



# Football for the Planet

FIFA believes we all have a responsibility to protect, cherish and limit our impact on the environment. As an international organisation, FIFA takes this responsibility seriously and seeks to set a good example to others, placing sustainability at the heart of everything we do. We aim to inspire greater awareness and best practice in sustainability standards not only with regard to FIFA World Cups™, but also to FIFA as an organisation. That is why FIFA has been engaging with its stakeholders and other institutions to find sensible ways of addressing environmental issues and to mitigate the negative environmental impact of its activities.

Football for the Planet represents FIFA's promise to reduce our impact on the environment and to use FIFA competitions to raise awareness of environmental issues. It builds on the environmental programmes that have been implemented for FIFA competitions since the 2006 FIFA World Cup™ in Germany.

## Football for the Planet in Brazil

In Brazil, FIFA and the 2014 FIFA World Cup™ Local Organising Committee (LOC) are implementing projects to reduce the impact of the 2014 FIFA World Cup Brazil™ on the environment. Activities in Brazil include the following:

### Carbon offsetting

Global warming is one of the most pressing issues of our time. One of the main factors in the change in atmospheric temperature is the Carbon Dioxide (CO<sub>2</sub>) that is released into the atmosphere through human activities. FIFA and the LOC have estimated the total carbon footprint of the 2014 FIFA World Cup Brazil™ to be 2.7m tonnes CO<sub>2</sub>, of which 251,000 tonnes are under our operational control. FIFA and the LOC are offsetting all of the emissions under their operational control through carefully selected low carbon projects in Brazil. These emissions include the travel and accommodation of all staff, officials, teams, volunteers and guests as well as emissions of venues, stadium and offices. In addition, FIFA invited successful ticket applicants to offset the emissions resulting from their travel to the tournament for free, no matter where in the world they are travelling from.

### Sustainable stadiums

All FIFA World Cup stadiums in Brazil are planning to achieve LEED certification for green buildings and many are installing solar panels on their roofs to generate renewable energy. In support of this effort, FIFA and the LOC organised a six-day training course on sustainable stadium management for all 12 stadium operators.

### Waste management in stadiums

The objective of a new waste law in Brazil is to better control the handling and destination of waste. In collaboration with local waste cooperatives, FIFA, the LOC and Coca-Cola developed a waste management system for the stadiums to ensure that



waste is handled properly and recycled. With the promotional appeal of 2014 FIFA World Cup™ mascot Fuleco, messages were developed to inform spectators about what to do and how to discard their waste.

Below is an overview of the most important activities since 2006:

2006	<ul style="list-style-type: none"><li>• FIFA invested EUR 400,000 in a carbon offsetting project in South Africa to generate electricity from sewage gas in the Sebokeng township in Gauteng, South Africa. The project was developed by the German LOC together with the Swiss non-profit foundation myclimate to offset the 92,000 tonnes of CO<sub>2</sub> emissions created by the competition.</li></ul>
2009	<ul style="list-style-type: none"><li>• FIFA demonstrated its long-term commitment to the environment by incorporating environmental protection in future bidding processes, starting with the FIFA World Cups™ in 2018 and 2022. FIFA now requires comprehensive information on activities aimed at avoiding, reducing and offsetting the negative environmental impact of hosting the FIFA World Cup™.</li><li>• FIFA launched the first comprehensive assessment of its carbon footprint. The estimates for FIFA in 2009 were equivalent to a total of 48,488 tonnes of CO<sub>2</sub>.</li></ul>
2010	<ul style="list-style-type: none"><li>• FIFA engaged with the LOC and Host Cities of the 2010 FIFA World Cup™ to implement environmental programmes. Cape Town won the 2010/11 IOC Sport and the Environment Award for its environmental programme for the 2010 FIFA World Cup™.</li><li>• FIFA and FIFA World Cup Sponsor Yingli Solar agreed to install solar panels in each of the 20 Football for Hope Centres across Africa, not only to ensure the energy supply to the facilities but also to raise awareness of alternative energy sources in African communities.</li></ul>





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| 2011 | <ul style="list-style-type: none"><li>• Together with the Organising Committee for the FIFA Women's World Cup Germany 2011™, FIFA launched the first environmental programme for a FIFA Women's World Cup™, building on the experience gained in 2006 and 2010. FIFA contributed EUR 150,000 to the ambitious programme developed by the LOC and the Oeko-Institut, a leading European research and consultancy institution working for a sustainable future. One cornerstone of the programme was the offsetting of 40,000 tonnes of greenhouse gas emissions.</li><li>• For the FIFA U-20 World Cup Colombia 2011, FIFA engaged with the organising committee, the office of the President of Colombia, the Ministry of the Environment in Colombia and the World Wildlife Fund (WWF) to offset all emissions of the event through a reforestation project in the Colombian Andes. FIFA invested USD 10,000 to support the offsetting of 9,000 tonnes of greenhouse gas emissions through the planting of more than 35,000 trees.</li></ul> |
| 2012 | <ul style="list-style-type: none"><li>• From 1 January, FIFA offset all its flight emissions, which corresponded to 75% of its total emissions. The annual investment in compensation projects in all six FIFA zones amounted to over USD 500,000.</li></ul>  |
| 2013 | <ul style="list-style-type: none"><li>• FIFA published the summary of the projected carbon footprint of the 2014 FIFA World Cup Brazil™.</li></ul>  |

