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## **Onside or Offside?**

## **A Comparative Case Study of Two German Football Clubs and Their Norm Conformity Concerning Veganism**

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## **Abstract**

Excessive meat consumption is harmful to the climate and exacerbates global warming. For effective counteraction, it is worthwhile to take a closer look at places of mass consumption such as football stadiums and to use the influence of professional football clubs to promote alternatives such as a vegan lifestyle. This thesis examines how two German professional football clubs deal with veganism in a comparative case study and asks: how do German professional football clubs respond to the norm of veganism as an established way of life and diet in Germany? To this end, this paper articulates a norm and transfers it into Winston's "norm cluster". The subsequent analysis is twofold. An ethnographic approach examines stadium visitation and provides information on the availability of vegan food in the stadiums studied and its accessibility. In addition, this thesis analyses the scope and depth of veganism-related content on the clubs' homepages and social media channels. It turns out that the clubs investigated are only partially conforming to the norm and are lagging behind on various levels of investigation. These results are not mandatorily representative and rather aim to set the groundwork for further research in this underrepresented field.

## **List of abbreviations**

BMEL	Bundesministerium für Ernährung und Landwirtschaft
DFL	Deutsche Fußball Liga
IR	International Relations
PETA	People for the Ethical Treatment of Animals

## 1 Introduction

The opening of a new vegan restaurant in the city centre, the construction of another organic supermarket with photovoltaic systems on the roof in the industrial area, on top of that the introduction of the 9-euro ticket to strengthen local public transport. Germany's transition to a country whose society has recognised the need for more sustainability in daily life is in full swing. Two things are self-evident in this context. On the one hand, the challenge of climate change that looms over everything is not limited to Germany but is a problem that affects the entire world. On the other hand, there are numerous ways and means to mitigate climate change in the best feasible way with sustainable concepts. To avoid getting lost in a vague overall picture in the governance of sustainability transitions, I am examining a specific area of the topic of sustainability by analysing German professional football clubs and their approaches to veganism.

Climate change is considered possibly the greatest challenge facing humanity today. The United Nations in cooperation with various other institutions are working hard to limit global warming to no more than two degrees Celsius through its 1992 Framework Convention on Climate Change and a range of other measures. At the 21<sup>st</sup> United Nations Climate Change Conference in 2015, a majority of countries also signed the Paris Agreement, which aims to limit global warming to 1.5 degrees Celsius.

The greenhouse effect, which is intensified by humans, is responsible for global warming. Carbon dioxide emissions are accountable for about 75 per cent of the greenhouse gases emitted in Germany. Methane and nitrous oxide emissions account for just under 25 per cent of total greenhouse gas emissions (Naturschutzbund Deutschland, n.d.). However, according to the German Environment Agency (2017), methane is 25 times more harmful to the climate than carbon dioxide, nitrous oxide even up to 300 times more damaging. Methane is mainly emitted by conventional intensive agriculture. Cattle in particular emit a lot of methane during digestion and thus harm the environment and the climate. In addition, a lot of agricultural land is used to grow feed for farm animals. The fertilisation of this land is also damaging to the environment and furthermore pollutes groundwater with nitrate.

From these facts it is evident that excessive meat consumption, factory farming and one-sided agriculture are environmentally harmful and unsustainable. However, demand and consumption of meat in Germany remains high. According to preliminary figures from Statista (2022b) and the Federal Ministry of Food and Agriculture (2021), 81.7 kilograms of meat were used up per capita in Germany in 2021, of which 55 kilograms accounted for human consumption. A comparison with data for 2005 shows that per capita consumption has fallen by 7.6 per cent over the last 16 years, or 8.9 per cent for purely human consumption.

This moderate decrease in meat consumption in Germany can be explained mainly by the fact that the number of vegetarians and vegans in Germany has increased and that there is a higher awareness in society of the health benefits of a less meat-heavy diet (Van Loo et al., 2017), as well as the consequences of excessive meat consumption (Einhorn, 2020), for both the environment and animal wellbeing (Cordts et al., 2014; Kayser et al., 2013). While the number of vegetarians in Germany has constantly been above 5 million in the last 15 years and is currently around 8 million (Statista, 2021), the number of people who classify themselves as vegan has risen above the mark of 1 million for the first time in 2020 (Statista, 2022c). Today, it is estimated that more than 1.5 million people in Germany follow a vegan diet, and the trend is rising (Bundesministerium für Ernährung und Landwirtschaft [BMEL], 2021). Furthermore, the German Nutrition Society (2017) recommends a maximum weekly meat consumption of 0.6 kilograms per person, which corresponds to about 31.8 kilograms per year and thus a little more than half of the actual consumption. A stronger decrease in meat consumption is thwarted by the fact that more and more people can afford meat on a regular basis due to increased prosperity in German society and cheap prices for meat through mass production.

Veganism is one way to reduce environmentally damaging factory farming that causes animal suffering and to make one's lifestyle more sustainable. The Vegan Society defines veganism like this:

Veganism is a philosophy and way of living which seeks to exclude – as far as is possible and practicable – all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals. (The Vegan Society, n.d.)

Although the exact wording of this definition changes slightly from time to time, according to The Vegan Society its content has remained unchanged since 1988. The main difference to vegetarianism is that veganism avoids all products of animal origin. In addition, veganism goes beyond the issue of nutrition and, for example, opposes the support of zoos in which animals are exploited for entertainment purposes.

Veganism emerged from vegetarianism and therefore shares much of its history. Dorothy Morgan, Donald Watson and Sally Shrigley first used the term "vegan" in 1944, with Watson being the most significant part of this trio, as he founded The Vegan Society in the same year (Casamitjana, 2021). In the second half of the 20<sup>th</sup> century, veganism spread rather slowly compared to vegetarianism and was primarily discussed and developed in the United States of America and Great Britain. During the last two decades, veganism has also developed into a topic in Germany that is not only practiced as an activists' trend but is also of interest to an increasingly broad public (Fritzen, 2016). This is manifested in the founding of the Vegan Society Germany in 2010 (Vegane Gesellschaft Deutschland, n.d.). The continuing trend towards advancing veganism in German society is illustrated by the latest research of NUTRITION HUB and the Federal Centre for Nutrition in Germany from 2022. 49 per cent of the

experts surveyed observe that the demand for “vegan and plant-based nutrition” is increasing strongly. In their joint report, only “climate-friendly and conscious nutrition” is attributed an even more vital role, whereby both developments have many similarities (NUTRITION HUB & Bundeszentrum für Ernährung, 2022).

Parallel to the further development of veganism, the scientific debate on the topic also grew. Early works dealt with animal welfare and animal rights (Regan, 2004; Singer, 1973), and can be attributed to both vegetarianism and veganism. During the 1960s and 1970s, research centred on the question of whether abstaining from meat leads to malnutrition and undernourishment for humans. This prejudice was refuted in the following decades by epidemiological studies. In fact, vegetarian and vegan lifestyles have been proven to positively influence human health in many ways, such as a lower risk of obesity and an increase in life expectancy (Leitzmann, 2014). Social psychologist Melanie Joy has written about the hitherto little questioned consumption of products of animal origin (2020), for which she introduced the term “carnism” as early as 2001.

Contemporary veganism research is highly diverse, changing and defining itself through emerging trends and exploring interconnections with other fields of research. To classify this stream, there are papers describing veganism as a cultural movement (Cherry, 2006), a food ethic (Katz & McPherson, 2020) or an aspiration (Gruen & Jones, 2015). Reasons and motivations for a vegan lifestyle are addressed, among others, by the well-known and influential veganism researchers Elizabeth Cherry (2014) and Jessica Greenebaum (2012), who also looks at veganism and identity. There is ongoing research on the benefits and gaps of vegetarian and vegan diets (Petti et al., 2017) and the need for education on what exactly a vegan diet means and entails for individuals (Mann, 2014). Moreover, papers have been written on the cross-connection between feminism and vegetarianism (Adams, 2015), and feminism and veganism (Greenebaum & Dexter, 2018; Hamilton, 2016), respectively. Another interesting approach is that of Gulliksen (2018), who investigates the extent to which social norms affect meat-consuming behaviour.

The combination of a growing number of vegan people and intensive interdisciplinary research shows that veganism is no longer a trend in 2022, but an established way of life and diet in the middle of western societies. One sector that has hardly shown any scientific interconnection with veganism is professional football. Here, the state of research is limited to a few semi-scientific papers on British side Forest Green Rovers FC, which is the world’s first 100 per cent vegan football club (Papp-Vary & Farkas, 2022; Samuel, 2018). Beyond that, there are sporadic articles on measures taken by German football clubs with reference to veganism, with vegan-friendly actions being reported on (Bonke & Kessler, 2021; Feuerhahn, 2022), as well as vegan-unfriendly measures (Völker, 2022). Research also surrounds the influence of vegan nutrition for professional athletes, but this is not limited to football (Fuhrman & Ferreri, 2010; Rogerson, 2017; Wirnitzer, 2020). As a consequence, I opted to dedicate my

thesis to the two German professional football clubs Borussia Dortmund and FC Bayern München and to compare their approaches to veganism.

