

## **INTRODUCTION TO SUSTAINABILITY & HUMAN RIGHTS CHAPTER**

The concepts of Sustainability and Human Rights are high on the agenda in Brazil's contemporary discourse. In fact, sustainability and human rights policies and practices are the most important issues being demanded by both clients and citizens in many public and private sector entities. The FIFA Women's World Cup in Brazil will be no exception, where sustainability and human rights will be at the forefront and at the heart of the planning and staging of the tournament.

These are not hollow buzzwords, but rather a serious endeavour backed up by a strong track record of successfully planning and staging major sporting events with emphasis on sustainability and human rights, notably the 2013 FIFA Confederations Cup, the FIFA World Cup 2014 and the Rio 2016 Olympic Games. As such, Brazil and the CBF are proud to have been FIFA's partners throughout the history of sporting events management, having established and implemented the first Sustainability Strategy for a FIFA World Cup for the FIFA World Cup 2014 in Brazil. This event also presented the first ever GRI sustainability report for a FIFA World Cup, audited by certified external consultants.

It is therefore with this same ethos that we are excited about the opportunity to once again make history alongside FIFA by setting new standards in the areas of Sustainability and Human Rights in major sporting events, thus turning the FIFA Women's World Cup 2027™ into another watershed moment.

The Brazilian human capital pool that has followed the evolution of Sustainability and Human Rights policies and practices integration into the staging and operations of FIFA World Cups since the FIFA World Cup 2014 in Brazil is extremely significant. Many of the members of the Brazilian LOC and FIFA team have gone on to work at the FIFA 2018 FIFA World Cup in Russia and the FIFA 2022 World Cup in Qatar, while others have joined other major sporting organisations and events. The FIFA Women's World Cup 2027™ in Brazil will be both a welcome homecoming for many of these seasoned professionals and thus, an excellent foundation for FIFA to take sustainable mega-event management to the next level.

### **Independent Human Rights Context Assessment**

CBF supports the preparation of an Independent Human Rights Context Assessment carried out by a FIFA approved independent and specialised body or agency. The timeline and planning of this work will be factored into the planning of the Human Rights Strategy.

Setting aside this pending process and assessment, CBF can provide a provisional list of human rights risks identified by previous risk assessment exercises, including for the FIFA World Cup itself. These risks include, but are not limited to:

**Labour rights:** ensuring that minimum wage levels are effectively enforced and implementing relevant procedures to assure the respect of labour standards by our employees and business partners, in all aspects of our operations, especially within our supply chain.

**Equality and Inclusion:** the progress made in relation to women's rights and equal opportunities in Brazil will be reviewed, and the goal for full equality will be maintained in relation to labour, health, education, politics and the ongoing persistence of gender-based violence. Other discriminatory actions - related to race, nationality, religion - may target attendees in and around stadiums and through social media platforms. CBF has recently adopted a Code of Ethics for professional and commercial relations relating to football in the country. This Code of Ethics establishes that all football-related segments must commit to not tolerating any kind of discrimination, and our Ethics Committee is prepared to deal with complaints concerning this matter. Furthermore, we have undertaken football-related actions promoting social inclusion. Educational sports programmes seek to foster the development of football for boys and girls, coaches and communities, encouraging equal gender access to sport. Emphasis will continue to be placed on promoting gender equality and preventing any form of harassment, including sexual harassment.

**Freedom of expression, press and assembly:** CBF is committed to protecting the right to freedom of expression by implementing policies and procedures to ensure the safety and protection of journalists and to support the right to peaceful protests. At previous similar events, CBF has adopted safety and security protocols with the aim of providing clear instructions to private security providers protecting fans, players, referees, officials and others during the event. Similarly, media operational protocols have been followed in the past to ensure the presence and safety of both journalists and press agencies in stadiums and related venues, providing them with the necessary infrastructure to conduct media-related activities.

**Property rights:** reports indicate that major sporting events have been used by local governments as a mechanism to stimulate large-scale urban development projects or to leverage the momentum of the event to "clean up" highly visible urban spaces, thus affecting housing rights.

**Safety and security:** the presence of large numbers of people in confined areas requires the adoption of certain precautionary measures - the presence of security services providers; surveillance cameras; restrictions of signs/banners and equipment inside the stadiums - which if not followed may well increase the risks to attendees during the events. On the other hand, the use of precautionary measures can increase the chances of human rights violations, particularly illegal arrests and restrictions on participants' freedom of movement. We will endeavour to leverage our influence with partners and authorities to ensure that all security personnel receive adequate training to fulfil their duties in accordance with international human rights standards.