli.



Volunteers

2,500 volunteers will play a key role in delivering the tournament, helping to make fans and guests feel welcome.

Would you like to join the team?

Apply now at volunteercommunity.uefa.com

Key facts

- The Volunteer Programme is open to all and values diversity.
- Volunteers must be 18 years old by 15 June 2025 at the latest.
- From January 2025, selected candidates will be invited to a digital or in-person interview in the city they have applied for.

Tournament ambassadors

Lara Dickenmann, former Swiss national team player with 135 appearances and 53 goals, and **Lia Wälti**, current captain of the Swiss national team and Arsenal player, have joined UEFA Women's EURO 2025 as official ambassadors.



"Undoubtedly, UEFA Women's EURO 2025 in Switzerland will inspire more girls to take up football and drive the growth of women's football overall. There is no greater gift for any former player than inspiring the next generation."

– **Lara Dickenmann**



"Competing in UEFA Women's EURO 2025 in my home country is a once-in-a-lifetime experience. Our goal is to perform at our best and help make this tournament a nationwide celebration." – **Lia Wälti**

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Sponsors

The UEFA women's football unit proudly collaborates with a diverse range of sponsors, who are crucial in supporting and promoting women's football's growth and visibility across Europe, inspiring and engaging fans worldwide.

