



HUMAN RIGHTS & MEGA-SPORT EVENTS

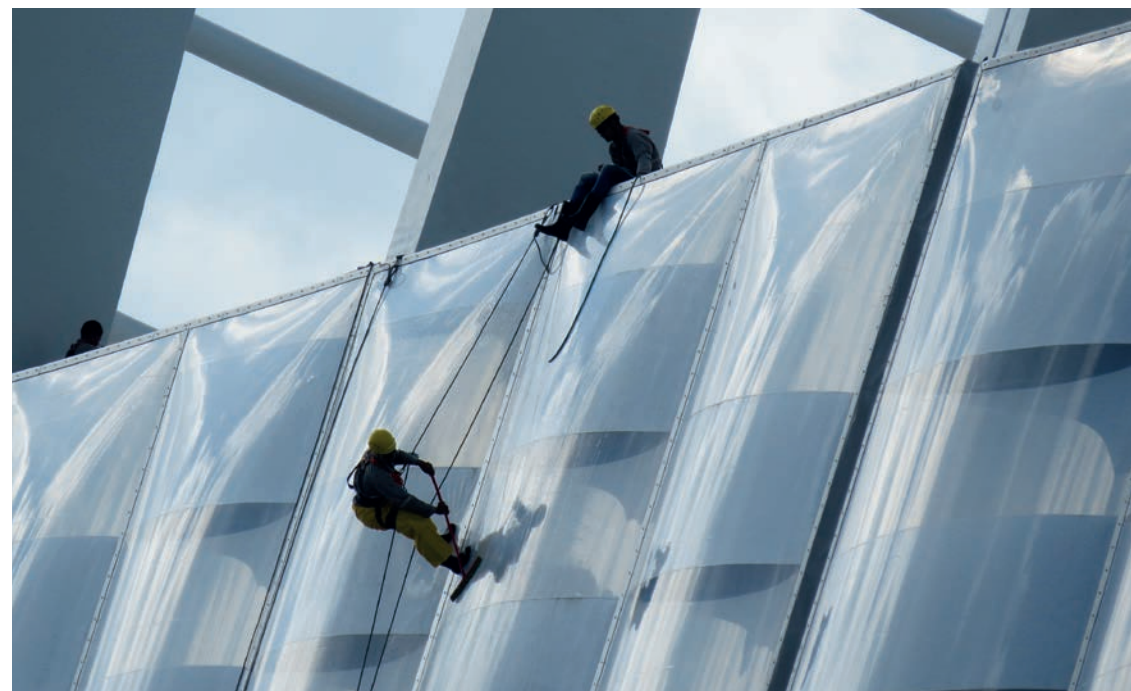
HUMAN RIGHTS RISKS IN THE CONTEXT
OF MEGA-SPORT EVENTS AND HOW TO
PREVENT THEM

GLOSSARY

AI	Amnesty International
BWI	Building and Wood Workers International
CGF	Commonwealth Games Federation
CGW	Commonwealth Games
EOC	The European Olympic Committees
EU	European Union
FIFA	Fédération Internationale de Football Association
IHRB	Institute for Human Rights and Business
ILO	International Labour Organization
IOC	International Olympic Committee
IOE	International Organisation of Employers
ISO	International Organization for Standardization
ITUC	International Trade Union Confederation
LGBTIQs	Lesbians, Gays, Bisexual, Transgender and Transsexual, Intersex and Queers
LOC	Local Organising Committee
MSE	Mega-Sport Event
NOC	National Olympic Committee
OECD	Organisation for Economic Co-operation and Development
OHCHR	Office of the United Nations High Commissioner for Human Rights
OSCE	Organisation for Security and Cooperation in Europe
RFU	Russian Football Union
SIGGS	Support the Implementation of Good Governance in Sport
SRA	Sport and Rights Alliance
UEFA	Union of European Football Associations
UN	United Nations
UNESCO	United Nations Education, Scientific and Cultural Organization
UNICEF	United Nations Children’s Fund
UNGPs	United Nations Guiding Principles on Business and Human Rights
WADA	World Anti-Doping Agency
WFSGI	World Federation of the Sporting Goods Industry
WPA	World Player’s Association

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EDITORIAL

The intense discussion about the Winter Olympics in Sochi in 2014 showed that sport has a responsibility to guarantee and promote fundamental rights.

To host the Olympic Games in Russia, where a so-called anti-propaganda-law forbids homosexual articulation in public poses a problem not only for LGBTIQ athletes and fans. In the case of Sochi, the International Olympic Committee (IOC) was harshly criticised for not following its own regulations as declared in the Olympic Charter. Also, FIFA has been criticised for awarding hosting rights to Russia (2018) and also Qatar (2022), where homosexuality is forbidden and workers are illegally exploited.

The idea behind this handbook is to address wider issues of human rights risks and to promote concrete tools for implementing preventive measures at mega-sport events

(MSEs). It analyses the role played by different stakeholders, including sport governing bodies, governments, municipalities, sponsors, companies, athletes, fans, civil society and affected groups when it comes to human rights promotion in the context of mega-sport events.

The handbook aims at institutional bodies and decision-makers being taken into consideration in the awarding process for mega-sport events. We hope that it provides a strong policy rationale and arguments for hosting better sport events in future and that it sparks a discussion with relevant actors in the field.

