



55 Jahre/ans/anni

# Swiss Commission for Fairness upholds complaints against FIFA

7. Juni 2023  
Allgemeine Themen

***Five European countries submitted complaints to the Swiss Commission for Fairness against FIFA in response to its 2022 World Cup carbon neutrality claims. The SLK has upheld the complaints following an arduous and complex process.***

The complaints that were lodged with the Swiss Commission for Fairness (SLK) at the end of last year all related to the same theme. Complainants from Switzerland, France, Belgium, the UK and the Netherlands have accused FIFA of making false statements in its communications about carbon neutrality at the World Cup. The Second Chamber of the SLK has now upheld all five complaints following a complex process.

## **Strict standards when advertising carbon neutrality**

When reaching its decision, the Commission considered in detail the requirements that must be fulfilled when advertising carbon neutrality. Factual claims must be accurate by law and must not be misleading. Strict standards must also apply when it comes to proving the

Suche



- 1. Kammer
- 2. Kammer
- 3. Kammer
- Plenum
- Massnahmen

Entscheidveröffentl  
unter  
Namensnennung  
werden nach  
Ablauf eines  
Jahres ab  
Veröffentlichung  
anonymisiert  
(Art. 19 Abs. 2  
Geschäftsregeln  
SLK).

Schlagworte



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ICC Code. Environmental Claims in Marketing Communications, see [https://www.faire-werbung.ch/wp-content/uploads/2021/09/ICC\\_Code-2018\\_DE.pdf](https://www.faire-werbung.ch/wp-content/uploads/2021/09/ICC_Code-2018_DE.pdf) [[https://www.faire-werbung.ch/wp-content/uploads/2021/09/ICC\\_Code-2018\\_DE.pdf](https://www.faire-werbung.ch/wp-content/uploads/2021/09/ICC_Code-2018_DE.pdf) ] ).

### Evidence not provided

In some instances, FIFA has used absolute statements in commercial communications, which have become the subject of the complaints. The complainants proposed that these statements give a false and misleading impression that the 2022 FIFA World Cup in Qatar was climate-neutral or carbon-neutral before and during the tournament.

The SLK concluded that it should not be claimed that sustainability goals have been achieved if there are no definitive and generally accepted methods for measuring sustainability or ensuring sustainability measures have been implemented. The burden of proof lies with the advertising company in each case. In the opinion of the Second Chamber, FIFA was not able to provide proof that the claims were accurate during the proceedings as required by the SLK.

### No plan in place for the further compensation of CO<sub>2</sub> emissions

FIFA previously had an ex-ante report drawn up that calculated projected emissions – 3.63 million tonnes of CO<sub>2</sub> – on a provisional basis. However, the complainants are critical that the estimation contained in the report is too low.

2014 2015  
2016 2017  
2018 2019  
2020 2021  
2022 Absolute  
Aussagen  
Aggressive  
Verkaufsmethoden  
Beweispflicht  
Direktmarketing  
Erotik  
Gewinnspiel  
Green  
Marketing  
Internet  
Irrführung  
Kinder- und  
Jugendschutz  
Konkurrent  
Marketing  
direct  
Mitbewerber  
Nachahmung  
Nichteintreten  
Preisangabe  
Preisbekanntgabe  
Registereintrag  
Sexismus SLK  
Spam  
Sterneintrag  
Stopp-



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estimation eventually matched definitive figures, it was unclear to the SLK whether the promised level of CO<sub>2</sub> compensation was realistic at all.

FIFA has stated in its submissions that it had already compensated for an estimated 3.63 million tonnes of CO<sub>2</sub> in advance. In addition, the football body has repeatedly promised to fully offset emissions that will be definitively calculated at a later date. However, it did not prove that the emissions stated in the ex-ante report had been offset and did not set out a plan to define how it will further offset emissions. Furthermore, it remained unclear whether the compensation measures would align with Swiss standards. Among other things, these standards call for a complete and permanent removal of CO<sub>2</sub> from the atmosphere.

### SLK recommendations

The SLK has advised FIFA to refrain from making unsubstantiated claims in the future. Particularly the claim that the 2022 FIFA World Cup in Qatar was climate- or carbon-neutral. At the time of communication, claims of this nature could only be made if the body could – using generally accepted methods – fully substantiate the calculation of all CO<sub>2</sub> emissions caused due to the tournament and provide proof that these CO<sub>2</sub> emissions have been fully offset.

*The decision is not legally binding.*

You can read the full text detailing the decision [here](https://www.faire-werbung.ch/wp-content/uploads/2023/05/No_188_22.pdf) [https://www.faire-werbung.ch/wp-content/uploads/2023/05/No\_188\_22.pdf] .

Telekommunikation  
 Testimonien  
 Tests  
 Tätigkeitsbericht  
 Täuschung  
 Umwelt  
 Unrichtigkeit  
 Vergleichende  
 Werbung  
 Warenvorrat



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