The scientific underrepresentation, which at the same time explains and illustrates the scientific relevance of this thesis, is not surprising at first glance. In modern professional football, the clubs as the most important and influential actors are focused on sporting and financial success. Almost everything is subordinated to these goals. Weekly travelling, large-scale electricity consumption to maintain match and training schedules, and mass consumption of meat in the stadiums, including associated waste, are hardly sustainable and ensure a poor carbon footprint for professional football clubs. For some time now, professional football clubs have been reflecting on their social responsibility and their role model function, which can vary in extent depending on the club's popularity. Due to its stock exchange listing, Borussia Dortmund, for example, is obliged to publish a detailed sustainability report every year (Borussia Dortmund, 2021b).

Besides the scientific relevance resulting from the research and knowledge gap mentioned before, this thesis is also socially relevant. The social relevance can be viewed from two perspectives. There is the big picture, in which this thesis can contribute on a very small scale to combating climate change and to promoting and demanding more sustainability. More importantly, however, the thesis attempts to make a contribution to reducing meat consumption in Germany by a) assessing football stadiums for vegan suitability and b) investigating football clubs' homepages and social media channels to analyse whether these clubs are acting as role models and norm adaptors in their approach to veganism. Based on this, the research question of this thesis is: how do German professional football clubs respond to the norm of veganism as an established way of life and diet in Germany?

The introduction is followed by the theory section, in which I give an overview of and introduction to norms research, on which the answer to my research question is based. I explain why I choose this theoretical concept and discuss Winston's "norms cluster". Next comes the methodological chapter, in which I present my approach with regard to research design, case selection, data collection and data analysis. In the following part, I present my research findings on the clubs studied, Borussia Dortmund and FC Bayern München, and give an answer to the research question. In the conclusion, I summarise the results and come back to theory and research question once again. I conclude with a discussion of the limits of my research and show room for future research in this field.



## 2 Theory

The research field of veganism in professional football clubs has not yet been extensively researched. Accordingly, there are no mainstream theories that are inextricably linked to this field. Also single case studies on Forest Green Rovers FC - a carbon neutral and vegan flagship football club from Great Britain - do not provide any significant theoretical approaches due to their semi-scientific nature (Papp-Vary & Farkas, 2022; Samuel, 2018). In order to provide a theoretical basis for this thesis, I draw on norms research from the field of International Relations (IR).

Norms research has played a leading role in IR since the mid-1980s. International cooperation through material and hard factors such as law or organisations was no longer sufficient to explain international politics and achieve cooperative behaviour among the actors involved. Instead, the focus shifted to immaterial and softer instruments to attain international cooperation. Norms are one of those instruments - lacking the sanction of existing law, but still capable of achieving collective action and providing predictability under specific circumstances. Over the past decades, a variety of researchers have been working on norms research, resulting in diverse understandings of norms as a term. Finnemore and Sikkink define norms as "standards of appropriate behaviour" (1998: 891), which is close to Checkel's definition of norms as "shared understandings that make behavioural claims" (1999: 88). There is some disagreement in the literature as to whether norms have more of a constitutive function (Wendt, 1999; Wiener, 2008), or whether their impact on the actors involved is more restrictive. A compromise is provided by Checkel (1997) or Hurrell and MacDonald (2012), who attribute both functions to norms.

Before I discuss newer definitions or norm dynamics, it needs to be clarified on which basis an IR theory can be legitimised for a domestic context such as veganism in German professional football. To illustrate this, I have applied the norm on which my thesis is based to Finnemore and Sikkink's norm "life cycle" (1998). The corresponding norm states that in Germany, in places where a large number of people regularly consumes food directly (restaurants, refectories and canteens) or buys food for consumption (supermarkets, restaurants and take-away refectories), there is a vegan offer that coexists with the traditional offer and is adequately advertised. According to the three stages of Finnemore and Sikkink's norm life cycle, this norm has emerged as follows: The norm entrepreneurs in Stage 1 ("norm emergence") are convinced vegans who forego meat products for altruistic and idealistic reasons. They persuade similar thinkers and join forces with them on organisational platforms in order to expand their visibility. Once the so-called "tipping point" has been reached, at which a critical mass has been convinced of the norm, Stage 2 ("norm cascade") begins. During this phase, more and more actors adapt to the norm at an ever faster pace; Finnemore and Sikkink call this socialisation. In this case, it means that maladjusted supermarkets not only lose vegan customers due to lack of vegan products, but also their reputation suffers because they do not seem to share the majority's values. Stage 3 is what Finnemore and Sikkink call the internalisation of the norm. At this point, a norm has already become so

powerful that actors hardly, if at all, question their own conformity to the norm. The norm becomes habitual and may even be cast in law. The norm investigated is at this point. First refectories and canteens commit to offering at least one vegan menu daily or to abstain from meat one day a week. Most restaurants and supermarkets have alternatives on offer for vegan customers, while purely vegan restaurants and supermarkets complement this offer.

This excursion into the norm life cycle has shown that norms research is also applicable outside of IR. However, norms research has changed and developed over the past decades. Recent research, for example, has focused more intensively on the diffusion of norms (Risse et al., 2013; Sandholtz, 2008; Wiener, 2007). A particularly interesting approach in the form of a new theoretical construct is provided by Winston (2018), whose "norm cluster" I integrate into this thesis. In this context, Winston first states that "the prevailing understanding of contemporary international norms is that they have a tripartite structure, consisting of a problem, a value, and a behavior" (2018: 638). From this structure, she develops a new concept which she calls a norm cluster that constantly deals with a single problem but allows for multiple solutions involving several different values and behaviours. In this way, "conceptually interlinked but distinct" values and behaviours can act on the problem (Winston, 2018: 638). The concept that norms have a tripartite structure in themselves is not novel and is argued by several norms researchers (Fearon, 1999; Goertz, 2003; Risse, 2000). The peculiarity of Winston's conceptualisation of norms is that it does not consider identity to be necessary and therefore leaves it out. This also shows a major difference to Finnemore and Sikkink's definition of norms, who ascribe a given identity to actors.

To establish my research outside this debate, I follow Winston's approach and do not address identity. A visualization of a norm cluster applied to the norm presented in this thesis is shown in Figure 1. The focus of this thesis is on the analysis of professional football clubs and their behaviour towards the veganism norm. The underlying problem of excessive meat consumption is presented and statistically proven in the introduction. The values listed in Figure 1 are an abstract of many different values that emerge as a consequence of the problem and account for the establishment of the veganism norm. These values in turn suggest different behaviours, and this list can also be extended. The behaviours listed in Figure 1 are central to this paper as they operationalise the actions and concepts of the clubs studied in the methodological chapter.

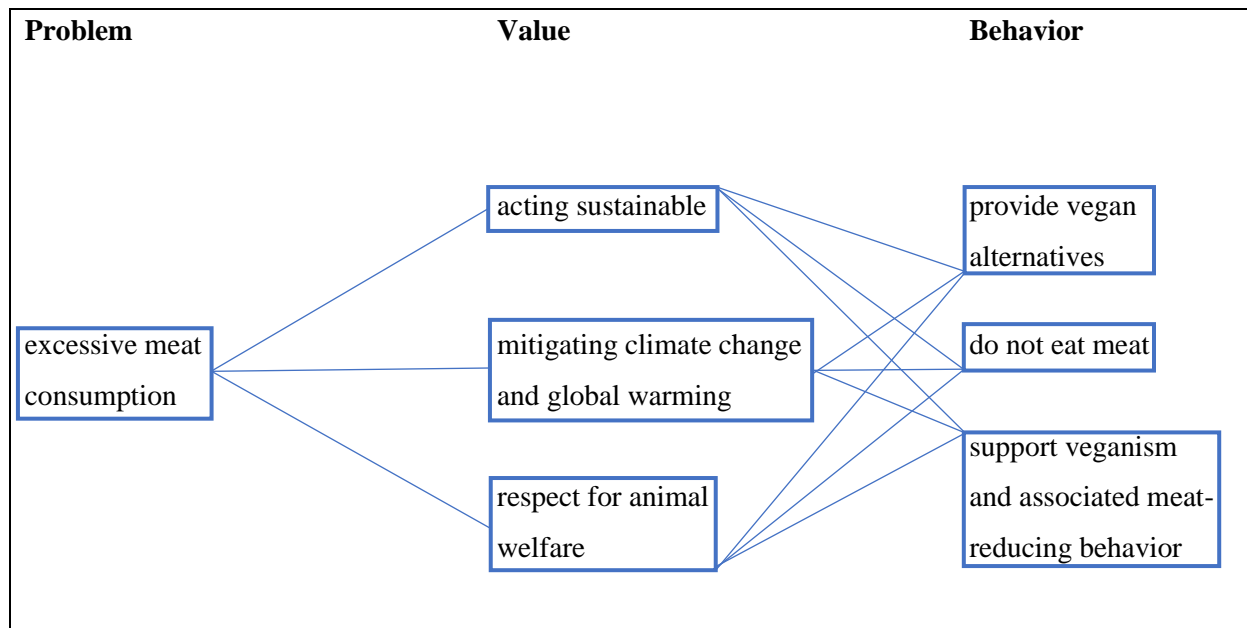


Figure 1: A visualization of a norm cluster according to Winston (2018), applied to the norm of veganism

### 3 Methodology

#### 3.1 Research design

To answer my research question, I draw on a comparative case study. Case study research is one of many research methods in the field of social sciences. For Yin (2014), case study research is the preferred research method if the following three factors apply to the situation under study: the research questions are questions starting with "why" or "how", the researcher has little or no control over the behavioural events, and the focus of the research is on a contemporary phenomenon. Yin develops a twofolded definition for case study research from these criteria. This definition is divided into one part that sets the scope of the case study and another part that deals with the features of a case study. The first part "investigates a contemporary phenomenon (the "case") [author's emphasis] in depth and within its real-world context" (Yin, 2014: 16), as well as the boundaries between them. In the second part, Yin describes the importance of multiple sources of evidence and data triangulation, as well as the fact that in case study research there are more interesting and important variables than data points. In the field of multiple-case studies, research often relies on the method of comparative case studies in order to discover certain commonalities or differences between individual pre-selected cases.

