



# Questions & Answers on the **2014 FIFA World Cup™** Carbon Offsetting Programme

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## 2014 FIFA World Cup™ Carbon Offsetting Programme

Why has FIFA developed this programme?

The FIFA World Cup™ is the largest individual sporting competition in the world. While it brings important direct and indirect social and economic benefits to the host country, its impact on the environment is indisputable. To address this impact on the environment, FIFA established, among others, the 2014 FIFA World Cup Carbon Offsetting Programme.

What are the goals of the programme?

The 2014 FIFA World Cup Carbon Offsetting Programme has two goals:

- To develop a portfolio of verified carbon offsetting projects in Brazil in order to offset all emissions under FIFA and Local Organising Committees (LOC) operational control.
- To encourage ticketholders to offset their travel emissions to 2014 FIFA World Cup Brazil™ matches, and raise their awareness on environmental protection. To that end, FIFA and BP Target Neutral launched an offsetting campaign for ticketholders on <https://worldcupoffset.fifa.com/>.

What is the role of BP Target Neutral (BPTN)?

BPTN is a not-for-profit carbon management programme that encourages people and businesses to emit less carbon in their everyday lives and to take as many steps as they can to shrink their carbon footprint. BP believes that together, lots of individuals working collectively and collaboratively can make a real difference for the environment.

BPTN is supporting FIFA in the identification and selection of offsetting projects in Brazil, in the development of the offsetting campaign for ticketholders, and with a contribution of 10'000 VERs (Verified Emission Reductions) to offset 10'000 tonnes of carbon emission.

### **What is the Carbon Footprint of the 2014 FIFA World Cup Brazil™**

In 2012, FIFA and the LOC 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 carbon footprint relied on the Greenhouse Gas Protocol as its primary reference point and incorporated further technical guidance from ISO 14064.1. Additionally, it built upon important findings introduced by both the 2010 FIFA World Cup in South Africa and the London 2012 Olympic Games.

The calculation shows that the two events are expected to generate just over 2.7 million tCO<sub>2</sub>e. International transportation (50.6%) and inter-city transportation (29.5%) are the two most significant contributors to the carbon footprint. The full carbon footprint can be downloaded on [FIFA.com](http://FIFA.com).



## Offsetting campaign for ticketholders

What is the goal of the offsetting campaign for ticketholders?

The primary goal of the campaign is to encourage ticketholders to offset their carbon emissions from travelling to the 2014 FIFA World Cup Brazil™ matches, thereby raising their awareness on environmental protection.

FIFA and BP Target Neutral have set a realistic goal of offsetting travel emissions for 50'000 ticketholders or 80'000 tonnes of carbon. No matter where they are travelling from, ticketholders can sign up to the campaign for free.

How does the 2014 FIFA World Cup Brazil offsetting offer for ticket holders work?

**It's simple.** All ticketholders with a valid FIFA.com Club account and a successful ticket request reference ID can participate in the campaign. They can go to <https://worldcupoffset.fifa.com> and sign up to offset their journey to Brazil for free. Their country of origin is detected on sign-up and the average carbon emissions for travel to and from Brazil from their country will then be calculated to be offset at no cost to the individual. FIFA, in collaboration with BP Target Neutral, will cover the costs of the offsetting for the ticket holders that sign.

What is in it for the ticketholders?

As well as helping to limit the carbon impact of the 2014 FIFA World Cup Brazil™, those who register for their free offset until 28 May will be entered in a prize draw to win two tickets to the 2014 FIFA World Cup™ final, including travel and accommodation.

What about the rest of the public?

The primary goal of the campaign is to reduce the environmental impact of travel emissions of persons who have bought a 2014 FIFA World Cup Brazil™ ticket and are travelling to a match in Brazil. Thus, only ticketholders can participate.

## Carbon Offsetting

What is offsetting?

Offsetting is a way to balance the greenhouse gases released into the atmosphere in one place by removing, or preventing them, in another – resulting in a zero net effect.

What type of offsetting projects are invested in?

The projects are selected through a rigorous tender process in accordance with BPTNs best practice procurement practices and then shortlisted based on a set of criteria specific to the 2014 FIFA World Cup Brazil™. The final list of projects is selected by an independent panel of environmental NGOs.

Where does the FIFA investment go?

The funds will purchase carbon credits from the different projects. FIFA's investment will go to supporting the offsetting projects selected for this programme.



What is FIFA offsetting?

FIFA will offset all emissions under FIFA and LOCs operational control which have been **estimated at 251'000 tonnes** of carbon emissions. These emissions include travel and accommodation of all staff, officials, teams, volunteers and guests. It also includes all emissions caused by related activities such as **official 2014 FIFA World Cup™ events** and draws since 2011 and it includes all emissions of venues, stadiums and offices operated by FIFA and LOC.

In addition, FIFA will offset all travel emissions of ticketholders who have signed up on **the offsetting campaign up to 70'000 tonnes**. Additional 10'000 tonnes of offsets will be provided by BPTN.

Rather than offsetting is it not better reduce carbon emissions?

FIFA's efforts are not just about offsetting but also about reducing the emissions and the environmental impact in the long term. For that purpose, FIFA and the LOC organised a training programme on sustainable operations of football stadiums to all operators to strengthen the efforts of the stadium operators and Brazilian authorities for the tournament and after. 650 out of the 1442 cars in the FWC fleet will run only on etanol, a renewable fuel. Furthermore FIFA and the LOC are working together with Coca-Cola in delivering a state of the art recycling programme for all FIFA World Cup matches and with Yingli Solar in providing renewable energy.