Nikola Staritz
& Martin Kainz

PREFACE

HANDBOOK ON HUMAN RIGHTS STANDARDS AT MEGA-SPORT EVENTS

Sports should be a uniting and not a divisive issue. There shouldn't be a dark shadow looming over such events, as is the case with so many Games in the recent past or the near future (Beijing, Sochi, Baku and Football World Cups in Russia and Qatar). These dubious decisions must lead to a fundamental transformation of the allocation process: Human rights bodies should index and assess social and human rights standards, including freedom of the press. The fulfillment of human and labour rights by a country must be a fundamental criterium for awarding any tournament in the future. Then, and only then, will big sports events contribute to "advancing human dignity and placing sport at the service of the harmonious development of humankind", one of the principles enshrined in the Olympic Charter.

As a woman, a lesbian and a swimmer myself, let me also highlight the importance of sport being inclusive to everyone:

Sport helps human beings in developing self-confidence, social skills and physical fitness – all of which contribute to overall wellbeing. Prejudice, discrimination and fear of violence are still holding back too many women, and members of sexual and ethnic minorities from participating or being out in sports.

That's why regular sports' organisations need to take up the struggle against sexism, homophobia, racism within their own ranks. And that's why I very much appreciate this "Handbook on Human Rights Standards at Mega-Sport Events" and I wish this book to be widely used as a vade mecum for anti-discrimination and human rights measures.

Ulrike Lunacek
(Vice-President of the European Parliament)





INTRODUCTION

MEGA-SPORT EVENTS TEND TO ATTRACT A MASS AUDIENCE

Globally speaking, these events are the ones that draw the most attention and have the biggest coverage range. The general ethos of sporting competitions is one of fairness and clear rules, as well as respectful and friendly interaction among athletes.

The rules that apply within sport should also be applied in the run-up of the events and in the surroundings of the venues, so that the outcome is not only positive for the hosts, companies with equitable interests and the athletes, but also for the population of the respective countries and anybody involved in the production chain.

THE CRISIS OF MEGA-SPORT EVENTS AND SPORT GOVERNING BODIES

Recently, public criticism of human rights violations linked to the staging of mega-sport events has increased enormously. Hosting of the Olympic Games and FIFA World Cups have sparked issues about labour exploitation in building infrastructures, forced evictions of local residents, exclusion and discrimination against vulnerable groups such as gays and lesbians, excessive police violence or the use of child labour in the production of sporting goods.

For instance, the mass protests and civic resistance ahead of the FIFA World Cup 2014 in Brazil showed the necessity of the selection of a host country and the realisation of such massive sporting events being in accordance with the constitutions of the respective country and human rights in general.

RECENT INITIATIVES AND CHANGES

In recent years, initiatives like the *Sport and Rights Alliance (SRA)* or the *Mega-Sporting Events Platform on Human Rights (MSE Platform)* were founded. Also, global sport governing bodies such as the IOC and FIFA have responded to recent public concerns regarding the violation of human rights when organising mega-sport events (see p. 11/12).

Fostering a culture for the full protection and respect for human rights in sport can only be reached through cooperation and shared responsibilities – between governments, cities, sport governing bodies, local organising committees, companies and broadcasters.

LIFE CYCLE OF MEGA-SPORT EVENTS

The raising of awareness and sensitisation of a broad range of stakeholders (sport associations, athletes/players, spectators, grass-roots activists, civil society human rights groups, sport policy makers etc.) about concrete ways of promoting human rights within their own organisations and in the international federations and networks they are part of, will be key.

We should also have a look at the whole “life cycle of mega-sport events”, which means the whole process from announcing an MSE, awarding a host country or city, preparing the event, the event (Olympic Games, World Cups etc.) itself and the legacy. Human Rights and Anti-Discrimination should be reflected at every step of the process.

This handbook intends to help putting human rights on the agenda of sport on a European and global level but also – equally important – on a national and grass-roots level, where policies and measures by national sport federations, National Olympic Committees (NOCs) or individual EU member states are still lacking.



HUMAN RIGHTS RISKS IN THE CONTEXT OF MEGA-SPORT EVENTS

WHY ARE HUMAN RIGHTS SUCH A BIG ISSUE IN THE CONTEXT OF MEGA-SPORT EVENTS?

On the one hand, mega-sport events often give attention to specific countries and the social and political situation there, so we can say that MSEs are also platforms for communicating topics, e.g. the freedom of speech, authoritarianism or homophobia, relevant to the specific countries or to an international community.

On the other hand, MSEs themselves create situations in which human rights violations are likely, such as the forced displacement of poor people or labour rights end exploitation during the construction of the enormous sporting facilities.

In the following are some **examples and dimensions** of human rights risks in the context of MSEs.

→ On page 22 you can find a collection of documents for further reading

1. HOUSING

To make room for the building of infrastructure and sporting facilities inhabitants, are evicted from areas where they live. **Forced displacement** in particular affects marginalised and poor social groups, **informal social structures** and **infrastructure are destroyed, families are relocated and often torn apart.**

2. CHILDREN'S RIGHTS

Especially children are a very vulnerable group: because they lose their social environment through evictions, risks such as **sexual** or **labour exploitation** are increased due to the fact that **economic alternatives are removed**. They also **lose access to social systems** and services such as schools and health care.

Child labour with very low wages and under **harmful conditions** is also an issue: the demand for cheap products (sporting articles, sponsors, gadgets, etc.) increases when a country or city hosts a MSE. All these circumstances expose children to a **much higher level of violence**.

WHAT ARE HUMAN RIGHTS?

Human rights are rights inherent to all human beings, whatever our nationality, place of residence, sex, national or ethnic origin, colour, religion, language, or any other status.

We are all equally entitled to our human rights without discrimination. These rights are all interrelated, interdependent and indivisible. Human rights are universal and inalienable.

