



Figure 9.2 Areas of event sustainability

EVENT ETHICS

The 2022 Qatar World cup generated carbon emissions of over 10 million tonnes, despite FIFA asserting in the run up to the event that the event would be 'carbon neutral'. This figure was over three times over the estimated amount of 3.6 million tonnes that FIFA claimed the event would produce. FIFA figures state that in 2014 Brazil produced 2.72 million tonnes of equivalent carbon footprint, whilst in 2018 the Russian tournament generated 2.17 million tonnes.

FIFA also claimed that the carbon emissions generated at this event would be offset by various initiatives, such as lighting the stadiums by means of a new solar power plant; providing fans with complimentary travel to the stadiums on the new state-of-the-art Doha Metro, with 750 new electric buses and planting over 9,000 shrubs and 16,000 trees to reduce carbon emissions.

The underestimation of this figure was largely due to a miscalculation of the number of incoming tourists' flights and accommodation required, and the cost of building the seven new stadiums needed to host the tournament around Doha.

Do you agree that in this time of severe environmental concern FIFA should only award the tournament to destinations, where the infrastructure already exists, rather than commission new stadiums for a one-off tournament in a country that historically does not play football, in order to reduce carbon footprint on a global scale, or do you think this might thwart regeneration?

The Future of Sustainability in Events

The events landscape is now changing in line with investor and stakeholder demands regarding sustainable outputs. Buyers are demanding far greater transparency and accountability of