



Update on the 2014 FIFA World Cup™ Sustainability Strategy

Since the announcement of the 2014 FIFA World Cup™ Sustainability Strategy at the United Nations Conference on Sustainable Development in Rio de Janeiro ([Rio+20](#)) last June, FIFA and the LOC have worked intensively on a number of measures to make the event more sustainable. Please find below an update on various issues and projects:

Sustainability Strategy

In fine-tuning the direction of the strategy, FIFA and the LOC have continued engaging with their stakeholders and received valuable input. The biannual host market research programme run by FIFA in Brazil again showed that the impact of the 2014 FIFA World Cup™ on society and the environment are the most important concerns for Brazilians. In addition, individual consultations with some 25 key external stakeholders in Brazil and abroad confirmed that the strategy had integrated the most important issues.

Climate change

Over the past ten months, FIFA and the LOC have teamed up with experts to estimate the carbon footprint of preparing and staging the FIFA Confederations Cup Brazil 2013 and the 2014 FIFA World Cup™. The calculation shows that the two events are expected to generate just over 2.7 million tCO₂e. International transportation (50.6%) and inter-city transportation (29.5%) are the two most significant contributors to the carbon footprint. FIFA and the LOC will offset their emissions through verified carbon offset projects and reach out to their stakeholders by outlining ways of lowering their carbon footprint.

FIFA has also analysed the carbon footprint of its TV productions for the 2014 FIFA World Cup™, which was estimated at around 24,670 tCO₂e.

Sustainable stadium operations

In an effort to improve the sustainability of the football stadiums at the tournaments and afterwards, FIFA and the LOC together with an experienced Brazilian training provider will launch a six-day training course for all 12 stadium operators on August 15. The training course is divided into three workshops that will be held in various Host Cities in August and November 2013 and February 2014. The objective is to strengthen the participants' knowledge of sustainable operations at football stadiums and other sports facilities. The training is based on the environmental training programme that was offered to stadium operators during the FIFA Women's World Cup 2011™ in Germany.

In the workshops, the participants will discuss ways of optimising the operations of their stadium or facility. The topics covered will include:

- Efficient lighting systems and temperature control to reduce energy use, as well as ways of using renewable energy sources such as solar panels.



- Reducing fresh water use by improving sanitation systems, adapting cleaning schedules and exploring options for collecting rainwater for specific activities such as watering the pitch.
- Responsible sourcing of the materials used in the stadium and for events, including the definition of sustainability criteria in procurement processes.

Tobacco-free events

This year's FIFA Confederations Cup and next year's FIFA World Cup™ will be tobacco-free. FIFA and the LOC [announced](#) the news on Thursday 7 March, and the initiative will naturally contribute to a healthy environment for the countless fans who will descend on Brazil for the tournaments. FIFA has been promoting a healthy and positive lifestyle at all its tournaments since 2002 and has received support from the [World Health Organization](#) (WHO) in this regard at FIFA World Cups™.

Capacity building for volunteers

Volunteer training for the FIFA Confederations Cup started in April 2013. FIFA and the LOC have integrated modules to supplement the basic volunteer training for the tournament covering topics such as sustainability, waste management and anti-discrimination.

Volunteers dedicated to supporting waste management in the stadiums will also receive three-hour in-person training on the handling of waste in the stadium and on informing spectators about the measures. This training started on 8 June and is taking place in each of the FIFA Confederations Cup stadiums prior to the first match played.

Waste management in stadiums

For the FIFA Confederations Cup in Brazil, FIFA, the LOC and Coca-Cola have developed a waste management system for the stadiums to ensure that waste is handled properly and recycled where necessary. With the support of 2014 FIFA World Cup™ mascot Fuleco, signage has been developed to inform spectators about what to do and how to discard their waste in the two-bin system. During and after matches, volunteers and local cooperatives will be controlling the handling and destination of waste.

For each FIFA Confederations Cup 2013 stadium, there are 15 dedicated volunteers who have been trained via an e-learning module on waste management plus three-hour in-person training at the stadium to support the implementation of the waste management system and to inform spectators about the environmental measures.

Sustainable procurement

FIFA and the LOC have integrated a sustainability questionnaire into the tender process to collect information on the sustainability performance of each service provider. The LOC is also asking all service providers that have been part of the procurement process to sign a code of conduct.



Community involvement and development

Numerous local organisations in Brazil are tackling social challenges in their communities with the aid of football. FIFA and the LOC have identified and mapped such organisations in the 12 Host Cities of the 2014 FIFA World Cup™. Through its Football for Hope initiative, FIFA launched a call for proposals on 1 April inviting eligible organisations to submit proposals for football-based social development programmes specific to Brazil. The aim is to provide non-governmental organisations in Brazil with access to various opportunities offered by Football for Hope from 2014, including funding, capacity building, equipment, exchange programmes, etc.

Donation of revenues

FIFA and TV Globo have agreed to [donate the public viewing fees](#) for the FIFA Confederations Cup Brazil 2013 and the 2014 FIFA World Cup™ to the after-school programme “[Espaços Criança Esperança](#)”, which offers sports and educational activities to children and young people in various Brazilian cities. The revenues generated by the international public viewing fees will be invested by FIFA in the Football for Hope-supported initiatives in Brazil.

Football for Hope Forum 2013

The Football for Hope Forum 2013 will take place in Belo Horizonte, Brazil from 26 to 29 June 2013. A four-day programme including presentations, panel discussions and workshops by non-governmental organisations supported by FIFA’s Football for Hope programme will cover the most important issues relating to football’s contribution to social development and the legacy of the 2014 FIFA World Cup Brazil™.

Football for the Planet

Football for the Planet is the official environmental programme of FIFA. It aims to mitigate the negative impact of FIFA’s activities and events on the environment and use FIFA’s tournaments to raise awareness on environmental issues. In Brazil, FIFA and the LOC will implement projects to address the six key areas of waste, water, energy, transportation, procurement and climate change.

Fight against racism and discrimination

During the semi-finals of the FIFA Confederations Cup on 26 and 27 June, FIFA will celebrate its 12th annual [FIFA Anti-Discrimination Day](#). The aim of the campaign is to raise awareness of the need to eliminate racism and other forms of discrimination worldwide. The activities during the FIFA Anti-Discrimination Days 2013 will include a media briefing and a special pre-match protocol, during which the team captains will read out a declaration against discrimination.

For additional information and documentation on these and other initiatives of the 2014 FIFA World Cup™ Sustainability Strategy, please see also www.fifa.com/csr2014.