United Nations – Human Rights



3. CORRUPTION

Although corruption is no human rights abuse, it is omnipresent in the field of global sport and MSEs. Corruption and **poor governance, including fraud and lack of transparency**, are often closely related to an increase of human rights risks and abuses.

4. FREEDOM OF SPEECH AND ASSEMBLY & FREE MOVEMENT

To maintain the image of MSEs as peaceful and colourful spectacles for everybody, without any incidents and where governments can celebrate themselves, **critical voices** are often not very welcome and therefore **silenced**. Using the argument of preventing terrorist acts, the right to organise and assemble and the freedom of movement, e.g. in the European Union, is cut back or even legally annulled – not only in countries like China or Qatar, but also in Austria or France, laws are changed in the run-up of a MSE.

5. LABOUR RIGHTS

MSEs create a big demand for labour – construction sites, production of sporting and sponsor articles, services, accommodation and food for visitors. The abuse of labour rights, especially in connection with **migrant workers**, is a widespread problem.

Host countries build enormous stadiums and other sporting facilities in very short time and with the lowest possible costs, therefore the **pressure for workers is high**.

Companies employ the most vulnerable groups to ensure that they do not speak up or organise within trade unions against **poor working conditions**.

Amnesty International, Human Rights Watch and the *International Labour Organization* have reported on tremendous exploitation and even cases of death most recently of workers in Qatar who had been working on the construction sites to prepare for the FIFA World Cup 2022.

6. SAFETY AND SECURITY

Official actors like police and military have to **guarantee a safe, secure and peaceful environment** for athletes, officials, workers, spectators and others, not only during but also before and after the event. As reported by *Amnesty International* in the context of the World Cup and the Olympic Games in Brazil, **officials can also become part of the problem**, e.g. while executing forced evictions in order to make space for infrastructure projects.

Also, **police violations** especially against vulnerable groups (migrants, minorities, children) can increase under the pretext of ensuring a peaceful, beautiful event with no incidents.

Also, measures of **surveillance** increase during MSEs. The argument often used is the prevention of acts of terrorism, but in fact this has a major impact on privacy rights and the fundamental rights of citizens.

7. DISCRIMINATION

Discrimination also exists before and after the event. But bigger events where many people come together and celebrate can enhance discrimination **against minorities and marginalised groups** (e.g. lesbians and gays, women, Roma or members of social minorities) who do not feel safe and become victims of **harassment** and **hate crimes**.

As mentioned above, this is especially an issue when it comes to increased police and military presence.

To make MSEs a welcoming space for minorities, anti-discrimination measures such as information material, official statements and activism but also the creation of “safe spaces” such as Pride Houses, where LGBTIQs and friends are welcome, are crucial.

8. RIGHTS OF ATHLETES

Sporting culture is characterised by specific structures and frameworks that foster violations of the rights of athletes. Sports are generally very hierarchically organised and male-dominated, the **pressure to perform and succeed** is enormous, especially when it comes to the Olympic Games or World Championships – the sports events that athletes dream of participating in once. Also the life of athletes is very structured and regulated – privacy is difficult and the influence of trainers, the media and officials is high and can be a source for human rights violations.

9. WOMEN'S RIGHTS

In addition to the above-mentioned specific sport culture, female athletes are even more often victims of **(sexual) abuse** and **harassment** in sport. Precarious work in difficult and unregulated conditions with low wages and insecurity affects women in particular. Also as workers, they are more likely to be exposed to sexual abuse.

10. RIGHT TO THE CITY

Cities should be open for those who live there. During MSEs, spaces are often locked and **public spaces are limited** to enable events, parades and public viewings or restricted fan areas. So inhabitants are banned or have at least limited access to their own city. They are obliged to consume in these areas and the cities are more “capitalised”.



PLAYERS ON THE FIELD

DIFFERENT STAKEHOLDERS, THEIR ROLE AND WHAT THEY CAN DO TO SECURE HUMAN RIGHTS

1. INTERNATIONAL SPORT GOVERNING BODIES

Role: Throughout the life cycle of mega-sport events (MSEs), international sport bodies like FIFA, the IOC and the CGF as well as their regional federations are responsible for announcing and awarding events. They provide the general framework of the event – they own the trademark, provide regulations and rules, conclude contracts with sponsors and broadcasters. They thus have a tremendous influence on the preparation and the event itself – host countries and cities have to stick to these rules even if they sometimes get in conflict with local laws. During the event itself, international sport governing bodies are in charge of the correct execution of the tournament.

With a focus on human rights, governing bodies are – similar to companies e.g. – responsible for respecting human rights across the life cycle of MSEs. Through conducting human rights with due diligence (e.g. as recommended by the *United Nations Guiding Principles on Business and Human Rights*), human rights risks could be avoided or minimized.

Human rights due diligence includes the assessment of actual and potential human rights impacts in the respective host countries, the integration and acting on the findings, the tracking of responses and the communication about how impacts are addressed.

Good Practice: Only last year, FIFA revised its **statutes** and introduced Article 3, which states: “FIFA is committed to respecting all internationally recognised

human rights and shall strive to promote the protection of these rights.” FIFA has announced to work on its policies and processes as well as on its organisational and event management systems to identify and address risks of adverse human rights impacts, which already started with the **recommendations of Prof. John Ruggie**.¹ In March 2017, FIFA set up an **independent advisory board** of human rights experts from the UN, trade unions, civil society and business.

Succeeding the Agenda 2020, the **IOC’s** reform programme published in 2014 (paying attention to good governance), the IOC announced in early 2017 that human rights – as well as anti-corruption and sustainable development – aspects will be **included in future host city contracts** (a very crucial commitment), beginning with the Olympic Games 2024 awarded in September 2017.

