

# Football Turf as means for development

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# Agenda

1. FIFA's mission – context
2. Football Turf and Development of Football
3. Sustainability and Development

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# FIFA's involvement

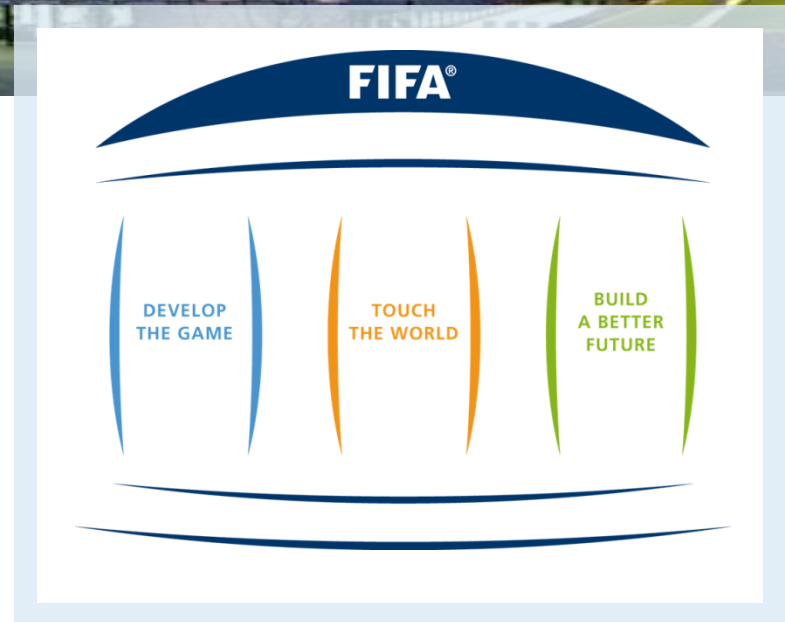
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## FIFA's mission

- Develop the game
- Improve football equipment
- Promote football around the world



# Development of playing surfaces

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## Natural Aspects

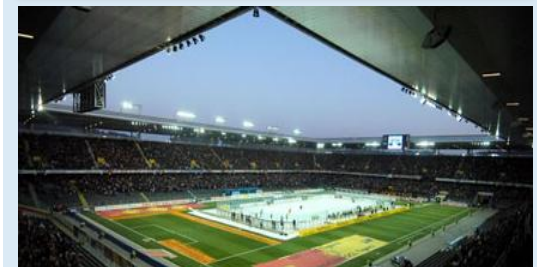


## Existing demand for alternatives

## Financial Aspects



## Usage



Football Turf is the best alternative. No more, no less.

# Agenda

Development of football

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# The development approach

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- The reality today for 80% of FIFA's MA
- FIFA's aim starting 2001: to allow for better playing conditions all over the world
- Football Turf is a means to develop football (game and infrastructure)
- FQC Turf test programme ensures a minimum amount of durability
- Sustainability, while desired, is often not realistic

# FIFA tournament

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## U-17 Women's World Cup in Azerbaijan

- Facility development through football turf
- Development of football through facilities
- Double return on investment



