



MEMORANDUM of UNDERSTANDING

on the establishment of a partnership between the European Commission of the European Communities and the Fédération Internationale de Football Association (FIFA)

1. *Considering* the UN decision to name 2005 the International Year of Sports and Physical Education, the potential positive impact of football on developing countries and their progress towards the Millennium Development Goals (MDGs), as well as the importance of holding the next FIFA World Cup on the African continent for the first time in South Africa in 2010;
2. *Considering* the Joint declaration by the Council, the European Parliament and the Commission on the European Union Development Policy - 'The European Consensus'¹ and the 'EU Strategy for Africa: Towards a Euro-African pact to accelerate Africa's development'²
3. *Considering* the statutes of FIFA and the "Football for a better world" alliance initiated by FIFA with football as a universal vehicle for development, peace and nation-building;
4. The Commission and FIFA hereby establish a partnership in the field of development (hereinafter referred to as 'the Partnership') with the aim of increasing the effectiveness of both partners in their efforts to promote development in Africa and the countries of the Caribbean and the Pacific (the ACP countries). The next FIFA World Cup, held for the first time on the African continent in 2010, can contribute thereto by fostering economic development, in particular as regards tourism, by promoting cultural exchange and by supporting the youth in achieving their full potential.

A. GOAL

5. Through the Partnership, the Commission and FIFA express their wish to develop and structure their cooperation in the common interest and to work together with football as a vehicle towards the shared objective of reducing poverty and achieving the Millennium Development Goals.
6. The Partnership will be based on respect and mutual understanding of the respective strengths, organisational structures, mandates and institutional capacities of both institutions.
7. The objectives of this Partnership are to:
 - (a) foster close cooperation on promotion, awareness-raising and advocacy;
 - (b) facilitate the joint identification of programmes and projects in the areas covered by the Partnership;
 - (c) enhance knowledge sharing with a view to improving coordination and synergies in the field, and helping support best practice.
8. The objectives of the Partnership will be achieved through:
 - (a) regular policy dialogue between the Commission and FIFA;
 - (b) a programme of cooperation at global and national level between the Commission and FIFA.

B. SCOPE

9. The geographical scope of the Partnership is limited to the countries of Africa, the Caribbean and the Pacific (the ACP countries). After the evaluation of the MoU, scheduled after two years (cf. paragraph 18), the scope could be expanded to other countries classified as 'developing' in the OECD-DAC list of aid recipients.³
10. The Commission and FIFA will seek to work closely together at different levels:
 - at global, continental or regional level on issues relating to promotion and advocacy; this could involve regional organisations such as the ACP Secretariat, the African Union (AU) or the African Football Confederation (CAF) as well as regional and national counterparts;
 - at national or local level on the programming and implementation of development initiatives.

C. AREAS OF COOPERATION

11. Cooperation on promotion, awareness raising and advocacy, including joint activities; specifically, this could take the form of (i) joint campaigns and awareness-raising events as part of FIFA competitions and other football competitions or football-related events and (ii) research and conferences. The following areas could be covered:
 - development cooperation and humanitarian aid;
 - racism, intolerance and discrimination;
 - post-conflict reconstruction, nation building.
12. The joint identification of programmes and projects will initially include the following areas:
 - growth and development
 - children’s rights
 - anti-discrimination and social integration
 - health
 - education
 - post-conflict reconstruction, including disarmament, demobilisation and reintegration, including refugees and IDPs.
 - nation building
 - inter-cultural dialogue
13. At a later stage, other areas, such as the environment and governance, could be added.

D. ARRANGEMENTS

14. Within the context of the Partnership, policy dialogue between the Commission and FIFA will be developed through regular bilateral meetings, where policy matters of common interest to the two parties will be discussed. Senior level meetings will be held once a year between the Commissioner for Development and Humanitarian Aid, or a representative designated by her/him, and relevant officials from other Commission services with an interest in development issues, on the one hand, and the FIFA President, or a representative designated by her/him, on the other, in order to review the progress of work and to discuss policy, technical and operational issues in an effort to further the objectives of the Partnership.
15. The focal point for the Partnership will be the Director General for Development in the Commission, on the one hand, and the FIFA Presidential Office and the Development Department of FIFA on the other. The focal point will coordinate between the respective departments.
16. Regular and ad hoc meetings may be held between officials of the two parties, with notification to, and, as far as possible, the participation of, liaison officials; these meetings will cover practical matters of cooperation, in particular the implementation of projects, participation in committees, groups and working parties and the preparation of documents.

E. FINANCIAL FRAMEWORK

17. The parties will explore the possibility to carry out joint activities in the fields referred to under point 12 above. Any financial contribution from the Commission will only be made from existing envelopes under the 9th European Development Fund (EDF) and from the 10th EDF, following its entry into force, and in accordance with relevant EDF rules and financial provisions.

F. DURATION

18. The Partnership applies on the date of the signature of this Memorandum and is for a four-year period. The content of the Partnership is to be reviewed after two years.

Done at ..., ..

For the Commission of the
European Communities

Louis MICHEL
Commissioner for Development and
Humanitarian Aid

Done at ..., ..

For the Fédération Internationale
de Football Association

Joseph S. BLATTER
FIFA President