“13. *Respect of the Olympic Charter and promotion of Olympism*
13.2. (...) a. **prohibit any form of discrimination with regard to a country or a person on grounds of race, colour, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status;**
b. **protect and respect human rights and ensure any violation of human rights is remedied in a manner consistent with international agreements, laws and regulations applicable in the Host Country and in a manner consistent with all internationally recognised human rights standards and principles, including the United Nations Guiding Principles on Business and Human Rights, applicable in the Host Country**”²

In early 2015, the **CGF** published the Transformation 2022. It is a strategic plan for future games that **includes references**

to “**human rights, environment and sustainability**, health, safety and wellbeing as well as accessibility and inclusivity”.

In May 2017 **UEFA** included specific criteria relating to the respect of human rights in its **requirements for hosting EURO 2024**.

2. NATIONAL SPORT GOVERNING BODIES AND LOCAL ORGANISING COMMITTEES (LOCS)

Role: Together with the international sport governing bodies and national bodies, the LOCs are very important players. Concerning sport in general, regional as well as national sport governing bodies adapt the policies of their international umbrella organisations. In the case of MSEs, national sport governing bodies and LOCs are responsible for the accurate implementation of the whole event, including its human rights policy, from the beginning of the bidding process until the aftermath of the events, including its legacy. LOCs are the overall coordinators of the event.

A recent idea has been that LOCs of subsequent events should learn to cooperate and exchange experiences. The underlying thought is that LOCs act more or less once in a lifetime, and there is thus not much chance for generating sustainable knowledge.

Good Practice: In terms of adopting an inclusive human rights policy, the **XX Commonwealth Games in Glasgow 2014** are an example of best practice; in terms of security (working together with the Scottish Government), respecting freedoms, equality, child protection (working together with UNICEF), as well as Sustainability and Procurement (through working together with the World Federation of the Sporting Goods Industry (WFSGI) in line with the relevant Conventions of the ILO).³

Also, the **German Football Association (DFB)** is including human rights and anti-discrimination issues in the **bidding process for the EURO 2024**. The expertise of NGOs, fan initiatives and experts is reflected within the application.

3. GOVERNMENTS AND MUNICIPALITIES

Role: Other than sport governing bodies and companies, governments, in close cooperation with municipalities and LOCs, have the duty to actively protect human rights and take care of the respect of human rights laws. They are not only responsible for the security of the event itself, but for all human rights and discrimination matters that arise in the life cycle of the event in the respective country.

Good Practice: For the Olympic Games 2012, an independent “**Commission for a Sustainable London 2012**” has been set up. Its aim was to assure and monitor the sustainability plans of the responsible organisations.

In general, governments and municipalities need to adopt policies and implement measures on human rights in sport. One outstanding example is **Austria**; in 2016 the Ministry of Sport established a **National Working Group on Sport and Human Rights**, which addresses and reflects on human rights issues in a more systematic manner.

4. TRANSNATIONAL INSTITUTIONS

Role: The *European Union*, the *United Nations* including the *UNESCO* and the *ILO* – just to name some – are supra-national institutions that shape policies, adopt legislations and elaborate recommendations. In doing so, they are also responsible for taking a closer look at the governance

and the processes around mega-sport events that geographically and politically fall into their sphere of influence.

Within the European Union, sport is regulated by soft laws, meaning that the EU has no legislating power in this field. Also, the *UNGPs* are non-binding.

Nevertheless, the continuous discussion of the topic, the adoption of recommendations, the constant dialogue with the main stakeholders – states, governing bodies, companies – in consultation with affected groups and external experts do have influence, make a difference and are an important tool for policy making.

Good Practice: In 2015, the **UNESCO** revised its *International Charter of Physical Education, Physical Activity and Sport*, not without emphasizing fundamental and human rights. In 2016, the **United Nations** adopted a resolution on *Using Sport and the Olympic Ideal to Promote Human Rights for All, Including Persons with Disabilities*.

In 2016, the **EU** issued *Council Conclusions on Enhancing Integrity, Transparency and Good Governance in Major Sport Events*. On a global level transcontinental alliances of politicians and decision makers (e.g. **European Parliament** with other parliaments) would help to coordinate policies and standardize measures.

5. COMPANIES AND SPONSORS

Role: Transnational Companies have become strong and influential actors in the global sport business, as sponsors of MSEs as well as suppliers. MSEs are a big business area where a lot of companies try to get contracts: from the enormous infrastructure projects (stadiums, sporting facilities, public transportation, car parks and Olympic villages) to various goods, FIFA-licensed products and sponsors who have the right to be the only products sold within this sector, e.g. beer.

1) Harvard Professor John Ruggie wrote a report on behalf of FIFA: “For the Game. For the World. FIFA & Human Rights” (see page 23). Ruggie is the author of the *UNGPs*, built on the three-pillar “protect, respect, remedy”. The *UNGPs* are meanwhile a central reference for all major actors.

2) IOC (2016): *Host city contract 2024*

3) CWG Glasgow (2014): *Approach to Human Rights*

Similar to the sport governing bodies, companies related to MSEs are also responsible for respecting human rights. General guidelines are the UNGPs, the OECD *Guidelines for Multinational Enterprises*, the *UN Global Compact and norms like ISO 26000* (Social Sustainability).

Good Practice: It sometimes seems like no one can regulate companies and demand their accountability. But the ones responsible for holding them accountable are the sport governing bodies who award them with contracts and the state institutions who check standards and laws. But taking multinational companies into accountability is sometimes complex. That's why it is crucial to include human rights standards, labour rights and anti-discrimination, within host city contracts as well as contracts between governing bodies, state actors and companies.