# Agenda

Sustainable development

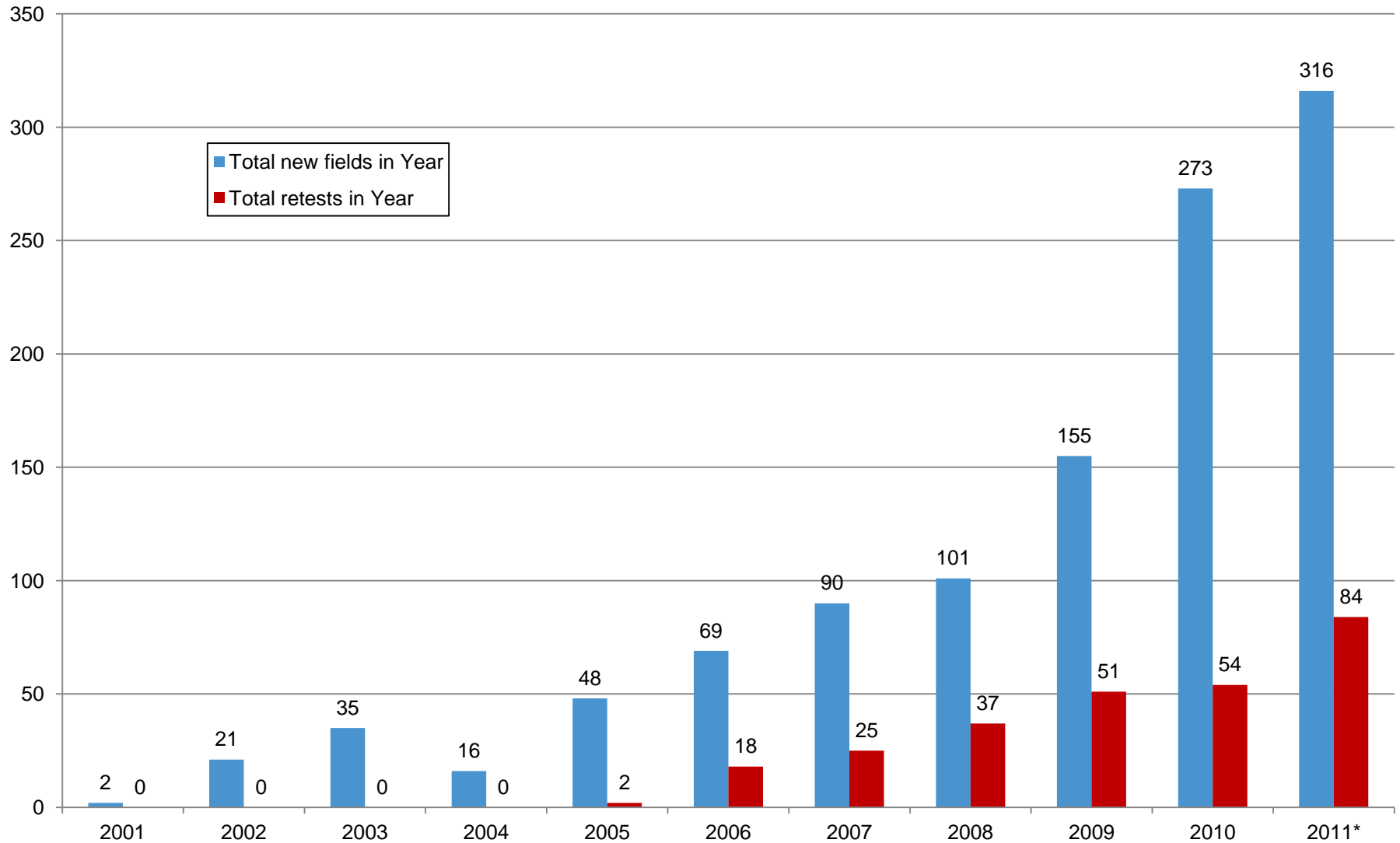
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# Increasing relevance