### 3.2 Case selection

Case selection depends on an interplay of diverse factors that can be associated with a club's response to the establishment of veganism in society. A distinction is made between factors to which I attribute influence on stadium catering, factors to which I attribute influence on the content of clubs' online presences, and factors that can influence both fields.

In order to select the most suitable clubs, I use the average number of spectators at Bundesliga home matches as a decisive characteristic in the category of stadium catering. Borussia Dortmund and FC Bayern München are the clubs with the highest average attendance in the 2018/2019 season, which was the last season without pandemic-related attendance restrictions and therefore serves as a benchmark season. For the purpose of this thesis, I assume that stadium visitors are a homogeneous group and approximately reflect society in Germany. Accordingly, the number of vegan people in a stadium increases with the number of spectators, which makes the clubs with the highest spectator numbers the most suitable cases.

The approach to selecting suitable clubs in the field of content on homepages and social media channels is similar. Here I draw on the current number of followers and subscribers on popular social media platforms as well as the current number of club members. FC Bayern München and Borussia Dortmund have by far the highest number of followers and subscribers on all social media platforms examined. FC Bayern München has the most club members and Borussia Dortmund the third most in a comparison of German professional football clubs. These facts show that the two clubs studied are the most suitable for an analysis of the homepage and social media content area, as they have the greatest reach.

The sporting success of the clubs, especially in the recent past, has been another factor determining case selection. Primarily, exceptional sporting success influences the reach and public perception of a club. In addition, sporting success generally improves a club's financial situation through bonuses or sponsorship income. I assume that clubs that are exceptionally successful can allocate more financial resources for the professionalisation of their online presence than less successful clubs. This increases the likelihood that a club will not limit its online presence to purely football-specific topics such as statistics or post-match interviews but will also be able to offer fans additional content on socially relevant topics such as sustainability or healthy diet and veganism. While FC Bayern München has been the most successful club in the Bundesliga for several decades, Borussia Dortmund has become the second most successful Bundesliga club in the last 15 years. This is also reflected in the turnover of the clubs, again I am referring to the 2018/2019 season as the Covid-19 pandemic has also had a massive impact on clubs' turnover and is still doing so. Based on these figures and the assumptions derived from them, FC Bayern München and Borussia Dortmund are the most suitable clubs for an investigation in the context of this thesis.

### 3.3 Data collection

Although this thesis is located in a hitherto underrepresented research field, I mainly draw on existing data. I collect, analyse, and compare data from two areas of two professional football clubs that can provide information about the response of a club to the establishment of veganism in society. In the first part of the analysis, I focus on the clubs' stadium catering at home matches in the Bundesliga. I distinguish between catering at food stands and catering in VIP/hospitality areas. The focus is clearly on the former, as food stands reach a much larger number of fans. The intention here is to ethnographically accompany a vegan or a vegan-interested fan on a stadium visit.

Ethnography is a method of ethnology. A generally accepted definition of the term is difficult due to different viewpoints (Hammersley, 2018). The literature on the use of ethnographic methods is also not entirely consistent. However, some commonalities can be derived, which Blomberg et al. (1993) formulate in four basic principles: natural settings, holism, descriptive and member's point of view. Birkholz et al. (2020) confirm the holistic approach and add that ethnography can approach subcultures in one's domestic society in addition to the original study in foreign cultural contexts. Gobo (2011) deals with different research strategies of ethnographic methodology. About the strategy of non-participant observation, used in this thesis, he states:

Ethnographic methodology comprises two research strategies: *non-participant [author's emphasis]* observation and *participant [author's emphasis]* observation. In the former case the researcher observes the subjects 'from a distance' [author's emphasis] without interacting with them. Those who use this strategy are uninterested in investigating the symbolic sphere, and they make sure not to interfere with the subjects' actions so as not to influence their behaviour. (Gobo, 2011: 2-3)

While Cherry in her influential article "Veganism as a Cultural Movement" (2006) conducts ethnographic interviews with vegans and thus establishes a link between ethnography and veganism, Vradi (2008) writes about the adaptation of ethnography by researchers from IR and thus legitimises the application of this method in a norm-theoretical context. Recent research further links ethnography to the Covid-19 pandemic (Arya & Henn, 2021), the information age (Murphy et al., 2021) or podcasts (Lundström & Lundström, 2021), among others.

Food stalls can be found in all areas of a stadium. They are accessible to every spectator. I first check whether the investigated club provides a menu of the food offered on one of its channels. Normally, vegan products are marked as such on the menu, assuring that vegan supporters can inform themselves in advance about a stadium's catering. If no menu is provided by a club, I manually search various channels of the respective club for references to vegan food at food stalls. For a holistic understanding of a vegan's stadium experience and a comprehensive operationalisation, I consider not only the number and variability of vegan meals, but also the accessibility of the respective food stalls and the club's communication in the analysis. A similar analysis of the availability of vegan food at food stands in

German football stadiums is carried out annually by the animal rights organisation “People for the Ethical Treatment of Animals” (PETA), which was carried out for the last time in 2019 and to which I will return later in this paper.

For VIP and hospitality guests restaurants and boxes are available inside the stadium, where these spectators can have their meal served either buffet-style or à la carte at the table. The catering is included with such tickets. I start my analysis similar to the food stalls by checking whether the menus offered to VIP and hospitality guests can be accessed online. If this is not possible, I manually search the corresponding club channels for additional information.

In a second step, I search the homepages and social media channels of the clubs for content that is in some way related to the topic of veganism. To do this, I use the search function integrated on the homepages. In addition to obvious search terms such as "vegan" or "veganism", I also enter a number of related or similar keywords so as not to miss any posts that, for example, deal with healthy diet or sustainability but do not explicitly mention the terms "vegan" or "veganism". At this point, it should be mentioned that I enter all keywords in both German and English language. The complete listing of all search terms and keywords used can be found in Appendix 1. Furthermore, I manually search the homepages for content related to veganism. Since all social media activities of the clubs converge on the respective homepages and can also be accessed from there, a manual check of thousands of Instagram postings or tweets is not necessary.

Initially, I planned to conduct semi-structured interviews with responsible staff members of the clubs in order to learn more about the clubs' strategies in response to veganism. However, both clubs responded to my interview request by stating that they do not have enough personnel to be able to accept my interview request. I received the same answer when asking for an overview of the menus offered in the stadium catering for scientific purposes. It is not possible for the clubs to support scientific research because the number of requests far exceeds their capacities.

### 3.4 Data analysis

I draw on distinct aspects of content analysis to analyse collected data. According to Mayring and Brunner (2007), ethnography as an example of a descriptive design is particularly suitable for qualitative content analysis. For the evaluation of the stadium caterings, I therefore use a descriptive approach, which I consider sufficient in this context. With regard to the content on the homepage and the social media platforms of the clubs, I initially also work descriptively with the help of a text-summarising, thus reducing technique. This is supplemented by a text-explaining, explicit technique to identify the clubs'

motives behind individual postings related to veganism. The limited scope of this thesis does not allow for an explorative design such as Grounded Theory.

## **4 Analyses**

### **4.1 Borussia Dortmund**

Borussia Dortmund's professional football team is hived off from its parent association Borussia Dortmund e.V. as a limited partnership with shares. The club has been continuously competing in the Bundesliga for several decades and has been one of the most successful in recent years. Since 2010, they have only twice not finished the season among the top three teams in the league. Group revenue for the 2018/2019 season amounted to 500.1 million euros (Deutsche Fußball Liga [DFL], 2020). This number places Borussia Dortmund in second place in the Bundesliga, with a clear gap to first place FC Bayern München (€731.8 million) and third place RasenBallsport Leipzig (€313.1 million). An average of 80,314 spectators attended Borussia Dortmund's 17 Bundesliga home matches in the 2018/2019 season. This is the highest average attendance in German professional football (Kicker, n.d.). Borussia Dortmund has approximately 157,000 members, which is only surpassed in Germany by FC Bayern München and FC Schalke 04 (Statista, 2022a).

#### **4.1.1 Stadium catering**

Based on a number of around 1.5 million vegans in Germany and a crowd of visitors at the stadium representing society, one comes to approximately 1,440 stadium visitors at Borussia Dortmund who follow a vegan diet. This number can be adjusted upwards as well as downwards by taking into account several factors. For example, non-vegan stadium visitors can nonetheless consume vegan products, or a vegan person does not consume anything at all when visiting the stadium. However, it is not the aim of this thesis to find out exactly the proportion of vegan people in the stadium. Rather, this simplified calculation shows that there is reason to believe that more than 1,000 stadium visitors demand vegan products during their visit to the stadium. Based on this, I expect Borussia Dortmund to comprehensively meet the needs of this target group both at food stands and in the VIP/hospitality areas.

