

IF Sustainability Project  
**FIFA JOINS UN  
CLIMATE CHANGE  
CAMPAIGN**



## NOC AND IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs’ sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project was a series of case studies illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to “profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting”, it was agreed that the identification and sharing of information contributes to the holistic integration of

sustainability and should be continued. These case studies, which now also showcase National Olympic Committees’ (NOCs) best practices, form part of a strategic support system given to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. They are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan

to contribute to sustainable development and tackle the key global sustainability challenges. This framework is pivotal for the Olympic Movement – in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

*The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.*



*“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”*  
Paragraph 37, UN 2030 Agenda for Sustainable Development

Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

#### IOC FOCUS AREA



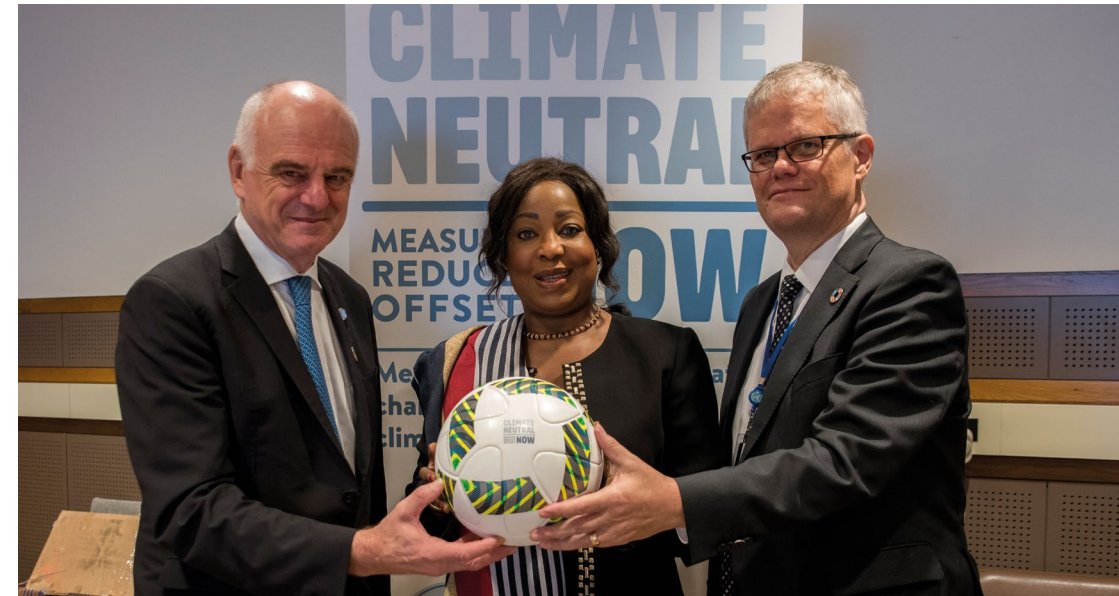
#### UN SDGs



## ORGANISER OF THE WORLD'S BIGGEST SINGLE-SPORT EVENT COMMITS TO ACHIEVING CARBON NEUTRALITY OVER THE NEXT THREE DECADES

In 2016, the Fédération Internationale de Football Association (FIFA) joined the United Nations (UN) Climate Change Secretariat's [Climate Neutral Now](#) initiative, pledging to achieve greenhouse gas emission

neutrality by the mid-21st century. Climate Neutral Now brings together organisations committed to measuring, reducing and reporting greenhouse gas (GHG) emissions – the leading cause of global warming – and compensating unavoidable emissions with UN Certified Emission Reductions. Joining Climate Neutral Now contributes to the central objective of the [Paris Agreement](#) of limiting global temperature rise to less than 2 degrees celsius, and to the mitigation of climate change's gravest effects.



**“EACH ONE OF US, AS WELL AS EVERY ORGANISATION, HAS TO TAKE RESPONSIBILITY FOR THE WORLD WE LIVE IN AND LEAD BY EXAMPLE. CLIMATE CHANGE IS ONE OF THE MOST PRESSING ISSUES OF OUR TIME, AND WE ARE PROUD TO COMMIT TO THIS CAUSE. BEYOND THE PLEDGE AND THROUGH THE POWER OF FOOTBALL, WE ALSO AIM TO INSPIRE GREATER AWARENESS AND BEST PRACTICES IN SUSTAINABILITY STANDARDS.”**

FATMA SAMOURA, FIFA SECRETARY GENERAL

### OBJECTIVES

As part of its commitment to the Climate Neutral Now initiative, FIFA aims to:

- Continue striving to achieve GHG emission neutrality by the mid-21st century.
- Implement actions to measure, reduce and offset GHG emissions.
- Inspire other organisations to join the pledge and start measuring their GHG emissions, reducing as much as possible and compensating unavoidable GHG emissions.



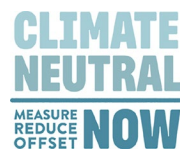
Mindful of the magnitude of the direct and indirect GHG emissions generated by the FIFA World Cup™, FIFA's commitment to the initiative came to fruition during the preparation and staging of the 2018 FIFA World Cup™ in Russia through the following steps:

- Using the GHG Protocol, the most widely used GHG emissions accounting standards, FIFA estimated that 2.1 million tonnes of CO<sub>2</sub> was generated as a result of the 2018 FIFA World Cup™, and reported the findings in the GHG Accounting Report. Seventy-five per cent of these emissions were caused by international and domestic travel.
- To reduce the carbon footprint of the 2018 FIFA World Cup™, FIFA and the Local Organising Committee (LOC), together with authorities in the host country and the host cities, offered ticket holders free inter-city train services for the duration of the tournament and free public transport within the host cities on match days.
- FIFA and the LOC implemented a state-of-the-art waste management and recycling programme, which reduced the amount of waste sent to landfill and required new and existing stadiums to obtain a green construction certification for building and major renovation.

### LESSONS LEARNED

- Utilising an external company to calculate GHG emissions is recommended, as it provides a neutral perspective, expertise and legitimacy.
- Partnering with the UN provides a link with a global and widely recognised organisation and facilitates learning from other relevant actors.
- UNFCCC's Climate Neutral Now platform provides a user-friendly tool to identify and purchase UN-vetted offsets.
- Selecting climate projects to offset GHG emissions in the host country itself is beneficial as it will be the location most affected by the organisation of the event, however it is important that the offsets are thoroughly vetted and of environmental integrity.

- Launch of a climate action campaign in which FIFA offset 2.9 tonnes of CO<sub>2</sub> equivalents for every ticket holder that signed up to the initiative. This figure matched the average emission per ticket holder travelling from abroad to the 2018 FIFA World Cup™.
- Unavoidable emissions were compensated through verified low-carbon projects (80 per cent of them in Russia), and CDM (Clean Development Mechanism) projects from the Climate Neutral Now online platform.



### EVALUATION

FIFA's actions comply with the requirements of the Climate Neutral Now campaign. In order to achieve the initiative's aim of GHG emission neutrality, it outlines three simple steps (measuring, reducing and compensating GHG emissions) and offers online tools to calculate one's personal carbon footprint, recommendations for reducing it, and a list of UN-vetted low-carbon projects for offsetting unavoidable emissions.