Companies can pressure LOCs and governments to implement human rights standards and measures, as was shown in 2015 by adidas, Coca-Cola and Visa in the context of FIFA's corruption scandal.

6. BROADCASTERS

Role: TV stations, radio stations, online and print magazines are those who carry the event into the world. They are responsible for providing information and they can decide which topics are discussed and which are swept under the carpet. If they take their journalistic responsibility seriously, they are the best platform for looking behind the scenes.

On the other hand, broadcasters, and media in general, exert a lot of pressure on athletes and hosts, so that they may feel forced to act as they are supposed to – and not bring critical issues to the agenda. Of course, broadcasters do not have a direct influence on how the event is run, also because their involvement generally starts very late, namely when the MSE starts.

Good Practice: Information often depends upon whom you ask. If broadcasters work together with local people (as employees but also as **sources of information**), they will be able to provide more differentiated information compared to what is provided by the official media offices of the MSE.

7. ATHLETES

Role: Athletes, those who are actively participating at mega-sport events as well as those who “stay at home”, are role models for many people all around the world. Their voice often counts more than any politician's or other authority's. Nevertheless, the main profession of athletes is physical activity. They neither have the responsibility, nor the duty to campaign for social aspects, including human rights, reaching beyond their profession and beyond sports as a whole.

Furthermore, speaking out could lead to restrictions through trainers and associations. If athletes do nevertheless want to comment on human rights issues, they have channels and possibilities to do so. The impact may be far more reaching than expected.

Good Practice: In the **Olympic Games of 1968** in Mexico, US American athletes Tommie Smith and John Carlos symbolically raised their fist during the prize-giving ceremony for the pride of being black and for showing solidarity with workers' rights. To this day, it's remained one of the most popular acts of protest in the history of sport.

The **Austrian ski jumper Daniela Iraschko-Stolz** raised her voice after the 2014 Winter Olympics in Sochi and said that MSEs should not be hosted in countries like Russia, where there are laws against homosexuality. She criticised the International sport governing bodies, in this case the IOC, stating that they should not award the Olympics to such countries.

8. SPECTATORS

Role: Spectators who visit the sport event as well as those watching on their TVs are the “(end) users” for sponsors and companies and fans and supporters of the athletes and their teams. They can choose to attend an event or boycott it, buy products or not, and can show their solidarity with local and international struggles for human rights. The presence of international guests at a demonstration against the eviction of local people can make a difference if it comes to police violence or media coverage.

Good Practice: Spectators should inform themselves about the situation in the countries they are traveling to so that they can involve themselves if they want to, but at least know what is going on locally.

With their decisions as consumers and buyers, they can influence the success of companies and can force companies to implement human rights standards.

9. CIVIL SOCIETY ORGANISATIONS

Role: There are a handful of human rights organisations committed to not only promoting and campaigning for human rights, but also to proposing solutions and collaborating with the main actors responsible for adverse impacts. Human Rights practitioners, promoters and activists could – if no other actor feels responsible or fails to fulfill its duties – have the role to uncover abuses, to remind stakeholders of their duties and responsibilities, to raise awareness, to sensitize and to advise different actors on adopting the respective human rights policies.

Good Practice: Over the last years, two main platforms were constituted. While the **Sport and Rights Alliance** (SRA), coordinated by the *World Player's Association* fulfills the role of reminding Sport Governing Bodies of their role with respect to

human rights, the **Mega-Sporting Events Platform on Human Rights** (MSE Platform) coordinated by the *Institute for Human Rights and Business* (IHRB) formed four task forces aiming at bringing all actors involved together and finding common solutions. Also, nationwide networks like **Nosso Jogo – Our Game** in Austria raise awareness and communicate the issue to different stakeholders. *Terres des Hommes* founded the campaign **Children Win**, *Amnesty International* and *Human Rights Watch* published pertinent studies

10. AFFECTED GROUPS

Role: Affected Groups – be they people confronted with forced evictions because of infrastructure projects, peaceful protesters confronted with police violence, migrant workers or children exploited by constructors – are often not heard by authorities or the public.

Affected groups do need advocates, activists and civil society organisations demanding and helping them fight for their rights.

Good Practice: Years before the FIFA World Cup in Brazil 2014, people in Brazil started organising in so called **Comites Populares**, local (at first) informal groups that generated a nation-wide network for raising their voices and standing up for their rights. They are still committed to the legacy of the past MSEs.

Human rights organisations like the local branch of *Amnesty International* as well as *Terre des Hommes* closely worked together with the Comites Populares in order to advertise their demands and enter in dialogue with the responsible stakeholders, amongst others with the IOC in Lausanne and the FIFA in Zurich.

THE LEGACY OF “OLYMPIC RIO”: DEBTS AND CLOSED SPORTS FACILITIES

Almost a year after the opening of the Olympic Games in Rio de Janeiro, the utopic idea of an “Olympic City” only exists as a frozen picture of the colourful and festive opening ceremony. Hardly any Brazilians can still remember it.

The proclaimed “Olympic Heritage” became an empty promise: Rio de Janeiro would have an Olympic transportation system, the citizens could use the expensive sports facilities after the Olympic Games 2016. The municipal government always rejected any criticism with the argument that the facilities could be used by everybody. In the end, only two sport facilities were transformed to so-called “Schools for Tomorrow”: “Arena Carioca 3” and “Arena do Futuro”. Rio now is a city where the citizens have less rights than before.

