

## TO THE MEMBER ASSOCIATIONS OF FIFA

Circular no. 1819

Doha, 19 November 2022

### **FIFA partners with United Nations agencies for FIFA World Cup Qatar 2022™ campaigns**

Dear Sir or Madam,

With the kick-off of the FIFA World Cup Qatar 2022™ now upon us, the attention of the world is increasingly turning towards the biggest celebration of its most popular sport.

While this attention will be focused on the football, FIFA recognises that our sport should utilise the platform it provides for universal positive change across the whole of society.

As world football's governing body, FIFA is proud to have 211 member associations that are committed to using the power of football as a force for positive change around the globe. Understandably and as a result, FIFA has received requests from a number of member associations regarding the promotion of various campaigns during the upcoming FIFA World Cup™.

In line with the approach adopted in all of its tournaments and the long-standing regulatory treatment of such matters on the field of play, FIFA will be launching a range of campaigns that promote universal causes for positive change under a global and unified umbrella. These campaigns aim to take into consideration the intention behind the specific requests received and to reflect a spirit of inclusion for all views and beliefs.

For the first time, each round of matches will have its own dedicated campaign designed for maximum reach and impact. These campaigns will be run together with FIFA's partner organisations from the United Nations, including UNESCO, the World Food Programme and the World Health Organization. They will be communicated via broadcast and social media, LED boards around the pitch, giant screens in the stadium, the players' kit including captain's armbands, as well as across other platforms.

The campaigns are the following:

- **Group stage, round one:** **Football Unites the World**
- **Group stage, round two:** **Save the Planet**
- **Group stage, round three:** **Protect Children**
- **Round of 16:** **Education for All**
- **Quarter-finals:** **No Discrimination\***

- **Semi-finals:** **Be Active**
- **3<sup>rd</sup>-place match and final:** **Football Unites the World – Football Is Joy, Passion, Hope, Love and Peace**

\* *Linked to Human Rights Day on 10 December*

The design and artwork for these campaigns will be released by FIFA ahead of each round of matches, and we encourage all participating and non-participating member associations, players, coaches, fans and lovers of the game everywhere to adopt each message and to spread them as much as possible during the tournament ahead.

By uniting behind these campaigns, we will show the world that, despite our differences, football has the power as a global force to bring people together for the common good.

Yours faithfully,

FÉDÉRATION INTERNATIONALE  
DE FOOTBALL ASSOCIATION

A handwritten signature in blue ink, appearing to read 'FS', is written over two horizontal lines.

Fatma Samoura  
Secretary General

cc: - FIFA Council  
- Confederations