

## Sustainability Strategy

Staging the FIFA World Cup™, the biggest single-sport event in the world, involves a broad range of activities, including major investment in stadiums and infrastructure, transporting millions of people to the matches and Fan Fests while catering for their health and safety, dealing with waste in the stadiums, recruiting and training thousands of volunteers, providing an event that is accessible for everyone, and servicing the 32 participating teams and world media.

This scale inevitably has an impact on society and the environment that must be mitigated. It also represents a unique opportunity to create a positive legacy in the host country. FIFA and the LOC recognise the responsibility that comes with organising this mega-event. We are taking concrete steps towards sustainability, creating best practices for other major sporting events, and hopefully inspiring others to pursue and implement sustainability initiatives.

To ensure that the planning and delivery of the 2018 FIFA World Cup lessens the negative and enhances the positive impact of the event on people, the economy and the environment, FIFA and the LOC have developed a comprehensive Sustainability Strategy. Past experiences, commitments, international standards and exchanges with stakeholders provided the framework for evaluating and defining priorities that were adapted to the specificities of the 2018 FIFA World Cup.

### A comprehensive strategy

The resulting Sustainability Strategy for the 2018 FIFA World Cup has nine key issues and 25 related performance objectives that fall into social, environmental and economic focus areas.

<i>Social</i>	<i>Environmental</i>	<i>Economic</i>
<b>Contributing to human and social development</b>	<b>Protecting the environment</b>	<b>Enhancing local economic development</b>
FIFA and the LOC will support initiatives in the areas of health and safety, decent work and capacity building, inclusivity and equality, social development through football, as well as healthy living and a sustainable sport legacy.	Minimising the environmental impact of FIFA World Cup-related activities and raising awareness among all involved parties are key priorities. Applying state-of-the-art technologies and building standards will ensure that the FIFA World Cup stadiums are constructed and run in a sustainable manner, and will benefit society after the event.	The 2018 FIFA World Cup is an opportunity to promote sustainable development and to boost the local economy by supporting FIFA World Cup-related investment, job creation and infrastructure development.

For more details, please see the full Sustainability Strategy published on [FIFA.com](http://FIFA.com).

## Implementation

FIFA and the LOC have formed a joint 2018 FIFA World Cup™ Sustainability Team to coordinate the implementation of the strategy and manage relations with stakeholders. A total investment of over USD 20 million will be dedicated by FIFA and the LOC to implement the Sustainability Strategy. Further support for the sustainability effort will be provided by FIFA Partners, Commercial Affiliates, governmental authorities and other stakeholders.

A selection of the key activities that will be implemented in 2015 and 2016 are summarised below. Further activities will be developed and presented leading up to the tournaments in 2017 and 2018. The key issue and objective as published in the 2018 FIFA World Cup Sustainability Strategy is indicated in brackets:

- **Social development:** In 2015, FIFA and the LOC will map and analyse organisations throughout Russia that use football as a tool to address social challenges in their communities. In the spring of 2016, organisations identified as eligible will be invited to submit proposals for financial support through FIFA's global Football for Hope programme. (Key issue IV, objective 10.)
- **Anti-discrimination:** In March 2015, FIFA put in place a new system to monitor the entire FIFA World Cup qualifiers with regard to anti-discrimination. In collaboration with the local authorities, FIFA and the LOC will develop measures to ensure a discrimination-free environment at the FIFA World Cup. (Key issue III, objective 9.)
- **Smoke-free:** Non-smoking regulations are integrated into FIFA's Stadium Code of Conduct as a requirement for FIFA World Cup stadiums. FIFA and the LOC will engage with stadium authorities, NGOs and others to prepare and ensure smoke-free event sites according to World Health Organization (WHO) guidelines for tobacco-free mega-events. (Key issue I, objective 2.)
- **Climate change:** Global warming is one of the most pressing issues of our time. One of the main factors in the change in temperature is the carbon dioxide (CO<sub>2</sub>) that is released into the atmosphere through human activity. In the period up to July 2016, FIFA and the LOC will estimate the carbon footprint of the tournament and develop measures to avoid and reduce the emissions caused by the organisation of the event. All remaining emissions under the control of FIFA and the LOC will be compensated through low-carbon projects. (Key issue VI, objective 15.)
- **Sustainable stadiums:** According to FIFA World Cup stadium requirements, all official stadium construction or renovation work should obtain green certification. The LOC is working with green building experts to ensure that the appropriate certification systems are in place to meet international standards. In addition and starting in 2016, FIFA and the LOC will organise a series of seminars on sustainable operations for stadium managers with the aim of ensuring that best practices in this field will continue to be implemented after the event. (Key issue V, objectives 13 and 14.)
- **Waste management:** An event the size of the FIFA World Cup generates much more waste than is usual in the Host Cities. FIFA and the LOC will engage with stadium and local authorities to ensure that there is as much recycling as possible at FIFA World Cup venues and that residual waste is properly disposed of. Sustainable waste management tested at the Preliminary Draw, such as the recycling of paper, cardboard, plastic glass and batteries, will be expanded and strengthened at future events. (Key issue VI, objective 16.)