Borussia Dortmund has been offering its fans vegan products in the stadium since at least the 2016/2017 season. 50 food stands with 186 cashier positions are available for supporters (Borussia Dortmund, 2017: 122). How many of these places also or exclusively offer vegan products remains an open question. In the sustainability report for the 2017/2018 season, there is information that Borussia Dortmund plans to

expand its food offerings to include two stands with vegan dishes (Borussia Dortmund, 2018b: 60-61). In October 2018, the club announced that two new vegan food stalls had been set up in response to numerous requests from supporters. The club also announced where these stands will be located in the stadium and what dishes will be available (Borussia Dortmund, 2018a). At the beginning of 2019, Borussia Dortmund and Rügenwalder Mühle entered into a strategic partnership. Borussia Dortmund describes the new partner as the market leader in the areas of vegetarian and vegan alternatives and will also purchase products from precisely these segments from Rügenwalder Mühle in the future in order to offer them in the stadium. In this context, Carsten Cramer, Borussia Dortmund's Managing Director, emphasises that alternative diets are also playing an increasingly significant role among the club's fans and that Borussia Dortmund has been working for some time on how to meet this demand (Borussia Dortmund, 2019a). To enable spectators to queue in a more targeted manner, the food stands will be additionally unbundled within the scope of the space available (Borussia Dortmund, 2019c: 70-71). In the context of this unbundling, the sustainability report mentions various food stalls where only vegan products are offered. Next to this information, there is a photo of one of the vegan food stalls (see Appendix 2). The consumption behaviour of spectators has changed - also due to an increasing number of female fans - say two employees of BVB Event & Catering GmbH, without going into more detail on the topic of veganism (Borussia Dortmund, 2019d).

With its eight hospitality areas and 20 boxes, Borussia Dortmund's stadium offers space for 4,350 VIP guests (Borussia Dortmund, 2017: 122). Consequently, more than five per cent of all spectators watch home matches in one of these areas, which is why it is also worth taking a look at how veganism is dealt with here. Basically, the clubs' channels provide significantly less information on the extent of vegan offerings in the VIP/hospitality area than in the area of the freely accessible circulation level. There are no direct references to veganism in the VIP/hospitality area. The sustainability report for the 2018/2019 season indicates that Borussia Dortmund would like to avoid convenient food in the VIP area in the future in order to achieve more freshness and variety in the food offering. The subsequent sustainability report adopts this objective verbatim (Borussia Dortmund, 2020c: 130-131). An increase in vegan food in the VIP area is likely, but not guaranteed, as a result of the decision to forego convenient food. In addition, since the 2019/2020 season, there are so-called "Vollgastgeber" in the hospitality areas. These are service coordinators who, for example, are available as contact persons for individual guest requests during catering (Borussia Dortmund, 2020c: 130-131).

#### 4.1.2 Summary of results

Borussia Dortmund has recognised the need for catering that offers vegan alternatives in addition to traditional stadium food. Moreover, Borussia Dortmund does not address the issue of veganism with a rigid concept at a specific point in time, but rather evaluates spectator demand for vegan products on an



ongoing basis and incorporates the results into current and future action planning. This explains the constant increase in both the number of vegan food stalls and the amount of different vegan products in the catering. Borussia Dortmund has some backlog when it comes to communication and promotion of vegan products, both at the food stands and in the VIP/hospitality area. There is no listing of vegan products offered in the stadium, nor is there an overview of the food stands where visitors can also or exclusively purchase vegan products. Such a measure would be relatively easy to implement and would provide vegan supporters with significant added value in the form of time savings when searching for suitable stalls. Even interactive possibilities such as mobile phone apps that show the viewer the way to the next vegan food stall already exist. It is not unlikely that further catering projects related to veganism could not yet be finalised due to the Corona pandemic and the resulting crowd restrictions and will be tackled again when the pandemic situation is improved and more predictable in the long term.

#### 4.1.3 Homepage and social media

Borussia Dortmund has a large fan base at both national and international level. Due to the sporting successes in the Bundesliga and regular participation in European club competitions, not only the number of club members (see 4.1) but also the number of followers and subscribers on social networks has increased continuously in recent years. More than 15 million people follow Borussia Dortmund on the most popular platforms Facebook and Instagram. In addition, there are around four million subscribers on Twitter and over one million on YouTube. The fact that almost all social media content can be consumed without being a follower or subscriber further increases the reach of this content. Furthermore, social media channels and the club's homepage can be easily accessed from all over the world, in contrast to the stadium. Consequently, a closer look at the club's dealings with the topic of veganism is also worthwhile in this area. I expect highly professional support for the homepage and the social media accounts, on which the club also addresses socially important and rising issues such as healthy eating and veganism.

The search term "vegan" on Borussia Dortmund's homepage produces a total of six results (see Appendix 3). Of these six results, one report has already been dealt with (see 4.1.1), and another report appears twice with identical content. I will go into the remaining results in more detail below, using the order of the findings displayed as a guide.

The first article refers to an episode of the club's own podcast from April 2021, in which two players from the Under 23 team are guests. The conversation is about healthy eating, among other things, and the listener learns that two players from this team follow a vegan diet (Borussia Dortmund, 2021a). The second post is again about the Under 23 team and their team building dinner in September 2019, telling the reader that there are players who prefer a vegan diet as well as players who do not (Borussia Dortmund, 2019b). The third article is from March 2019 and gives insight into the processes at the food

stands in the stadium. On the one hand, it mentions that the number of food stalls can hardly be increased any further due to official requirements. This means that if the demand for vegan products increases, classic food stalls would have to be converted; either into purely vegan food stalls or into stalls where both meat and vegan alternatives are available. On the other hand, it is emphasised that Borussia Dortmund's goal in planning the food stands is not merely to maximise revenue, but to satisfy all fans. This is positive news for vegan spectators, as there is no question of closing vegan stands due to lower revenues compared to conventional food stands (Borussia Dortmund, 2019d). That clubs do not always decide this way is shown by the example of Borussia Mönchengladbach, where a rich offer of vegetarian and vegan dishes was taken out of the assortment due to lack of profitability (Völker, 2022). In parallel, this article includes content from the sustainability reports already mentioned, such as the unbundling of the stalls or the partnership with Rügenwalder Mühle. The fourth and final article was published in March 2021 and focuses on the topic of sustainability. "Borussia Dortmund takes responsibility! We place a strong emphasis on sustainable action. It is our task to use BVB's charisma to reach many people with messages on important topics," says Borussia Dortmund's CEO Hans-Joachim Watzke (Borussia Dortmund, 2021b). Healthy nutrition, the reduction of one's own meat consumption and thus also veganism are only some of several factors on the way to more sustainability. By providing vegan alternatives in the stadium catering, Borussia Dortmund offers its fans the opportunity to eat sustainably in the stadium as well.

While the first two posts are negligible because a large part of the fan base is not particularly interested in the Under 23 team and its players, the two remaining articles are well suited to portray Borussia Dortmund as a club that is thinking about how to best deal with veganism. It adds to the club's credibility that these articles are not exclusively positive, but openly address challenges such as the scarce space for new vegan food stalls.

Entering the search term "gesunde Ernährung", I came across the show "Dennis kocht". This is a cooking series that has been broadcasted on the club's own video channel BVB-TV as well as on YouTube since July 2020 and is promoted on all of the investigated platforms. Within the seasons, new videos are published weekly in which team chef Dennis Rother welcomes a wide variety of people for a joint cooking session (Borussia Dortmund, 2020a). The guests include professional footballers and coaches from Borussia Dortmund as well as influencers, comedians and other German celebrities. During the show, a meal is cooked that is mostly healthy and suitable for professional athletes. Rother explains why the ingredients used are healthy and performance-enhancing and gives insights into his daily work. In eleven of the 58 shows so far, a meal is cooked that is either 100 per cent vegan or in which cooked menus only have one non-vegan course. In these videos in particular, there is much dialogue about the benefits of vegan nutrition. Footballers and other competitive athletes describe that they feel better, and that their performance has increased after switching to a vegan diet. At the end of each video, the

ingredients used are shown. In addition, the recipes are downloadable so that they can be easily recreated (Borussia Dortmund, 2020b).

#### 4.1.4 Summary of results

The cooking series provides great added value for Borussia Dortmund's image with regard to healthy eating and veganism. For many fans, the club's players are absolute role models and young people in particular often try to imitate the professionals as much as possible. A footballer who tells during an episode that a vegan diet has a performance-enhancing effect on him and that vegan alternative products also taste great is an excellent ambassador for a more sensible and sustainable diet that does without meat or at least reduces meat consumption significantly. Through this format, Borussia Dortmund is able to break down many peoples' barriers to a vegan diet and shares the important message of a sustainable diet on a broad level, without the consumer and fan feeling that the club is turning into a purely vegan club and could soon banish the meat-containing stadium sausage. "Dennis kocht" is proof that a football club does not have to choose between vegan or non-vegan, but that a coexistence is possible that allows for fluent transitions between the options and at the same time can meet the demands and wishes of the most diverse fan groups.

#### 4.2 FC Bayern München

The professional football team of FC Bayern München is hived off from the parent club as a public limited company, with the parent club FC Bayern München e.V. being the main shareholder with 75 per cent of the shares. The remaining 25 per cent are held equally by the companies Allianz, Adidas and Audi (FC Bayern München, n.d.b). Since its promotion to the Bundesliga in the 1965/1966 season, the club has been continuously active in this league and is by far the record champion and thus the most successful club in the Bundesliga. For the tenth time in a row, FC Bayern München finished the 2021/2022 season as German champions. The club has also been highly successful at European level, winning the UEFA Champions League - Europe's most important club football tournament - in 2013 and 2020. FC Bayern München's group revenue for the 2018/2019 fiscal year amounts to €731.8 million, making the club by far the highest in revenue of all Bundesliga clubs (DFL, 2020). The average number of spectators during the 2018/2019 season was 75,000. All of the 17 Bundesliga home matches of the club were sold out (Kicker, n.d.). In 2022, FC Bayern München has approximately 293,000 members. No football club in the world has more members (Statista, 2022a).