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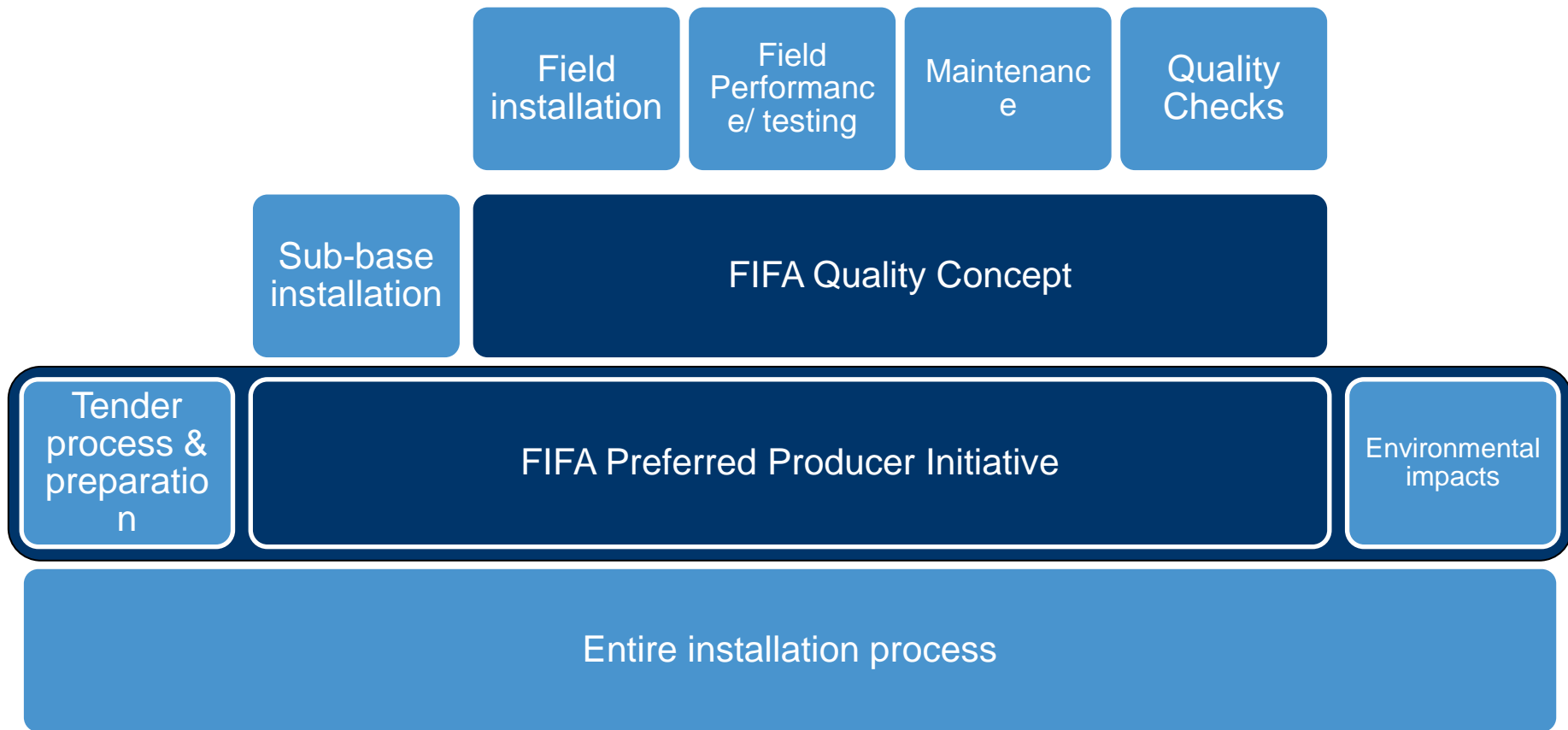
# The sustainability approach

FIFA's focus is currently on the performance standard of Football Turf.

But:

- With increasing numbers of certified fields (and replacement of first wave),
- With 70% of fields in UEFA countries,
- With 75% of fields installed by FIFA Preferred Producers,
  
- Thinking about environmental impacts becomes necessary
  
- FIFA's means to act:
  - Setting requirements for Football Turf
  - Recommendations/Publications
  - Education/Presentation

