



For the Game. For the World.

TO THE MEMBERS OF FIFA

Circular no. 1158

Zurich, 8 August 2008

GS/ cst

2008 FIFA Fair Play Day and International Day of Peace

Ladies and Gentlemen,

We are pleased to inform you that this year's FIFA World Fair Play Day will again be held in conjunction with the United Nations International Day of Peace on 21 September 2008.

To enable all the member associations to incorporate FIFA Fair Play Day activities into football fixtures in their respective countries, FIFA has once again decided to extend the FIFA World Fair Play Day to last for one week from 20 - 28 September 2008.

Although Fair Play is a principle that should be applied all year round, the FIFA Fair Play Day provides football with a special occasion for recognising and highlighting the best examples of sportsmanship of the year.

We encourage member associations to actively promote sportsmanship, and with this in mind, we enclose an order form for Fair Play promotional material.

Order form

Please pay special attention to the one-sided order form you will find enclosed. It contains a list of the Fair Play articles that FIFA is offering *free of charge on demand* to member associations and a longer list of Fair Play articles, which your association may *purchase* using the form. Please note that the articles free of charge are not shipped automatically to you as was the case last year.

Please return the order form with your request by fax by 24 August 2008.

We also enclose the following:

- The FIFA Fair Play Code, which was approved by the FIFA Committee for Ethics and Fair Play on 28 June 2005.
- A media release containing a joint appeal for Fair Play by the president of your association and FIFA President Joseph S. Blatter for distribution to the media.
- A message to be announced in stadiums on FIFA Fair Play Day.
- Directives for promoting aspects of Fair Play at pre-and post-match events.

- Examples of activities that member associations have organised to mark Fair Play Day in previous years.
- A sample Fair Play Declaration for use by team captains before kick-offs.

We trust that you will use all of these resources to promote fair play in general and the Fair Play Day in particular. We remain at your disposal to provide you with any assistance you may need to make this project a success worldwide.

Finally, we should be most grateful if you would send us as soon as possible a summary of the activities that your association has organised this year, together with a brief description of your activities in connection with FIFA Fair Play Day and the International Day of Peace.

Please let us know if you need anything further.

Yours faithfully,

FEDERATION INTERNATIONALE
DE FOOTBALL ASSOCIATION



Jérôme Valcke
Secretary General

cc: - FIFA Executive Committee
- Confederations
- FIFA Committee for Fair Play and Social Responsibility
- United Nations

Enc. Order form



Fair Play Code

The FIFA Fair Play Code for football encapsulates all of the sporting, moral and ethical principles for which FIFA has always stood and for which it will continue to fight in the future, regardless of the influences and pressures that may be brought to bear.

The ten golden rules not only serve as a credo for FIFA as world football's governing body, but they also reinforce the sense of fraternity and cooperation among the members of the worldwide football family.

1. Play fair

Winning is without value if victory has been achieved unfairly or dishonestly. Cheating is easy, but brings no pleasure. Playing fair requires courage and character. It is also more satisfying. Fair play always has its reward, even when the game is lost. Playing fair earns respect, while cheating only brings shame. Remember: it is only a game. And games are pointless unless played fairly.

2. Play to win but accept defeat with dignity

Winning is the object of playing any game. Never set out to lose. If you do not play to win, you are cheating your opponents, deceiving those who are watching, and also fooling yourself. Never give up against stronger opponents but never relent against weaker ones. It is an insult to any opponent to play at less than full strength. Play to win, until the final whistle. But remember nobody wins all the time. You win some, you lose some. Learn to lose graciously. Do not seek excuses for defeat. Genuine reasons will always be self-evident. Congratulate the winners with good grace. Do not blame the referee or anyone else. Be determined to do better next time. Good losers earn more respect than bad winners.

3. Observe the Laws of the Game

All games need rules to guide them. Without rules, there would be chaos. The rules of football are simple and easy to learn. Make sure you learn them; it will help you to understand the game better. Understanding the game better will make you a better player. It is equally important to understand the spirit of the rules. They are designed to make the game fun to play and fun to watch. By sticking to the rules, the game will be more enjoyable.

4. Respect opponents, team-mates, referees, officials and spectators

Fair Play means respect. Respect is part of our game. Without opponents there can be no game. Everyone has the same rights, including the right to be respected. Team-mates are colleagues. Form a team in which all members are equal. Referees are there to maintain discipline and Fair Play. Always accept their decisions without arguing, and help them to enable all participants to have a more enjoyable game. Officials are also part of the game and must be respected accordingly. Spectators give the game atmosphere. They want to see the game played fairly, but must also behave fairly and with respect themselves.



5. Promote the interests of football

Football is the world's greatest game. But it always needs everybody's help to maintain its greatness. Think of football's interests before your own. Think how your actions may affect the image of the game. Talk about the positive things in the game. Encourage other people to watch and play fairly. Help others to have as much fun from football as you do. Be an ambassador for the game.