Most of the credits the city raised to host the Olympic Games had to be paid back until end of 2016. As a consequence, public services did not get any money for months and a state of emergency was declared. The current mayor, Marcelo Crivella, had to admit recently that they do not even have money for the two “Schools for Tomorrow”, which would have offered all-day child care, a very important measure for working class families.

Even one year after Olympia, there exists nothing like a concept for the future for the big facilities “Parque Olímpico” and “Parque Radical de Deodoro”. “Parque Olímpico” is open to the public on the weekend, but there is no infrastructure there, not even mobile toilets. The swimming facility “Deodoro” in North Rio cost R\$700 Million, but there are no locker rooms. Citizens are not allowed to use the swimming pool, not even on very hot days. Who is this legacy for?

The MPF (Ministério Público Federal), the Ministry of Control, recently called for a plan on the legacy of the Olympic Games of Rio. The ministry came to the conclusion that the planning surrounding the benefit of the Olympic Games was inadequate from the outset, especially at the time when Rio submitted the candidacy.

It should also be recalled that the private-public partnerships presented before the Olympic Games as a solution to everything are, in effect, a mechanism for the privatisation of the state and the transformation of public services. Companies are enriching and gaining control over our goods and rights. This prevents democratic control. Thus, the “Olympic dream” of a city in which health, education, transport, security or housing work well, remains utopian for most of the population.

The model for the realisation of mega-sport events has to be revised. The origin of debt, gentrification and commercialisation of the cities where such events take place must be analysed and changed. MSEs should again become sport festivities, where everyone can participate, where the population can also benefit from the positive legacy after the games and where they are invited to the big party.

Sandra Quintela & Thiago Mendes
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HUMAN RIGHTS IN SPORT INITIATIVES

Civil society organisations have been at the forefront of addressing human rights violations and calling for equality and non-discrimination in sport. Below is listed a selection of key actors.

→ www.fairplay.or.at/projekte/queering-football/links-handbook/

CIVIL SOCIETY AND HUMAN RIGHTS ORGANISATIONS

- **Amnesty International:** Research on worker's rights in Qatar; in close contact to affected groups (Brazil).
- **Building and Wood Workers International (BWI):** Focus on (migrant) worker's rights.
- **Danish Institute for Sport Studies:** Focus on good governance.
- **FIFPro World Player's Union:** Concentrating on football player's rights.
- **Football Supporters Europe:** Focus on spectators and fans.
- **Human Rights Watch:** Recently research on worker's rights in Russia.
- **Institute for Human Rights and Business (IHRB):** Coordinating the MSE Platform.
- **International Trade Union Confederation (ITUC):** Focus on labour rights.
- **Shift Project:** Focus on the implementation of the UNGPs.
- **Solidar Suisse:** Campaign for labour rights in the context of MSEs, mainly targeting FIFA.
- **Supporters Direct Europe:** Focus on fans and supporters.
- **Terre des Hommes International Federation:** Focus on child rights, campaign “Children Win”.
- **Transparency International Germany:** Focus on anti-corruption and transparency.
- **World Player's Association:** Concentrating on athlete's rights.

PLATFORMS AND ALLIANCES

The **Mega-Sporting Events Platform for Human Rights** aims at bringing together all relevant actors in order to work “together to develop more comprehensive, consistent, and accountable approaches to managing social risks and adverse human rights impacts arising from MSEs”.

The **Sport and Rights Alliance** aims “to address the decision-makers of international mega-sport events to introduce measures to ensure these events are always organised in a way that respects human rights (...), the environment and anti-corruption requirements at all stages of the process”.

FIFA Independent Human Rights Advisory Board: Consisting of representatives of companies, organisations and unions, its task is to “provide FIFA with advice on all issues that the board members may consider relevant for the implementation of FIFA's human rights responsibilities”.

PROJECTS

AGGIS – A project and webpage for better governance in sport: Co-funded by the EU and conducted by the Danish Institute for Sport Studies, the Sport Governance Observer is a first outcome of the project.

Our Game is a project initiated in Austria, led by fairplay-VIDC, focusing on awareness raising and addressing human rights in the context of MSEs that acts both on a national and international level.

SIGGS – Support the Implementation of Good Governance in Sport is an EU-funded project of the EOC. The aim is to “promote and support good governance in sport by providing practical guidance to National Olympic Committees”.

Queering Football: This Erasmus+ project led by fairplay-VIDC focuses on homophobia and anti-discrimination around MSEs.

INCLUSION OF LGBT PEOPLE MUST BE AN INTEGRAL PART OF THE WORLD CUP 2018

ELVINA YUVAKAEVA FROM THE RUSSIAN LGBT SPORT FEDERATION TALKS ABOUT THE FIFA WORLD CUP 2018 AND OPPORTUNITIES TO FIGHT HOMOPHOBIA IN HER HOME COUNTRY



The FIFA Confederations Cup took place in Russia in June. How do you assess the “test” for the much bigger World Cup. How was the competition?

Elvina: Many guests admit that the atmosphere at the Confederations Cup was peaceful and friendly. There was no bad news from the stadiums. However, there were not as many football supporters here as at the UEFA EURO in France last year. For example, they were almost not seen in Moscow and, therefore, there was not an atmosphere of a football party. Perhaps the image of the country and recently signed presidential order against any public manifestation during sport events, allegedly because of the terror danger, made such an effect on the fans. Let's see what happens next year.

How is the current situation for LGBTs in Russia (“anti-propaganda-law”, rising daily violence against minorities, etc.) and is homophobia discussed in public?