#### 4.2.1 Stadium catering

The average number of spectators at FC Bayern München home matches is only slightly lower than that at Borussia Dortmund. Therefore, I also assume a good 1,000 spectators at FC Bayern München home games who demand vegan products from catering. My expectation is that FC Bayern München also wants to prove its supremacy in Germany when it comes to stadium catering and therefore also meets the needs of vegan supporters to the highest degree, both at food stands and in the VIP/hospitality area.

A total of 28 food stands are available for supporters at the FC Bayern München stadium (FC Bayern München, n.d.c). Although this is just over half the number of stands as compared to Borussia Dortmund's stadium, this is put into perspective by the higher number of cashier positions per stand. On the club's homepage, the pretzel is classified as the only explicitly vegan food available at the food stands. In contrast to Borussia Dortmund, FC Bayern München provides a food and drinks menu for all food stands on its stadium homepage (FC Bayern München, n.d.c). This has two advantages. On the one hand, vegan as well as non-vegan spectators can inform themselves about the gastronomic offer in the stadium in advance of a stadium visit. On the other hand, people who eat a predominantly but not exclusively vegan diet, for example, have the opportunity to find out about available alternatives. Another positive aspect is that the stadium's own homepage provides an overview of which products are offered at which stalls (see Appendices 4,5). For those who are vegan, this has the advantage that they can specifically queue up at one of the 14 food stalls offering vegan pretzels. In addition, the club's stadium has its own application. This application includes an interactive map that shows the fan the nearest food stall. However, this map is not as detailed as the overviews on the homepage (see Appendices 6,7,8).

Besides the food stands, the FC Bayern München stadium has two restaurants that are also open to all spectators on match days. The "Arena Bistro" does not permanently offer vegan meals, only a changing hot dish of the day. It is not clear from the menu of that restaurant whether this dish is vegan (FC Bayern München, n.d.a). This is not to be assumed, as the overall catering is extremely high on meat. Since the "Arena Bistro" is self-service, individual preparation of meals with exclusively vegan ingredients is hardly feasible. In the "Paulaner Fantreff Nord", French fries are offered as well as vegan pretzels, which are also available at the food stands. However, with French fries it depends on the additives and the oil used in frying whether they can be classified as vegan. In contrast to the club's other menus, this menu uses two different symbols to label single dishes. However, there is no corresponding explanation of these symbols, so that this labelling causes more confusion than clarification (FC Bayern München, n.d.d). Both restaurants are easy to locate using the interactive map in the stadium application.

Of the 75,000 spectators at FC Bayern München home matches, a maximum of 1,368 spectators can watch the match in one of the 106 boxes. On top of this, there are at least another 600 seats in other hospitality areas of the stadium (FC Bayern München, n.d.e). However, the exact number of all available

VIP/hospitality seats cannot be determined exactly via the available channels. According to the club, a high-quality four-course menu is served in the boxes on match days. Access to information about the menus served in the boxes is only available to box ticket holders. The same applies to the food on offer in other hospitality areas. There is no information on whether boxes also serve vegan food or which hospitality area is most suitable for supporters who follow a vegan diet.

#### 4.2.2 Summary of results

Both the food stalls and the restaurants open to the public in the stadium offer only the pretzel as vegan food, as well as French fries, depending on how these are prepared. This means that there is no possibility for vegan people to have a full meal during a visit to the FC Bayern München stadium. This can be problematic in that a stadium visit - including entrance controls and often long queues or traffic jams on arrival and departure - can easily take three to four hours, sometimes even more. The offer of a full meal for all groups of supporters as well as the corresponding clear communication of this should be a matter of course for a football club with the possibilities like those of FC Bayern München. With such a short supply of vegan products in the stadium, the useful overviews on the homepage and the application including an interactive map lose their value, at least for vegans

#### 4.2.3 Homepage and social media

Similar to Borussia Dortmund, FC Bayern München also has a large fan base in Germany and abroad. However, the numbers of followers and subscribers on the investigated social media platforms are significantly higher compared to Borussia Dortmund, as FC Bayern München has an even wider reach due to their great sporting success. 54 million people follow the club on Facebook, 32 million on Instagram. There are six million followers on Twitter and 2.5 million people subscribe to the club's YouTube channel. The fact that the vast majority of social media content can be viewed free of charge and without a subscription also applies to FC Bayern München. Based on the interplay of great financial strength, constant and sustainable sporting success and a huge national and international reach, I expect highly professional support for the homepage and the social media accounts, on which the club also addresses socially important and rising issues such as healthy eating and veganism. In contrast to Borussia Dortmund, FC Bayern München has a separate homepage for its stadium only. The results displayed on the club's homepage via the explained search terms do not provide a reference to the stadium's homepage. Therefore, I entered all search terms on both websites and analyse the corresponding results separately.

The search term "vegan" on FC Bayern München's homepage produces two results (see Appendix 9). The first post is an interview from August 2020 with a former Under 23 team player. In this interview,

the player speaks about himself following a vegan diet for four months in the past to try it. Today, he goes for a vegetarian diet in his private life. For him, however, it is not a problem if there are occasional meat-containing meals for the players on the club campus. But in general, he feels better when he does without meat (FC Bayern München, 2020b). The second article is from April 2020 and presents free-time tips of the clubs' professional footballers for the time of the lockdown prevailing in Germany back then. It is mentioned that some players like to cook specialities from their respective homelands, although vegan dishes are not mentioned. Rather incidentally, the reader learns in an aside that FC Bayern München player and German international Serge Gnabry follows a predominantly vegan diet (FC Bayern München, 2020a).

Entering the search term "Ernährung" provides the researcher with various additional interviews and player portraits, in each of which the importance of healthy nutrition in competitive sport is emphasised. Alongside interviews with players of the men's team and the Under 23 team, there are reports on players of the women's team of FC Bayern München as well. Apart from the interview already mentioned, however, no other article or interview mentions veganism or vegetarianism in particular. A cooking course was offered for some youth players of the FC Bayern Campus in 2018, because "our talents should understand that it is not only about training and sleep, but that a main component of their performance is also nutrition", says star chef Alfons Schuhbeck, who led the course (FC Bayern München, 2018). It is not clear whether this cooking course is still part of the training of youth players at the academy, as no other related posts can be found.

In the following, I present which results appeared when entering the already specified search terms via the search function on the homepage of the FC Bayern München stadium. Two results are displayed if one enters the search term "vegan" (see Appendix 10). One of these results is the overview of the stadium catering (see 4.2.1). The second article is from May 2011, where the reader learns that the FC Bayern München stadium ranked 1<sup>st</sup> in the 2010/2011 season in PETA's annual ranking of the most vegetarian-friendly Bundesliga stadiums (FC Bayern München, 2011). The accompanying report also states the following:

More and more people are adopting a vegetarian or vegan diet for ethical or health reasons or to protect the environment or animals. This year's ranking of the most vegetarian-friendly stadiums in the German Bundesliga clearly shows that vegetarianism has arrived in the middle of society - thus also in the stadium. (FC Bayern München, 2011)

Although FC Bayern München almost completely copied PETA's original report and only shortened it appropriately, the club would certainly not have adopted this statement in this way if it had not been in line with its values and beliefs at the time. In 2011, there were approximately 6.4 million people in Germany who stated that they are vegetarian (Statista, 2021). This is equivalent to about eight percent of the total population in Germany back then. This number is evidently large enough for FC Bayern München to argue that vegetarianism has arrived in the middle of society and also large enough to adapt its own stadium catering in such a way that it ranks 1<sup>st</sup> in a relevant ranking. Applied to the topic of

veganism examined in this thesis, the following image emerges. According to the latest surveys, around 1.5 million people in Germany follow a vegan diet, which represents around 1.8 per cent of today's population in Germany (BMEL, 2021). This is less than a quarter of the number of vegetarians recorded in 2011. For FC Bayern München, this proportion of vegans is obviously not high enough to argue that veganism has already arrived in the middle of society, too - and thus also in the stadium. This explains why the club and its stadium only ranked 11<sup>th</sup> out of 24 clubs in the latest PETA ranking of the most vegan-friendly stadiums and offers such a limited range of vegan food (PETA, 2019). Moreover, further research reveals that FC Bayern München only shares the PETA ranking reports when its own stadium has been ranked in 1<sup>st</sup> place. This was the case in the years between 2008 and 2012 and in 2016 (FC Bayern München, 2009, 2010, 2011, 2012, 2016). The report from 2016 indicates that the 2<sup>nd</sup> place was achieved in 2014 and 2015, but there are no separate entries on this. No information can be found on the club's websites and social media accounts about the rankings between 2017 and 2019, where FC Bayern München ranked 3<sup>rd</sup>, 17<sup>th</sup> and 11<sup>th</sup> (Bochumer Zeitung, n.d.; RevierSport, 2018; PETA, 2019). The significant downward trend of FC Bayern München stadiums' positions in PETA's rankings can be explained partly by the fact that PETA surveyed only vegetarian products in stadiums until 2012, then calculated the rankings based on a combination of vegetarian and vegan meals, and since 2018 only vegan dishes are included in the study. PETA has published its stadium rankings annually since the 2005/2006 season and uses voluntary data provided by the participating clubs, which refers exclusively to food outlets accessible to all fans and thus excludes VIP/hospitality areas (PETA, 2019).

