



FIFA CSR activities at past FIFA tournaments

2006 FIFA World Cup Germany™

At the 2006 FIFA World Cup™ in Germany, FIFA's joint campaign with SOS Children's Villages raised over EUR 20 million for the construction of SOS Children's Villages in Brazil, Mexico, Nigeria, South Africa, Vietnam and Ukraine. Together with the LOC, FIFA launched the environmental protection **programme** Green Goal and invested over EUR 400,000 into carbon offsetting projects.

The yearly FIFA Anti-Discrimination Days in 2006 took place at the quarter-finals of the tournament, with declarations read by the captains and both teams sending a message of rejection of discrimination by jointly posing behind a "Say No to Racism" banner.

More on FIFA.com:

6 villages for 2006:

<http://www.fifa.com/aboutfifa/socialresponsibility/news/newsid=106380/>

Green Goal:

<http://www.fifa.com/worldcup/archive/germany2006/news/newsid=20357.html>

Say No to Racism in 2006:

<http://www.fifa.com/worldcup/archive/germany2006/news/newsid=21639.html>

FIFA U-20 Women's World Cup Chile 2008™

During the final week of the FIFA U-20 Women's World Cup Chile in 2008, the South American Football for Hope Festival took place in Santiago de Chile. Over 200 young community leaders, both male and female, from a dozen Latin American countries and South Africa gathered in Santiago de Chile to take part in educational workshops, cultural activities, and a football tournament. The aim of the event was to celebrate the achievements of young community leaders in Latin America and promote the use of football as a tool for social change.

The yearly FIFA Anti-Discrimination Days took place during the semi-finals of the women's tournament with a declaration read by the captains and both teams sending a message of rejection of discrimination by jointly posing behind a "Say No to Racism" banner.



More on FIFA.com:

South American Football for Hope Festival:

<http://www.fifa.com/aboutfifa/socialresponsibility/footballforhope/pastevents/festival2008.html>

Say No to Racism in 2008:

<http://www.fifa.com/tournaments/archive/u20womensworldcup/chile2008/releases/newsid=966821.html>

FIFA Confederations Cup South Africa 2009™

During the FIFA Confederations Cup 2009, over 130 key actors in the field of social development through football from around the world met at the inaugural Football for Hope Forum in South Africa to interact and share best practice.

The yearly FIFA Anti-Discrimination Days took place at the semi-finals of the tournament with a declaration read by the captains and both teams sending a message of rejection of discrimination by jointly posing behind a “Say No to Racism” banner.

More on FIFA.com:

Football for Hope Forum 2009:

<http://www.fifa.com/aboutfifa/socialresponsibility/footballforhope/pastevents/festival2009.html>

Say No to Racism in 2009:

<http://www.fifa.com/tournaments/archive/confederationscup/southafrica2009/news/newsid=1075349.html>



2010 FIFA World Cup South Africa™

The 2010 FIFA World Cup™ in South Africa featured four main CSR projects: the Football for Hope Festival 2010, the 20 Centres for 2010 campaign, the Green Goal 2010 environmental programme and the Anti-Discrimination Days 2010.

The Football for Hope Festival 2010 took place in Alexandra Township during the last two weeks of the FIFA World Cup and brought together 365 young leaders chosen from disadvantaged communities around the world to play their own World Cup and celebrate their achievements in building a better future.

20 Centres for 2010, the official social campaign of the 2010 FIFA World Cup South Africa, was initiated to support disadvantaged communities in Africa in addressing local social challenges. 20 Football for Hope Centres for education, public health and football have been built and are already benefitting thousands of children and their families.

Inspired by Green Goal 2006 and by previous experiences with major international events in South Africa, the Local Organising Committee developed the Green Goal 2010 environmental programme for the 2010 FIFA World Cup™. Together with the South African Department for Environment, Host Cities, UNEP and other stakeholders, a variety of projects were implemented across the country.

The yearly FIFA Anti-Discrimination Days took place at the quarter-finals of the tournament with a declaration read by the captains and both teams sending a message of rejection of discrimination by jointly posing behind a “Say No to Racism” banner.

More on FIFA.com:

Football for Hope Festival 2010:

<http://www.fifa.com/aboutfifa/socialresponsibility/footballforhope/pastevents/festival2010/>

“20 Centres for 2010” in Ghana in 2012:

<http://www.fifa.com/aboutfifa/socialresponsibility/news/newsid=1605407/index.html>

Green Goal 2010:

<http://www.fifa.com/aboutfifa/socialresponsibility/news/newsid=1426643/>

Say No to Racism in 2010:

<http://www.fifa.com/worldcup/archive/southafrica2010/organisation/media/newsid=1264749/>



FIFA Women's World Cup 2011™

At the FIFA Women's World Cup 2011™, FIFA and the Local Organising Committee in Germany successfully implemented the Green Goal 2011 environmental programme, continuing to advance environmental protection at sports events.

The yearly FIFA Anti-Discrimination Days took place at the semi-finals of the women's tournament with a declaration read by the captains and both teams sending a message of rejection of discrimination by jointly posing behind a "Say No to Racism" banner. The focus of this particular edition of the FIFA Anti-Discrimination Days was on women's football and how football can help empower girls and young women.

More on FIFA.com:

Green Goal 2011: <http://www.fifa.com/womensworldcup/news/newsid=1544910/>

Say No to Racism in 2011:

<http://www.fifa.com/aboutfifa/socialresponsibility/antiracism/index.html>

FIFA U20 World Cup Colombia 2011™

FIFA joined forces with the Inter-American Development Bank and Coca Cola Colombia to support two grassroots organisations, Colombianitos and SIDOC Foundation, in Colombia that use football as a tool to tackle social challenges in communities. 1.1m USD will be invested over three years to benefit 1,400 unprivileged children.

The environmental programme of the tournament was implemented together with the Government of Colombia, WWF and the national football federation. To achieve a climate friendly event, carbon emissions caused by the tournament were offset through investments in a governmental reforestation project.

More on FIFA.com:

Football for Hope in Colombia:

<http://www.fifa.com/u20worldcup/news/newsid=1494095/index.html>

Environmental programme in Colombia:

<http://www.fifa.com/u20worldcup/organisation/media/newsid=1491262/index.html>

FIFA Fair Play 2011:

<http://www.fifa.com/u20worldcup/organisation/media/newsid=1491521/>