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Attached is a Global Resolution to End Alcohol Promotion in World Cup Events signed by more than 260 non-governmental organizations from 43 countries. The resolution reflects a growing international concern that the World Cup diminishes the values of sport, health, and youth development – particularly for its hundreds of millions of young fans – by promoting alcohol consumption through sponsorship, venue signage, and advertising.

While FIFA touts its social responsibility and the positive impact it can have on the everyday lives of people throughout the world by promoting health, the Association blatantly uses ‘the beautiful sport’ to market alcohol, which the World Health Report cites as responsible for 4% of the burden of disease and 3.2% of all deaths globally. Such promotion is anathema to the central values of sports as well as the values and cultural and religious beliefs of countless citizens in FIFA-member countries.

The groups endorsing the resolution call on FIFA to examine the role of alcohol sponsorship, venue signage, and television advertising of alcoholic beverages in the World Cup for consistency with the values of sport, health, and fair play. We further urge you to adopt clear policies regarding the promotion and advertising of alcohol that are designed to minimize and eventually eliminate their presence from World Cup and other FIFA-organized games.

We urge you to announce during the current World Cup the steps FIFA will take to address this important issue. We look forward to your response.

On behalf of the endorsing organizations,

George A. Hacker
Director
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