#### 4.2.4 Summary of results

FC Bayern München does not deal heavily with the topic of veganism on its homepage and on the linked social media platforms. This applies equally to the club's website and the homepage of the stadium. Similar to Borussia Dortmund, an interview with a player from the Under 23 team is also rather negligible in this case, as fans are mainly interested in the famous players from the professional team. The article on the free time activities of the professional footballers would have provided an opportunity to take a closer look at the dietary habits of different players. In connection with the fact that many people rediscovered cooking - especially during lockdown - vegan recipes would probably have met with a welcome response. On a positive note, the topic of healthy nutrition is highlighted in numerous player portraits and interviews. The fact that these articles are not only about professional footballers but also about players from the youth and women's teams increases the audience reach even more. However, these posts cannot be found via the search terms "vegan" or "veganism" and may lose reach as a result.

The content on the stadium homepage with reference to veganism, apart from the already mentioned food stalls overview, refers exclusively to former PETA rankings. In principle, it is logical and

understandable that FC Bayern München only publishes articles that present the club in a positive light. However, by doing so, the opportunity is missed to see imperfect results as an incentive for future improvements. Critically questioning one's own ranking and thus the club's approach to veganism, maybe even praising other clubs for their concepts and possibly adapting successful ideas - all this would certainly resonate better with vegan supporters than simply ignoring the issue. FC Bayern München dominated the ranking for years when PETA only included vegetarian products in the calculation. This shows that the club is absolutely capable of adapting to societal change and evolving norms, at least in the area of stadium catering and related public communication.

## **5 Conclusion**

Borussia Dortmund has responded to the establishment of veganism in German society in a manner that is basically in line with the norm. The club credibly conveys to its fans and all interested people the feeling that Borussia Dortmund is committed to the satisfaction of vegan fans and stadium visitors. The vegan offer at the stadium catering has been continuously expanded in recent years. In addition, the club is willing to further extend the offer in the future within the framework of demand and the available capacities. The expansion of the vegan catering was communicated adequately in the form of articles on the homepage and in the sustainability report. Overall, however, there is still room for improvement in communication, especially in the areas of accessibility and advertising of vegan food stalls in the stadium. This could be remedied by an overview on the homepage, which would enable vegan fans to find out in advance about the range of vegan food in the stadium. Until now, fans have had to laboriously search for the range of vegan meals in various articles. An online stadium menu would also benefit all non-vegan supporters and thus simplify the stadium visit as a whole and make it more attractive. On Borussia Dortmund's homepage and the social media accounts examined, there are a number of posts related to the topic of veganism, including and especially more recent posts. The series "Dennis kocht" provides great added value for the club. The fact that the show started during the Covid-19 pandemic is certainly beneficial, as many people try out new diets and recipes at home during curfews and can be inspired by the recipes from the show. Another big plus at Borussia Dortmund is the sustainability report that is published annually. The topic of veganism inevitably finds its way into this. However, the ratio of sustainability in the area of electricity and energy consumption to the area of healthy and sustainable nutrition could be somewhat more even and thus stronger in the direction of the latter. Borussia Dortmund's mandatory and initially unpopular sustainability report was and is definitely being used as an opportunity to define the issue of sustainability as an obligation and principle of the club's actions and thus to bring it closer to the masses.



Consequently, I wish for a progressive expansion of vegan options in stadium catering in the future, combined with overviews or maps for quickly reaching the relevant food stalls. Borussia Dortmund can draw inspiration from FC Schalke 04 and, in terms of overviews and maps, from FC Bayern München, which are more advanced in these areas. Besides, social media can be used more intensively to promote the acceptance and standing of veganism by, for example, publishing interviews with players who eat a vegan diet or giving interviews on the subject of healthy nutrition. Borussia Dortmund could also adapt parts of the FC Bayern München strategy here.

FC Bayern München responds to the establishment of veganism in German society only in parts in conformity with the norm, and less than Borussia Dortmund does. At the same time, the results of this research do not create the impression that the club feels committed to its vegan supporters and all stadium visitors interested in veganism. The variety of vegan food listed on the homepage of the FC Bayern München stadium is limited with pretzels and French fries and is not sufficient for a full meal. In contrast, the overviews provided on the stadium homepage are excellent. The stadium visitor finds out which products are available at which food stalls and restaurants, where these places are located and can even be navigated there via a mobile phone application. The amount of vegan-related content on the club and stadium homepages and on the social media channels is also modest and overall unconvincing. Although FC Bayern München, unlike Borussia Dortmund, is not obliged to publish a sustainability report, the club could devote itself to socially important topics such as sustainability and veganism even without this obligation. Here, FC Bayern München could take on more responsibility on its own initiative and bring the importance of a more sustainable lifestyle closer to its supporters. The situation is better with contributions on the topic of healthy nutrition in the lives of professional athletes. Here one can find some exciting content such as interviews with players, or articles in which this topic is addressed by well-known faces such as star chef Alfons Schuhbeck. More targeted questions about players' eating habits could bring more depth to these interviews and lead to less superficial content. The reporting on the stadium homepage about the PETA award does not necessarily shed a good light on the club. Those who only publish such reports and their results when they are successful give the impression that the club is more interested in positive publicity than in really satisfying its supporters' needs.

Critically questioning one's own ranking and thus the club's approach to veganism, maybe even praising other clubs for their concepts and possibly adapting successful ideas - all this would certainly resonate better with vegan supporters than simply ignoring the issue. FC Bayern München dominated the ranking for years when PETA only included vegetarian products in the calculation. This shows that the club is absolutely capable of adapting to societal change and evolving norms, at least in the area of stadium catering and related public communication.

## **6 Discussion**

One of the limitations of this thesis is clearly that this comparative case study, due to its limited scope, analyses just two out of 18 German Bundesliga clubs. Therefore, the results of this research cannot be called representative; neither for the Bundesliga, nor for all 56 professional football clubs in Germany or the many other clubs on the European and international level. However, this limitation may at the same time pave the way for future research in this field. A similar research design could be used to investigate more or even all clubs from the Bundesliga in a larger study. Likewise, comparative case studies involving clubs from different countries or from other sports are possible. More extensive research with a larger number of cases would also have the option of using Grounded Theory to better categorise and structure the responsiveness of clubs. Such research could yield insights into the reasons for distinct types of responsiveness. Overall, it is clear that the underrepresented research field of veganism in professional football holds a lot of possibilities for further research.

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## Appendices

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**Appendix 1: Overview of the search terms entered on the homepages of the clubs studied, in German and English language.**

<b>German</b>	<b>English</b>
vegan	vegan
Veganismus	veganism
vegetarisch	vegetarian
Vegetarismus	vegetarianism
Veggie	Veggie
fleischlos	meatless/meat-free
Ernährung	diet/nutrition
gesunde Ernährung	healthy diet/nutrition
Kiosk	kiosk
Kiosk-Übersicht	kiosk overview
Verkaufsstand	food stand/food stall
Nachhaltigkeit	sustainability

**Appendix 2: Photo of a vegan food stall at Borussia Dortmund's stadium.**



Source: Borussia Dortmund (2019). *Freude und Ansporn: Gemeinsam noch besser werden.* Nachhaltigkeitsbericht zur Saison 2018/2019. [https://verantwortung.bvb.de/2019/wp-content/uploads/2019/10/BVB\\_Nachhaltigkeitsbericht\\_2018\\_2019.pdf](https://verantwortung.bvb.de/2019/wp-content/uploads/2019/10/BVB_Nachhaltigkeitsbericht_2018_2019.pdf)

## Appendix 3: Entering the search term "vegan" on Borussia Dortmund's homepage

bvb.de/bvbsearch/search

BVB.DE

### Suchen

ERWEITERTE SUCHE


vegan

SUCHEN


Suche nach "vegan" ergab 6 Ergebnisse

Sortierung


**22.04.2021 - News / Übersicht / Franz Pfanne und Lennard Maloney im BVB-Podcast**  
**Franz Pfanne und Lennard Maloney im BVB-Podcast**  
Mit der U23 des BVB stehen Lennard Maloney und Franz Pfanne vor dem Sprung in die 3. Liga. Die beiden Defensivspieler sind seit dem Sommer bei Schwarzgelb und sprechen im BVB-Podcast über den bisherigen Saisonverlauf und geben einen Einblick in das Leben eines Regionalliga-Spielers. Welche Rolle hierbei vegane Wraps und Fähigkeiten als Umzugshel...




**02.10.2018 - Spiele / 02 | Borussia Dortmund - AS Monaco / Vorbericht / Treppenaufgänge unbedingt freihalten!**  
**Treppenaufgänge unbedingt freihalten!**  
Am Mittwoch (Anstoß 21 Uhr) erlebt Fußball-Dortmund die Heimpremieren in der UEFA Champions League 2018/19, wenn AS Monaco am 2. Spieltag im Signal Iduna Park gastiert. Für diese Begegnung gibt es altbekannte Hinweise – und ein paar Neuerungen.