Elvina: There is a homophobic discussion in the public media. For the past four years since the ‘anti-gay law’ was enacted, the LGBT issue became a political watershed: if someone identifies him/herself as ‘patriot’, s/he condemns LGBT people as ‘foreign agents’ or ‘5th column’. Today, homophobia is obviously a way to easily gain bonus points. There are stores and cafes that put signboards in the windows informing that LGBT people will not be served. The officials do not see discrimination or a violation of the law and clients’ rights. In such a situation, the Chechen case is a logical result of the anti-LGBT ideology that the state promotes (in Chechnya LGBT people get systematically arrested and punished).

Do you see the FIFA World Cup 2018 as a chance to put homophobia in Russia on the international agenda?

Elvina: The World Cup is partly an opportunity to change the situation for the



better. We can and must claim from FIFA their full support in implementing inclusive policies in football for LGBT people. Such programmes, supported by FIFA and the Russian Football Union (RFU), as an integral part of the World Cup heritage, would be a significant step forward in fighting homophobia. What if Chechen FC ‘Terek’ would have to take part in a public action against homophobia and openly stands for the LGBT rights in sport?

What are your plans and how can an international community support?

Elvina: During the World Cup, we are planning to carry out a football tournament, a number of discussion panels, educational sessions, involve and get support from gay footballers, football officials (FIFA and RFU), and the World Cup sponsors. The international community can help us to achieve this by demanding from FIFA, RFU, World Cup Organising Committee and sponsors not only public affirmations but also real deeds. When the World Cup is over, there must be a FIFA programme to promote LGBT inclusion in Russian football, which may be run under the ‘Football for Hope’ umbrella but requires involvement of the RFU and their clear positive statement for LGBT rights.



ADDRESSING FUTURE CHALLENGES

International sport governing bodies such as FIFA and the IOC as well as the Commonwealth Games Federation (CGF) have reacted to public pressure regarding adverse human rights impacts.

They have started to develop their own policies regarding human rights protection, transparency and good governance. Also, other key stakeholders including sponsors, local organising committees, municipalities and governments have reacted and – at least partly – taken on responsibility for the negative effects of mega-sport events.

At the same time, upcoming events like the FIFA World Cup 2018 in Russia and the European Games 2018 in Minsk, the Winter Olympic Games 2022 in Beijing and the FIFA World Cup 2022 in Qatar already cast a long shadow when it comes to human rights issues.

Nevertheless, there are upcoming events that have not yet been awarded. These are, amongst others, the Summer Olympic Games in 2024 and the FIFA World Cup in 2026. Here, human rights policies and mechanisms can be planned and introduced right from the start.

It will be important to closely examine those events that have already been awarded in regards to the protection and respect for human rights as well as access to remedy. Likewise, it will be key to monitor and evaluate the incorporation and practical implementation of human rights aspects within the lifecycle of MSEs not yet awarded.

There is a third aspect that has to be taken into account: the national and grass-roots level. The top-down approach of current human rights policies needs to be sustained by bottom-up initiatives. The ambitious aims can only be achieved when sport clubs and sport associations on different levels become aware that human rights promotion must become an integral part of the global grass-roots sport movement.



Homophobia – prejudices and violence against LGBTIQs – is still one of the main and untackled problems in European football. Homophobic chants and physical attacks as well as ignorance and exclusion still happen on a daily basis.

Therefore, six partners kicked off the project “Queering Football – Tackling homophobia and promoting anti-discrimination around major sport events” (2016–2017), which is co-funded by the Erasmus+ sport programme of the European Union.

The Queering Football project aims at raising awareness for a wider recognition of homophobia as a main problem and wants to create an inclusive football and fan culture where respect is celebrated and solidarity is cherished.

The project partners are fairplay-VIDC, Austria (applicant); the European Gay and Lesbian Sport Federation (EGLSF), The Netherlands; Football Supporters Europe (FSE), Germany; Fédération Sportive Gaie et Lesbienne, France; Unione Italiana Sport per Tutti (UISP); Italy and Spolint Institute, Slovenia

→ www.queeringfootball.org



“Our Game” is a network of mainly Austrian civil society and human rights organisations. It was formed prior to the FIFA World Cup 2014 and the Olympic Games 2016 in Brazil. The aim is to raise awareness for the respect for human rights, address adverse human rights aspects and promote sustainability regarding the hosting of major sport events.

The Our Game network is funded by the Austrian Development Agency (ADA) and works towards building alliances and bundling efforts on a national and international level.

Main project partners are Südwind, Women’s Solidarity and the Interkulturelles Zentrum (IZ), and fairplay-VIDC as the lead organisation.

→ www.ourgame.at



DOCUMENTS AND RESOURCES

This section gives an overview of human rights-related documents and material, not only but mostly in the context of sport & mega-sport events.

→ www.fairplay.or.at/projekte/queering-football/links-handbook/

SPORT GOVERNING BODIES' POLICIES

FIFA Human Rights Policy, May 2017:

Stating that "FIFA is committed to respecting all internationally recognised human rights and shall strive to promote the protection of these rights". FIFA implements their commitment using a four-pillar approach: I. Commit and embed; II. Identify and address; III. Protect and remedy; IV. Engage and communicate. The policy is based on the UNGPs.

FIFA Activity Update on Human Rights, May 2017:

Making reference to their achievements in the organisational strategy, the strengthening of FIFA's work on anti-discrimination, "the enhancement of monitoring and enforcement mechanisms regarding labour rights on stadium construction sites for the 2018 and 2022 FIFA World Cups in Russia and Qatar", the broadening of engagement with football stakeholders and the creation of the Human Rights Advisory Board.

