

THE TOBACCO-FREE POLICY FOR FIFA EVENTS

March 2017

FIFA[®]

THE TOBACCO-FREE POLICY FOR FIFA EVENTS

Purpose

With this document FIFA lays down the main principles of its tobacco-free policy in relation to FIFA's own international football competitions and other related events organised by FIFA ("FIFA Events") and the official sites where such FIFA Events take place, to the extent that FIFA has the exclusive use or control of such sites ("Event Sites").

Principles

The tobacco-free policy for FIFA Events is based on the following principles:

1. FIFA recognises that tobacco use and exposure to second-hand smoke and vapours are harmful and is committed to protecting the right of non-smokers to breathe clean air that is not contaminated by carcinogens and other harmful substances in tobacco smoke and e-cigarettes;
2. All FIFA Events and Event Sites shall be tobacco-free and free of vapours from e-cigarettes; Those who choose to use tobacco products and e-cigarettes may do so in designated areas (if in existence) in a manner that their smoke and vapours do not cause harm to others at the Event Sites;
3. and FIFA shall not promote the consumption of tobacco products or e-cigarettes by means of advertising, endorsement, sponsorship or sale of such products in relation to FIFA Events.

Tobacco products and e-cigarettes

This policy applies to the following tobacco products: cigarettes, devices that heat tobacco, chewing tobacco, cigars, moist snuff, pipes, snus, water pipes, dissolvables and all other

types of tobacco products. It also applies to all types of e-cigarettes.

Duration

With regard to each FIFA Event, this policy will be effective for the whole duration of such FIFA Event and, in relation to each Event Site, during the exclusive use period for such Event Sites.

Affected Constituent Groups

This policy applies to all constituent groups working or in transit at any Event Site such as FIFA and Local Organising Committee (LOC) staff, volunteers, match officials, participating member associations, all media representatives, services providers and all spectators including VIP and VVIPs.

Tobacco-free Events

All Event Sites shall be tobacco-free and free of vapours from e-cigarettes:

- All FIFA Event sites are 100% smoke-free and free of vapours from e-cigarettes both in indoor and outdoor areas, except in Outdoor Designated Smoking Areas (if in existence);
- No tobacco or tobacco-related products and e-cigarette devices and related products are sold at any of the Event Sites;
- FIFA will not authorise any form of advertising, endorsement or sponsorship of tobacco and e-cigarettes at any of the Event Sites;
- Information on the FIFA Events tobacco-free policy is provided at appropriate times before and during each FIFA Event to relevant stakeholders such as FIFA and LOC staff, volunteers and spectators.

Signage

All Event Sites as well as the sites for FIFA Fan Fests, will use internationally recognized no-smoking and vaping signs and other appropriate communication channels to inform that all indoor and outdoor areas are smoke and vapour-free. There will be no ashtrays or any other smoking cues except in Outdoor Designated Smoking Areas (if in existence).

Outdoor Designated Smoking Areas

FIFA reserves the right to determine whether Outdoor Designated Smoking Areas will be established for each Event Site. Where Outdoor Designated Smoking Areas exist or are established, FIFA will seek to implement the following principles in relation to such Outdoor Designated Smoking Areas:

- Smoking (including vaping) within Event Sites shall only be allowed in such Outdoor Designated Smoking Areas as determined by FIFA.
- Visibility of the Outdoor Designated Smoking Areas shall be minimised to avoid modelling smoking behaviour to others.
- Outdoor Designated Smoking Areas shall be isolated from the event viewing area and the event shall not be screened in this area. No services such as catering shall be provided in Outdoor Designated Smoking Areas.
- No minors shall be allowed in designated Outdoor Designated Smoking Areas.
- In the event that Outdoor Designated Smoking Areas are built on temporary infrastructure, there shall be no structures such as roofs or walls that diminish the dispersion and dilution of smoke or vapours.
- The number of Outdoor Designated Smoking Areas and their size will be determined considering the expected concentration of people in the area and the size of the FIFA Event site.
- FIFA and LOC staff, volunteers, match officials, participating member associations and service providers are recommended not to smoke in Outdoor Designated Smoking Areas for general public while wearing their identifying uniforms and accreditation. Separate Outdoor Designated Smoking Areas shall be provided for them out of public view.

Enforcement and Monitoring

An enforcement and monitoring procedure will be developed for each Event Site to define how to best approach people not abiding by this policy.

Compliance with local legislation

This policy shall be applicable subject to the relevant applicable laws in each case.

Policy review

This policy shall be reviewed immediately upon implementation by the FIFA Sustainability & Diversity Department, following the results of monitoring, and on a need-be basis thereafter.

FIFA

Fatma Samba Diouf Samoura
Secretary General