**02.10.2018 - Spiele / 02 | Borussia Dortmund - AS Monaco / Vorbericht / Treppenaufgänge unbedingt freihalten!**  
**Treppenaufgänge unbedingt freihalten!**  
Am Mittwoch (Anstoß 21 Uhr) erlebt Fußball-Dortmund die Heimpremieren in der UEFA Champions League 2018/19, wenn AS Monaco am 2. Spieltag im Signal Iduna Park gastiert. Für diese Begegnung gibt es altbekannte Hinweise – und ein paar Neuerungen.




**14.09.2019 - News / Übersicht / Die BVB U23 auf den Spuren der Stadt Dortmund**  
**Die BVB U23 auf den Spuren der Stadt Dortmund**  
U23-Trainer Mike Tullberg hat sich am Mittwoch-Nachmittag nach dem Training etwas Besonderes einfallen lassen, er schickte seine Mannschaft mit dem Mannschaftsbus auf eine kurze Tour durch Dortmund. So lernten die Jungs, die neu dazugekommen sind, ihre neue Heimat etwas kennen und der eine oder andere "Alt-Boruss" sah ganz neue Seiten.



**05.02.2019 - News / Übersicht / Tempo hinterm Tresen und das Reinheitsgebot am Bierstand**  
**Tempo hinterm Tresen und das Reinheitsgebot am Bierstand**  
Die Infrastruktur im 1974 gebauten und zwischen 1995 und 2003 in mehreren Ausbaustufen erweiterten Signal Iduna Park gestattet keine optimalen Bedingungen für den Verkauf von Speisen und Getränken. Dennoch übernimmt Borussia Dortmund weiterhin große Anstrengungen, die Situation für die Stadionbesucher zu verbessern.



**20.03.2021 - News / Übersicht / „Wir übernehmen Verantwortung!“**  
**„Wir übernehmen Verantwortung!“**  
Der Frage, welche Auswirkungen das eigene Handeln auf Menschen, Natur und Umwelt hat, geht Borussia Dortmund seit einigen Jahren konsequent nach. „Eine verantwortungsvolle Unternehmensführung ist der aussichtsreichste Weg, langfristig unternehmerischen Erfolg zu sichern“, betont Hans-Joachim Watzke. Erste Ziele sind erreicht, viele weitere erkan...



1

Source: own screenshot of <https://www.bvb.de/bvbsearch/search> "vegan", from 27 June 2022.

**Appendix 4: Overview of available food at each food stall on Level 2 of the FC Bayern München stadium**



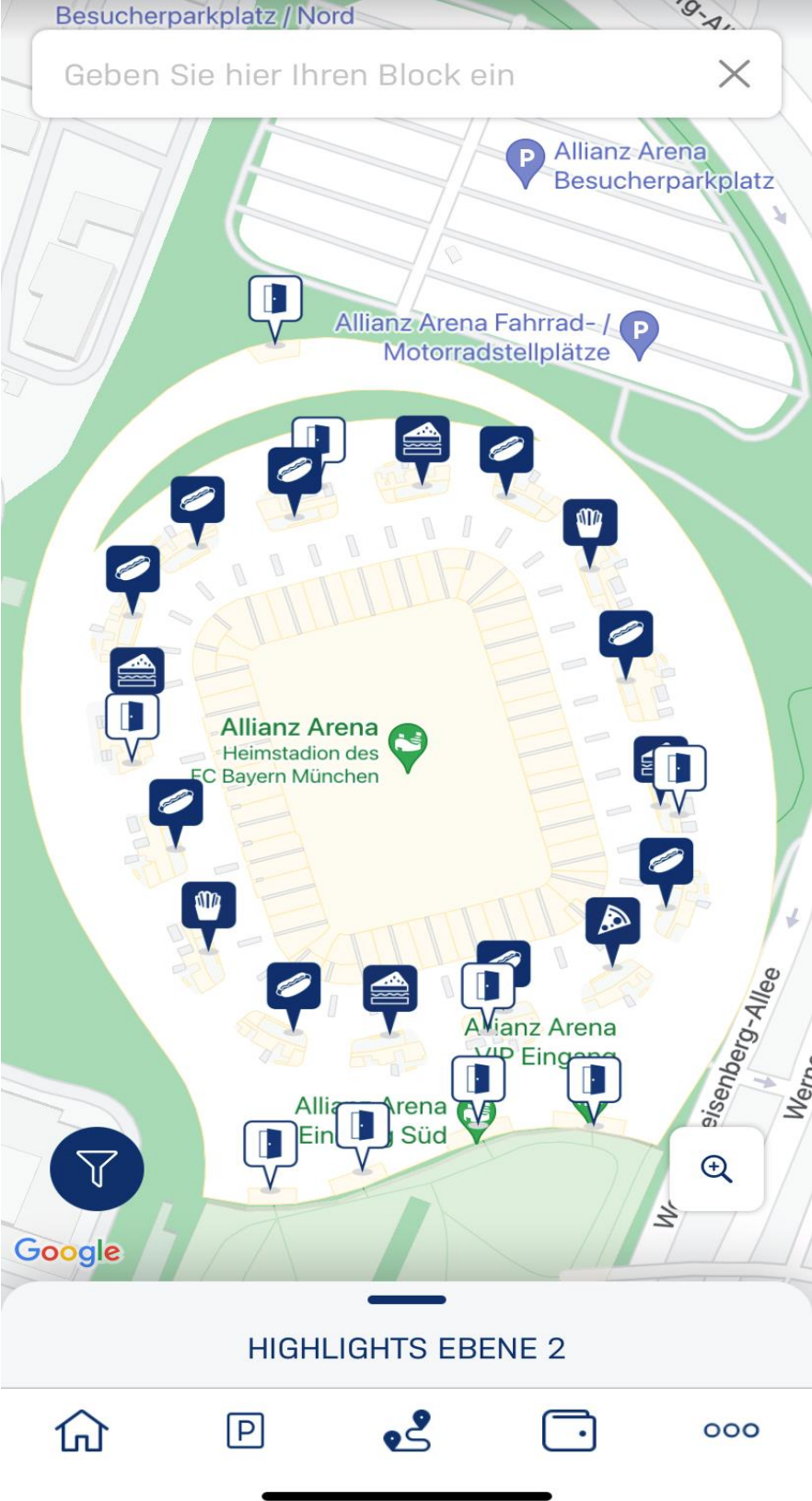
Source: own screenshot of [https://allianz-arena.com/binaries/content/assets/downloads/allianz-arena/kiosk\\_uebersicht\\_ebene-2?v=1634803189488](https://allianz-arena.com/binaries/content/assets/downloads/allianz-arena/kiosk_uebersicht_ebene-2?v=1634803189488), from 27 June 2022.

**Appendix 5: Overview of available food at each food stall on Level 6 of the FC Bayern München stadium**



Source: own screenshot of [https://allianz-arena.com/binaries/content/assets/downloads/allianz-arena/kiosk\\_uebersicht\\_ebene-6?v=1634803199568](https://allianz-arena.com/binaries/content/assets/downloads/allianz-arena/kiosk_uebersicht_ebene-6?v=1634803199568), from 27 June 2022.

Appendix 6: Overview and highlights Level 2 FC Bayern München stadium application

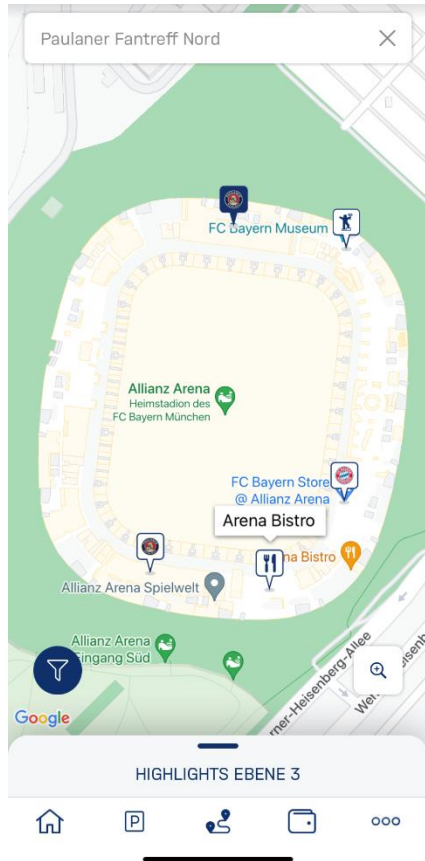


Source: own screenshot of FC Bayern München’s stadium application “Allianz Arena”, from 27 June 2022.