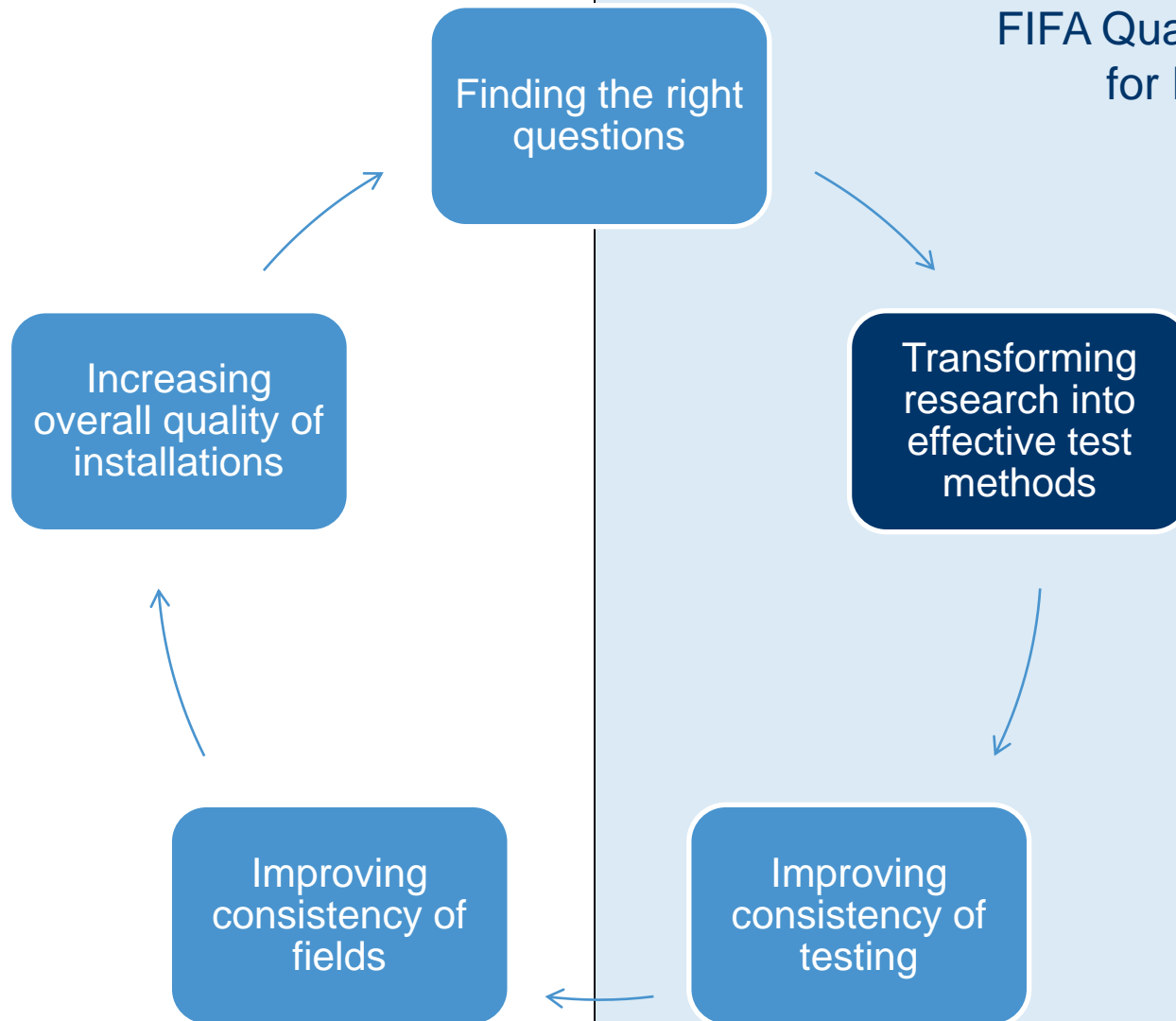
# Process. Basis for cooperation



# Challenges and future development

Industry

FIFA Quality Concept  
for Football Turf



FIFA is fully supportive of sustainable and greener development.

1. Further research into wear of turf – new tests to improve products
2. Re-use of fields
3. Incentives for sustainability approaches (FPPs)
  1. Innovations from the industry
  2. Research and Development
4. Recommendations/Guidelines for tenders (including GOAL)
  1. Carbon footprint for shipment
  2. Amounts of recyclable materials used
  3. Use of local materials
  4. Reference to studies by universities, third parties etc.

Keeping in mind that the products must remain competitive

# Thank you for your attention!

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For further questions or comments

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# Advantages of Football Turf

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Prior to considering the recycling aspect, Football Turf is green:

- Offers significantly more playing hours
- Can replace several natural turf pitches
- Needs less water and no fertiliser
- Allows for playing conditions in difficult climatic areas
- Maximises the investment

A well managed and maintained field, should in itself already be a green investment. Adding recyclability to the equation is a bonus

# Double tracked approach

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## Environment at FIFA

Mitigate the negative environmental impact of FIFA as an organisation.



## Environment at FIFA World Cup

Environmental programme to reduce the negative impacts of FIFA World Cups



Green Goal information point of the City of Cape Town during the 2010 FIFA World Cup.

# Environment at the organisation

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- Zero emission building
- Recycling
- Waste reduction
- Efficient energy use
- Carbon management (including carbon footprint calculation and offsetting)