

11 June 2014

Open Letter

Joseph Sepp Blatter, President
Fédération Internationale de Football Association (FIFA)
FIFA-Strasse 20, 8044 Zurich, Switzerland

Dear Mr. Blatter,

The FIFA World Cup due to kick off on June 12 will have started on the right footing if recent reports, suggesting that football's governing body is considering a serious plan to make a country's human rights record an important factor in awarding future tournaments, are to be believed.

All countries face human rights challenges, but more effective and sustained due diligence is clearly needed with respect to decisions about host nations and how major sporting events are planned and implemented. We at the Institute for Human Rights and Business (<http://www.ihrb.org>) have published a report, [*Striving For Excellence: Mega-Sporting Events and Human Rights*](#), which makes five recommendations to sports governing bodies such as FIFA. These are:

- Make an explicit commitment to respect human rights and establish a strategy for integrating a human rights approach based on the UN Guiding Principles on Business and Human Rights into the sports governing body's operating procedures;
- Require sponsors and media partners to adopt a human rights policy statement and publicly disclose information on their efforts to implement human rights due diligence and remediate adverse human rights impacts;
- Revise existing candidate requirements to conduct an impact assessment covering human rights considerations which includes consultations with potentially affected groups;
- Require local organisers to adopt human rights policies and disclose information transparently including with respect to contracts with commercial sponsors and partners;
- Appoint an ombudsman under the authority of the sports governing body to receive and investigate allegations of human rights abuses involving the actions of organising committees as well as commercial and delivery partners.

IHRB has prepared a comprehensive website (www.megasportingevents.org) which provides a link to our full report as well as a range of additional resources for all actors involved in planning and delivering major sporting events. We would welcome a dialogue with FIFA to ensure that human rights considerations become fully integrated into FIFA's decision-making. We stand ready to support your efforts.

Yours sincerely,



Mary Robinson, Patron of IHRB
Former President of Ireland
Former UN High Commissioner for Human Rights



John Ruggie, Chair of IHRB
Former UN Special Representative
on Business and Human Rights