

## **HUMAN RIGHTS SECTION**

### **Commitment**

CBF is fully committed to working with FIFA to conduct its activities related to the hosting of the FIFA Women's World Cup 2027™ in accordance with sustainable event management principles and respect for international human rights and labour standards, in conformity with the United Nations Guiding Principles on Business and Human Rights ("UNGPs").

Recognising and respecting all internationally recognised human rights is a key element of CBF's policy, and the defining area of focus of CBF President Ednaldo Rodrigues. The dedication to this issue and the spirit of collaboration with FIFA are illustrated by tangible initiatives such as the Seminar on Combating Racism and Violence in Football, organised by CBF in conjunction with FIFA in 2022.

Our commitment covers all internationally recognised Human Rights, including those set out in the International Bill of Human Rights, the principles laid down in the International Labour Organisation (ILO) Declaration on Fundamental Principles and Rights at Work and the ILO Tripartite Declaration on Principles Concerning Multinational Enterprises and Social Policy, as well as those relating to potentially vulnerable or marginalised groups, such as the Convention on the Elimination of All Forms of Discrimination against Women, duly ratified by the Brazilian Federal Government.

### **Human Rights Strategy**

CBF is committed to working with FIFA to establish a robust Human Rights Strategy that (a) consists of a human rights risk assessment, (b) informs a prevention and mitigation action plan, and (c) is based on a holistic stakeholder engagement process in accordance with the AA 1000 Stakeholder Engagement Standard.

Given the exceptionally tight and historically short timescale of the bidding process, CBF proposes to begin drafting the Human Rights Strategy together with FIFA immediately after the award of the rights to host the Competition so as to ensure that human rights considerations are included from the outset of operational planning.

Including FIFA in the strategy drafting process is both efficient and logical, as it facilitates the participation not only of FIFA itself, but also of its business partners, suppliers and third parties who might be involved in the FIFA World Cup and could potentially have an impact on human rights.

Implementing this approach as described above and allowing more time will ensure a more thorough process, which would greatly reduce FIFA's and CBF's exposure to the risks of a hasty process.

In addition, CBF can rely on a solid archive of human rights-related documentation gathered from previous bids and hosting experiences. It also has substantial and highly relevant knowledge within its network enabling it to secure a solid and advanced basis from which to begin the strategy formulation process.

## A sustainable event

A key priority for the FIFA Women's World Cup 2027™ is ensuring that we host a sustainable event. We are committed to forging a positive legacy for CBF, FIFA and women's football. We are acutely aware of our responsibilities to the environment as a result of hosting this event, and we will ensure that this competition is as "green" as possible. We will therefore be collaborating regularly with FIFA and stakeholders in the run-up to the FIFA Women's World Cup™ 2027 and sustainability will be at the forefront throughout the planning, organisation and staging of the tournament. It is important to remember that this is a tournament for women, and they will be at the heart of all strategic decisions. We intend to create a "Green Awareness" programme that will focus on all the latest innovations to fulfil social responsibility. All decisions made in this regard will be in line with ISO 2021 standards. We have chosen ten stadiums to host the tournament. Our organising committee will work closely with each of them to find viable solutions to reduce energy and water consumption, as well as carbon emissions, not only in the stadiums, but in all the venues linked to the competition.

We understand how much litter a mega sporting event can generate. Therefore, we will need a comprehensive Waste Management Strategy. The excellent infrastructure in our ten proposed candidate host cities as a result of major investment ahead of the FIFA World Cup 2014™, has been duly noted. Part of these investments went towards improving the public transport networks in these cities, and we will encourage stakeholders to make full use of all these options during the FIFA Women's World Cup 2027™. We would also like to emphasise that the FIFA Women's World Cup 2027™ will be a tobacco-free event. This decision was made in line with FIFA and CBF's commitment to tackling tobacco use and its negative impact and is in keeping with our own sustainability strategy.

With regard to environmental protection, we are committed to organising the FIFA Women's World Cup 2027™ as an environmentally sustainable event, complying with local regulations and international standards pertaining to environmental protection. Considering the pre-existing infrastructure for this type of event in Brazil, the environmental impacts related to construction are expected to be low-risk. CBF is determined to adopt measures and support key stakeholders to reduce environmental impacts and compensate for those that cannot be mitigated. At previous events, the Member Association undertook relevant measures to address environmental issues, such as waste management during the FIFA World Cup 2014™, developed in close co-operation with local authorities and FIFA partner Coca-Cola. We implemented a two-way bin system at all venues (which allows for the separation of recyclable and non-recyclable waste) and trained more than eight hundred (800) waste collectors, who successfully promoted our recycling strategy during the event. Strategies like these are already structured for implementation once again in Brazil, and the lessons learnt from these experiences will help us to further improve our environmental action plan.

FIFA Women's World Cup 2027™ has the potential of being used and perceived as an opportunity to raise awareness on the protection of Biodiversity by significantly reducing waste and improving the efficient use of natural resources. CBF is committed to working with business partners and

logistics providers to define sustainability-oriented standards and specifications for the movement of goods, including the use of energy-efficient and low-emission transport options, minimising packaging, recycling or reusing all waste, drawing attention to the benefits these actions can bring to environmental protection. We also propose engaging with local authorities, non-profit organisations and community biodiversity groups to give stadiums and their perimeters a predominantly urban green feel, promoting new green spaces and information on the biodiversity of local fauna and flora, raising awareness of Brazil's natural resources and their great importance for environmental balance.

Once Brazil is elected Host Country, stakeholder involvement in our strategy will be ensured through the creation of a Sustainable Development and Human Rights Committee, which will be responsible both for providing input into the action plan and monitoring its implementation. We commit to systematically tracking, measuring and reviewing our performance. By incorporating what we have learnt from previous events to up-dated strategic planning, we will surely attain the greatest possible positive outcome.

In face of current climate challenges and their potential impacts on major sporting events, we will work to assess climate-related risks that could affect participants and infrastructure. In addition to anticipating adverse climate impacts, we will build an adaptation plan with contingency actions to increase the climate resilience of the event, including appropriate solutions to prevent or minimise damage, ensure the continued development of the games and ensure the safety of employees, athletes and the public. We also plan to implement a climate action program for fans attending FIFA tournaments to raise climate-related awareness."

### **Accessibility principles**

To enable people with disabilities to enjoy and participate fully in all aspects of life, Brazil reflects global trends based on the requirements of the United Nations Convention on the Rights of Persons with Disabilities (CRPD). Accessibility is a key component of operations associated with the FIFA Women's World Cup 2027™, given that Brazil has recently hosted major events, which have set a benchmark in relation to accessibility. These efforts have resulted in the enactment of groundbreaking legislation, the improvement of building and construction regulations and the establishment of practices on venue standards, all of which have resulted in guaranteeing access for all people with a disability in Brazil's football arenas.

Our inclusion goals for this tournament will follow the core concepts of accessibility, such as a barrier-free environment, universal and adaptable designs to guarantee inclusion, dignity, safety and functionality. Created by the Brazilian Association of Technical Standards (ABNT), the Brazilian Regulatory Standard 9050 lays down aspects related to accessibility requirements in urban environments. This regulation has undergone periodic revisions. Following the most recent revision, a series of measures have been introduced which ensure the inclusion of initiatives such as audio description and sign language devices in public spaces, which include football stadiums, airports, hotels and hospitals.