

# MEMORANDUM OF COOPERATION

## BETWEEN THE WORLD HEALTH ORGANIZATION (WHO) AND THE FEDERATION INTERNATIONALE DE FOOTBALL ASSOCIATION (FIFA)

### 1. Introduction

WHO and FIFA agree that tobacco and sports do not mix and that tobacco in any form must be removed from all football events associated with FIFA. This policy will start with the 2002 FIFA World Cup. This Memorandum defines the efforts of the two organizations in making the 2002 FIFA World Cup in the Republic of Korea and Japan tobacco free and will serve as the starting point for future cooperation on other FIFA events, including:

the Women's World Cup

the World Youth Championship

the Under-17 World Championship

the Women's Under-19 World Championship

the World Futsal (Indoor Football) Championship

the Confederations Cup

the Club World Championship

the Men's and Women's Olympic Football Tournaments

- 1.2 The basis of this joint effort lies in the agreement of cooperation reached in May 1999 between FIFA and the United Nations, which makes specific mention of a joint programme against smoking, and is intended to form part of a longer-term tobacco-free programme by the two organizations.
- 1.3 The WHO and FIFA acknowledge that the success of this joint effort depends to a large measure upon the support of the respective organizing committees in countries where the events are taking place. This includes the Japan Organizing Committee (JAWOC) and the Republic of Korea Organizing Committee (KOWOC) for the 2002 FIFA World Cup.

## **2. Objectives**

2. The policy set forth in this Memorandum of Cooperation has been adopted in an effort to protect the players, spectators, staff, volunteers, media and other visitors from the harmful effects of tobacco exposure, consumption, advertising, marketing and promotion during FIFA Championship events, and to provide useful and accurate information about tobacco to visitors, spectators and participants.
  
- 2.2 In joining the Olympic Games and other major tobacco-free sports events, FIFA confirms its view that athletes cannot achieve maximum sporting performance while using tobacco in any form. FIFA also reaffirms its obligation as a sports federation to promote a healthy lifestyle among all sectors of the community, and particularly among children and young people.

## **3. Implementation of Tobacco-Free 2002 FIFA World Cup**

3. WHO and FIFA will strive to make all 2002 FIFA World Cup venues in Japan and the Republic of Korea tobacco free. Use of tobacco in any form will be restricted to specifically designated areas. These areas will be clearly indicated and may be open-air spaces (especially in the stadium surrounds) or enclosed rooms. In all cases, these areas shall be designed and equipped in such a way as to ensure no inconvenience of any kind to the public. They will be located away from any window, entrance or exit door, and air intake of any building. They shall not be located within the main seating area of the stadium.
  
- 3.2 In the event that certain of the 20 venues in the Republic of Korea and Japan are subject to by-laws which prohibit smoking for reasons of fire-hazard, public safety or public health, FIFA engages to ensure that the Organizing Committees responsible for any such stadiums shall ensure strict adherence to the terms of such regulations.
  
- 3.3 In other stadiums, meanwhile, where no such specific law may exist, FIFA will actively encourage the stadium and other relevant authorities to implement the objectives of this tobacco-free policy.

### 3.4 Spectator areas

- All stadiums will have clearly visible and internationally recognizable signage to inform the public of the tobacco-free policy. Such signs shall commence at the point at which the public first enter the stadium area controlled by ticket or accreditation.
- Audio reminders of the tobacco-free policy will be made from time to time within the arena.

Tobacco products will not be offered for public sale or as promotions. Vending machines for tobacco products in the FIFA World Cup stadiums will not be operational during the period of the FIFA World Cup. There will be no advertising of tobacco products and no sponsorship of the FIFA World Cup event by any tobacco company at any place or in any form in the stadium area or elsewhere. Consequently, the FIFA World Cup logo or related official marks will not be associated in any way with tobacco companies nor their products.

- The use of tobacco products will be restricted to specifically designated areas.
- The use of all tobacco products shall be expressly forbidden in public bars and restaurants.

#### VIP and hospitality areas

- VIP areas such as the official VIP box shall adhere to the same policies as applicable for spectator areas.
- Designated areas for the use of tobacco products shall be provided for the use of VIPs.
- Spectators seated in private boxes shall be strongly encouraged to follow the same policy.

The official hospitality village area shall be subject to the same tobacco-free policy.

#### Media areas

- The use of tobacco products shall not be permitted in any media zones, including all media centres and media tribunes. Appropriate signage will be installed.
- Designated areas for the use of tobacco products shall be provided for the use of the media.
- Tobacco products will not be sold or otherwise distributed in any such areas.
- The use of tobacco products will be forbidden in media transport vehicles.

#### Playing areas

- FIFA shall advise the 32 team delegations that their members may not use any tobacco products at any time while engaged in or actively preparing for any match of the FIFA World Cup.

- FIFA shall also particularly appeal in writing to all team coaches to refrain from using any tobacco products while seated on the team bench during games.

### 3.5 Staff

- The staff of FIFA shall be instructed to refrain from using tobacco products whenever officially on duty and/or wearing an official uniform, especially when in the stadium or other public place.
- FIFA shall request JAWOC and KOWOC to give a similar instruction to their own respective staff and volunteers.
- Staff shall be informed and instructed about the tobacco-free policy at the FIFA World Cup and its effective implementation.

### 3.6 Information

- FIFA and WHO shall work actively to produce information material to deliver the tobacco-free message effectively, the emphasis in such materials to be placed upon education and the theme of "prevention" and the positive role of sport in healthy lifestyles. Materials in which reference is made to the collaboration under this Memorandum of Cooperation, or to the other party, shall be subject to clearance by both parties prior to dissemination.

## 4. Other activities

The principles of the above guidelines shall also apply as appropriate to all other FIFA sport events as well as all official events in connection with the 2002 FIFA World Cup. FIFA shall also give full support in a manner to be agreed on a case-to-case basis to the WHO's health promotional efforts, starting with the following:

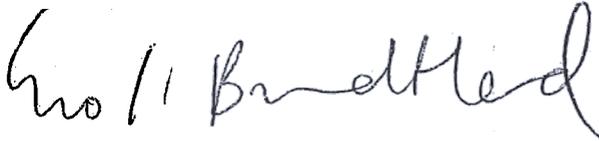
- the presence of FIFA officials or other football personalities at the launch of the Tobacco-Free Sports and Tobacco-Free Football logo and World No Tobacco Day slogan in Geneva on 22 November 2001;
- display of Tobacco-Free Sports materials at the World Cup Final Draw in Busan on 1 December 2001;
- involvement of FIFA in World Health Day on 7 April 2002;
- World No Tobacco Day on 31 May 2002, which coincides with kick-off match of the 2002 FIFA World Cup in Seoul on this occasion; FIFA will actively pursue effective means of disseminating the Tobacco-Free Football and Tobacco-Free Sports logo and message by their incorporation into the stadium advertising boards and the international television feed.

## 5. General

5. Neither party may use an emblem, logo or trademark of the other party without the prior written approval.

- 5.2 This Memorandum of Cooperation may be terminated by either party subject to prior written notice.
- 5.3 Any dispute relating to the interpretation or application of this Memorandum of Cooperation shall, unless amicably settled, be subject to conciliation. In the event of failure of the latter, the dispute shall be settled by arbitration. The arbitration shall be conducted in accordance with the modalities to be agreed upon by the parties or, in the absence of agreement, with the rules of arbitration of the International Chamber of Commerce. The parties shall accept the arbitral award as final.

World Health Organization  
(WHO):



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Dr Gro Harlem Brundtland  
Director-General

Fédération Internationale de  
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Joseph S. Blatter  
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