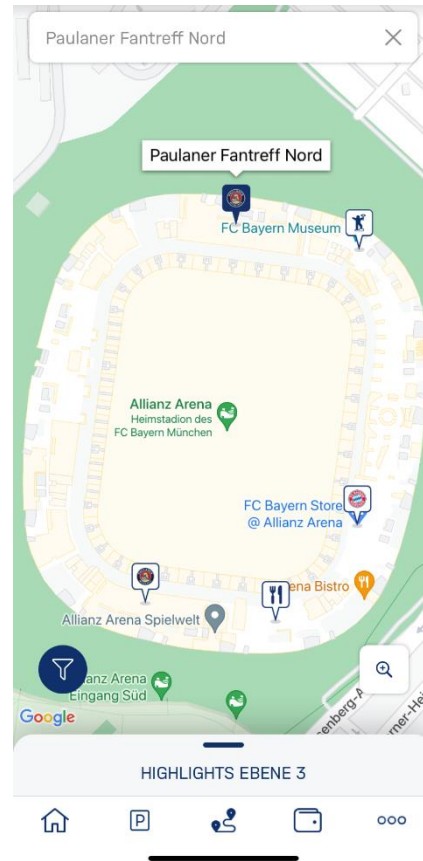
## Appendix 7: Overview and highlights Level 3 FC Bayern München stadium application

Appendix 7.1: Overview and highlights Level 3 FC Bayern München stadium application – focus on “Arena Bistro”

Appendix 7.2: Overview and highlights Level 3 FC Bayern München stadium application – focus on “Paulaner Fantreff Nord”



7.1



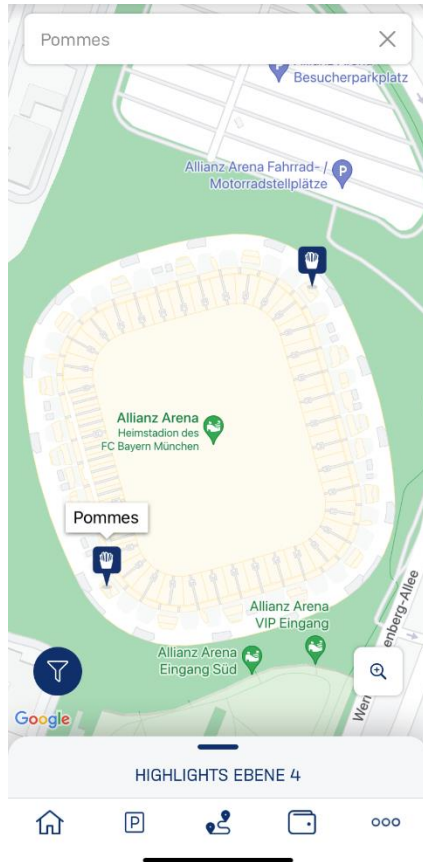
7.2

Sources: own screenshots of FC Bayern München’s stadium application “Allianz Arena”, from 27 June 2022.

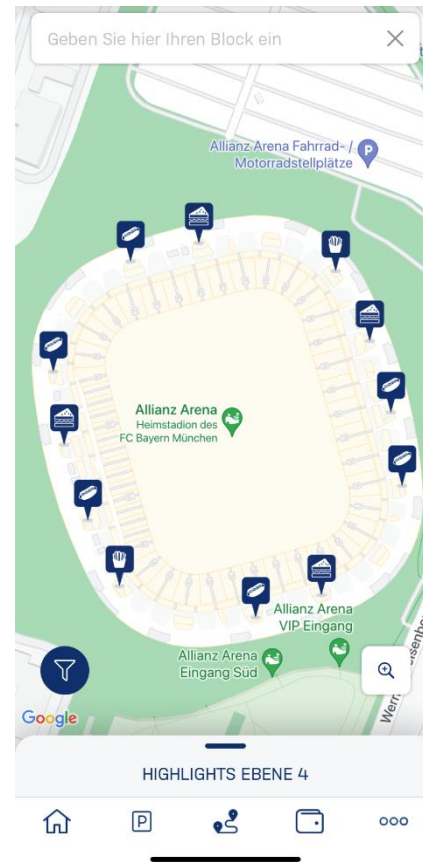
## Appendix 8: Overview and highlights Level 4 FC Bayern München stadium application

Appendix 8.1: Overview and highlights Level 4 FC Bayern München stadium application – focus on “Pommes” (French fries)

Appendix 8.2: Overview and highlights Level 4 FC Bayern München stadium application – general overview



8.1

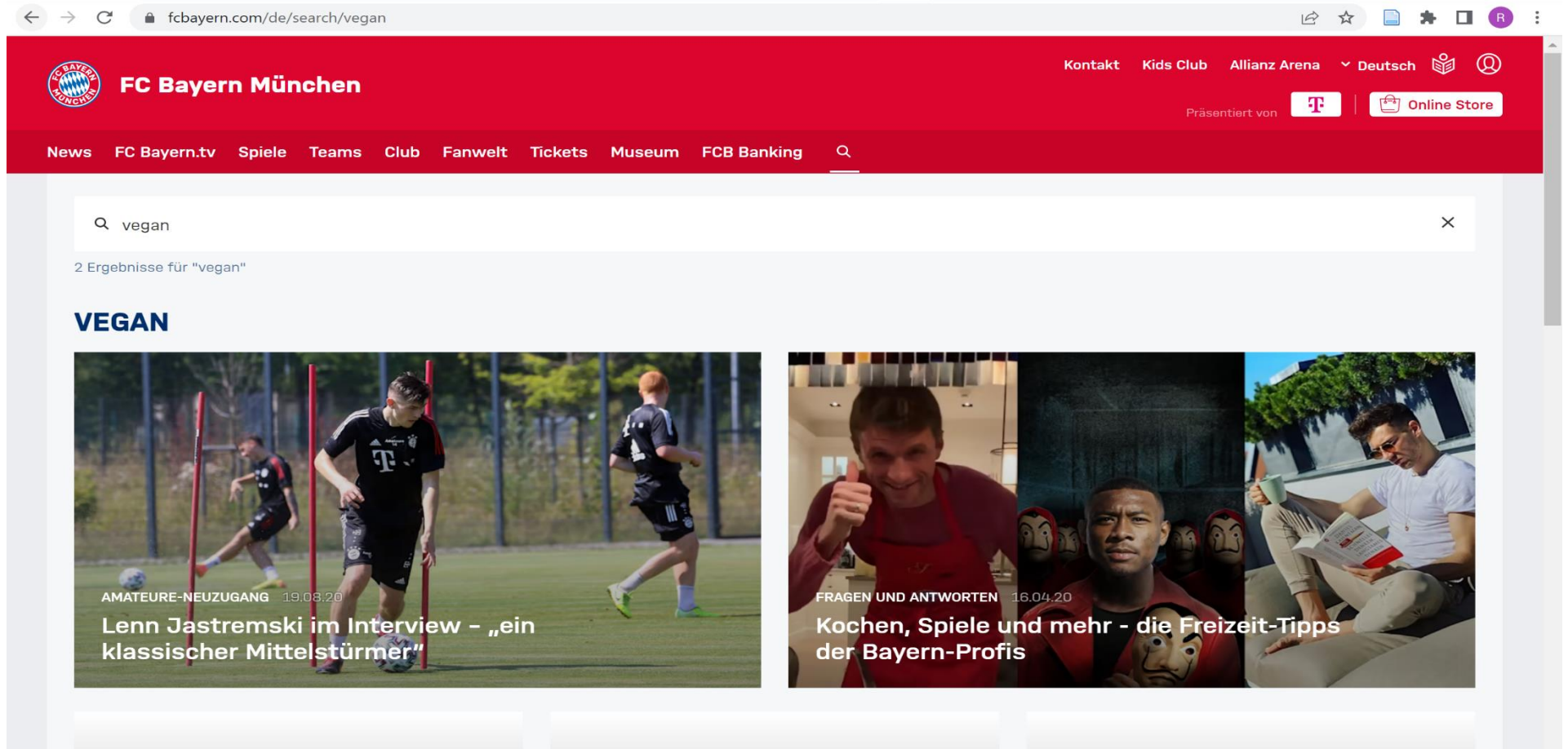


8.2

Sources: own screenshots of FC Bayern München’s stadium application “Allianz Arena”, from 27 June 2022.



## Appendix 9: Entering the search term "vegan" on FC Bayern München's club homepage



Source: own screenshot of <https://fcbayern.com/de/search/vegan>, from 27 June 2022.

## Appendix 10: Entering the search term "vegan" on FC Bayern München's stadium homepage

The screenshot shows a web browser window with the URL [allianz-arena.com/de/search#search=vegan](https://allianz-arena.com/de/search#search=vegan). The page header is red and contains the Allianz Arena logo, the FC Bayern München logo, and navigation links: "Die Arena", "Spieltag", "Touren & FCB Museum", "Shops & Restaurants", and "Meetings & Events". The search bar contains the text "vegan" and a "SUCHEN" button. Below the search bar, it says "2 Ergebnisse für: vegan". There are four filter buttons: "ALLE", "NEWS", "FC BAYERN.TV", and "BILDERGALERIEN".

The first result is titled "Kioske" under the category "GASTRONOMIE". It features an image of a crowded stadium kiosk area. The text below the image reads: "28 Kioske stehen auf den Ebenen zwei und sechs zur Verfügung." and "25.04.2016 | 11:53".

The second result is titled "PETAs Ranking der vegetarierfreundlichsten Bundesliga-Stadien 2010/2011" under the category "ALLIANZ ARENA". It features an image of a kiosk counter with a sign that says "Brotzeit + Getränke". The text below the image reads: "Das Kioskangebot von Arena One in der Allianz Arena ist 'Meister' in der Saison ..." and "19.05.2011 | 09:33".

Source: own screenshot of <https://allianz-arena.com/de/search#search=vegan>, from 27 June 2022.

## **Affidavit**

I, Robert Friedrich Peter Smidt, hereby certify that this bachelor thesis is my own work. It has been created independently and under the exclusive use of the specified literature and tools. All verbatim or analogous passages that have been extracted from published or unpublished literature have been identified as such. The thesis has not been previously submitted in same or similar form to any other examination office and has not been published.

A handwritten signature in blue ink that reads "R. Smidt". The letters are cursive and fluid, with a prominent loop at the end of the "t".

Münster, 29 June 2022