IOC Host City Contract 2024, December 2016:

This host city contract includes clear requirements with respect to internationally recognised human rights standards, containing protection, respect and remedy, as well as a passage on anti-discrimination.

FIFA Statutes, April 2016 edition: In the recently revised edition, greater transparency came into effect as well as a new human rights statute (Article 3).

Transformation 2022 – The Commonwealth Games Federation Strategic Plan 2015 – 2022, 2015: Outlining the strategic priorities including "Innovative and Inspirational Games; Good Governance and Management; Strong Partnerships; A Valued Brand"; along the CGFs values humanity, equality, destiny. Within Strategic Priority Two, the CGF plans

to "implement decisions and activities which adhere to universal principles of good governance", including transparent budgeting, the development of human rights and corporate policies and procedures.

IOC Olympic Agenda 2020, December 2014:

Consists of 40 recommendations, which should give "a clear vision" of where the Olympic Movement is headed to. While not explicitly mentioning human rights throughout the whole document, Recommendation 4 refers to including "sustainability in all aspects of the Olympic Movement", Recommendation 14 to strengthening "the 6th Fundamental Principle of Olympism" which is the inclusion of non-discrimination on sexual orientation, Recommendation 29–32 refer to more transparency, compliance and ethics.

CWG Glasgow 2014, Approach to Human Rights, December 2013:

A best practice example on an inclusive human rights policy, with regards to security, fundamental rights, child rights as well as sustainability and procurement.

CRITICAL STUDIES AND RECOMMENDATIONS

Red Card – Exploitation of Construction Workers on World Cup Sites in Russia, Human Rights Watch, June 2017:

A research study on the exploitation of construction workers ahead of Russia 2018, including recommendations to the Russian government as well as to FIFA.

Fussball, Politik, Doping und Hooligans. Russland-Analysen, Mai 2017:

An analysis on the political instrumentalisation of MSEs, anti-doping and corruption (German only):

14 White Papers, Institute for Human Rights and Business (IHRB), January 2017:

Elaborated with many stakeholders including sport governing bodies, sponsors, broadcasters, unions, international and human rights organisations.

Breaking Records. Child Rights Violations during the Rio 2016 Olympics. Terre des Hommes International Federation, September 2016:

A report about child rights violations, police killings, the repression of protests and the sexual exploitation of children.

A Legacy of Violence: Killings by Police and Repression of Protests at the Rio 2016 Olympics. Amnesty International Brazil, September 2016:

A report on killings by the police, the repression of peaceful protests and undue restrictions on freedom of expression.

For the Game. For the World. FIFA and Human Rights. Harvard Kennedy School, John Ruggie, April 2016:

Ruggie's acclaimed report including FIFA's risks of human rights violations, an analysis of FIFA structures and processes and recommendations for FIFA.

Dossier. Rio 2016 – Sportgroßereignisse und Menschenrechte, Nosso Jogo, March 2016:

A text collection including urban development, the history of MSEs and human rights as well as responsibilities (German only).

The Ugly Side of the Beautiful Game:

Exploitation of Migrant Workers on a Qatar 2022 World Cup Site. Amnesty International, March 2016: A research on labour exploitation ahead of Qatar 2022.

Olympia-Hoffnungen für österreichische Unternehmen in Rio 2016? Herausforderungen, Potentiale und unternehmerische Verantwortung für Menschenrechte, Nosso Jogo, 2016:

A research study on human rights challenges, potentials and responsibilities for companies in the context of the Games in Rio 2016 (German only).

Kehrseite der Medaille. Sportgroßereignisse in Brasilien zwischen Fehlplanung, Spekulation und dem Recht auf Stadt. Heinrich Böll Stiftung, November 2015: Analysing the case

of Rio after the World Cup 2014 and before the Olympic Games 2016 (German only).

Sport Governance Observer, Play the Game, 2015: The report identifies serious governance deficiencies in international sport.

Promising Little, Delivering Less. Qatar and Migrant Labour Abuse Ahead of the 2022 Football World Cup. Amnesty International, May 2015: A report on migrant labour abuse ahead of the 2022 FIFA World Cup.

Striving for Excellence, Study by the Institute for Human Rights and Business (IHRB), October 2013: Analysing human rights risks and responsibilities within the life cycle of MSEs, with reference to the UNGPs.

GENERAL GUIDELINES

- **OECD Guidelines** for Multinational Enterprises, 2017
- **UN Global Compact**, 2017
- **European Council Conclusions** on Enhancing Integrity, Transparency and Good Governance in Major Sport Events, May 2016
- **UN Resolution** on Promoting Human Rights through Sport and the Olympic Ideal, March 2016
- **UNESCO International Charter** of Physical Education, Physical Activity and Sport, 2015
- **World Anti-Doping Code**, WADA, January 2015
- **ISO 20121:** Standard for Sustainable Events Management, June 2012
- **UN Guiding Principles** on Business and Human Rights, 2011
- **European Convention** on Human Rights, Amendment from June 2010
- **ILO Declaration** on Fundamental Principles and Rights at Work, 1998 (Annex reviewed 15 June 2010)
- **ISO 26000:** Guidance on Social Responsibility, 2010
- **UN Convention** on the Rights of the Child, November 1989
- **UN Universal Declaration** of Human Rights, December 1948

HUMAN RIGHTS & MEGA-SPORT EVENTS

Recently, public criticism of human rights violations linked to the staging of mega-sport events has increased. Sport has a responsibility to guarantee and promote fundamental rights.

This handbook analyses the role played by different stakeholders and introduces relevant documents. It provides a strong policy rationale and arguments for hosting better sport events in future and aims to spark a debate with relevant actors in the field.

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