6. Honour those who defend football's good reputation

The good name of football has survived because the vast majority of people who love the game are honest and fair. Sometimes somebody does something exceptional that deserves our special recognition. They should be honoured and their fine example publicised. This encourages others to act in the same way. Help to promote football's image by publicising its good deeds.

7. Reject corruption, drugs, racism, violence, gambling and other dangers to our sport

Football's huge popularity sometimes makes it vulnerable to negative outside interests. Watch out for attempts to tempt you into cheating or using drugs. Drugs have no place in football, in any other sport or in society as a whole. Say no to drugs. Help to kick racism and bigotry out of football. Treat all players and everyone else equally, regardless of their religion, race, sex or national origin. Show zero tolerance for gambling on games in which you participate. It negatively affects your ability to perform and creates the appearance of a conflict of interests. Show that football does not want violence, even from your own fans. Football is sport, and sport is peace.

8. Help others to resist corrupting pressures

You may hear that team-mates or other people you know are being tempted to cheat in some way or otherwise engage in behaviour deemed unacceptable. They need your help. Do not hesitate to stand by them. Give them the strength to resist. Remind them of their commitment to their team-mates and to the game itself. Form a block of solidarity, like a solid defence on the field of play.

9. Denounce those who attempt to discredit our sport

Do not be ashamed to stand up to anybody who you are sure is trying to make others cheat or engage in other unacceptable behaviour. It is better to expose them and have them removed before they can do any damage. It is equally dishonest to go along with a dishonest act. Do not just say no. Denounce those misguided persons who are trying to spoil our sport before they can persuade somebody else to say yes.

10. Use football to make a better world

Football has an incredible power, which can be used to make this world a better place in which everyone can live. Use this powerful platform to promote peace, equality, health and education for everyone. Make the game better, take it to the world, and you will be fostering a better world.



2008 FIFA Fair Play Day

20 to 28 September 2008

MEDIA RELEASE

The world unites in *fair play*

The (name of association) and its President, (name of the President of the association), appeal to players, referees, fans and officials throughout the country to help praise and promote the spirit of fair play on FIFA World Fair Play Day.

FIFA is holding the twelfth World Fair Play Day over the week of 20 to 28 September. These dates have been chosen to link this year's events to another special celebration: the United Nations International Day of Peace (21 September), an invitation to all nations and people to honour a cessation of hostilities around the world.

The football family therefore wishes to commemorate the International Day of Peace by using the wonderful game and – most notably – its annual Fair Play celebration. This initiative has the personal support of FIFA President Joseph S. Blatter.

"*Fair Play* is essential to our sport and to everyone involved in it," declared *(name of the President of the association)*. "We need to cherish and nurture the values of sporting spirit and work tirelessly to keep up the momentum. We are appealing to all football fans in *(name of country)* to help us celebrate FIFA Fair Play Day and the International Day of Peace successfully."

President Blatter recognises the fundamental role of Fair Play in sport and the need to apply it to all sporting activities, including children's activities. "Children need strong values to grow up with, and football, being a team sport, makes them realise how essential discipline, respect, team spirit and fair play are for the game and for life," he commented. "FIFA's Fair Play campaign involves much more than simply promoting Fair Play on the pitch during a competition. FIFA is committed to encouraging Fair Play in society too, beginning with our future – with children," he said.

"The most common way of commemorating the International Day of Peace is by observing a moment of silence or holding a special ceremony," the FIFA President added. "FIFA would like to encourage its member associations to do this by gathering around a football pitch, highlighting the values of Fair Play, and reminding the football family of the meaning of peace and the need for commitment to its realisation."

This is the twelfth FIFA Fair Play Day to be celebrated since its introduction in 1997 and the fifth time that it will be linked to the International Day of Peace. In previous years, activities have been held in dozens of countries around the world, from grass roots to top-flight football and in many community-based projects.

Contact:

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FIFA Communications & Public Affairs



2008 FIFA Fair Play Day

20 to 28 September 2008

STADIUM ANNOUNCEMENT

Ladies and gentlemen,

Today is a very special day for world football – today is FIFA Fair Play Day.

Every football match played around the world today is celebrating World Fair Play Day in order to praise and promote the sporting spirit of our game.

Furthermore, this year's World Fair Play Day is linked to another special celebration: the United Nations International Day of Peace; an invitation to all nations and people to honour a cessation of hostilities around the world.

The football family therefore wants to commemorate the International Day of Peace by using the wonderful game and – especially – its annual Fair Play celebration.

Today especially, this is a reminder that every player, coach, referee and fan must not lose sight of the fact that the best formula for playing football is by demonstrating Fair Play and respect.

Let us show the world that football brings people together and that it will remain the most important and respected sport in the world.

Please help us to make the World Fair Play Day an unforgettable event!



2008 FIFA Fair Play Day

20 to 28 September 2008

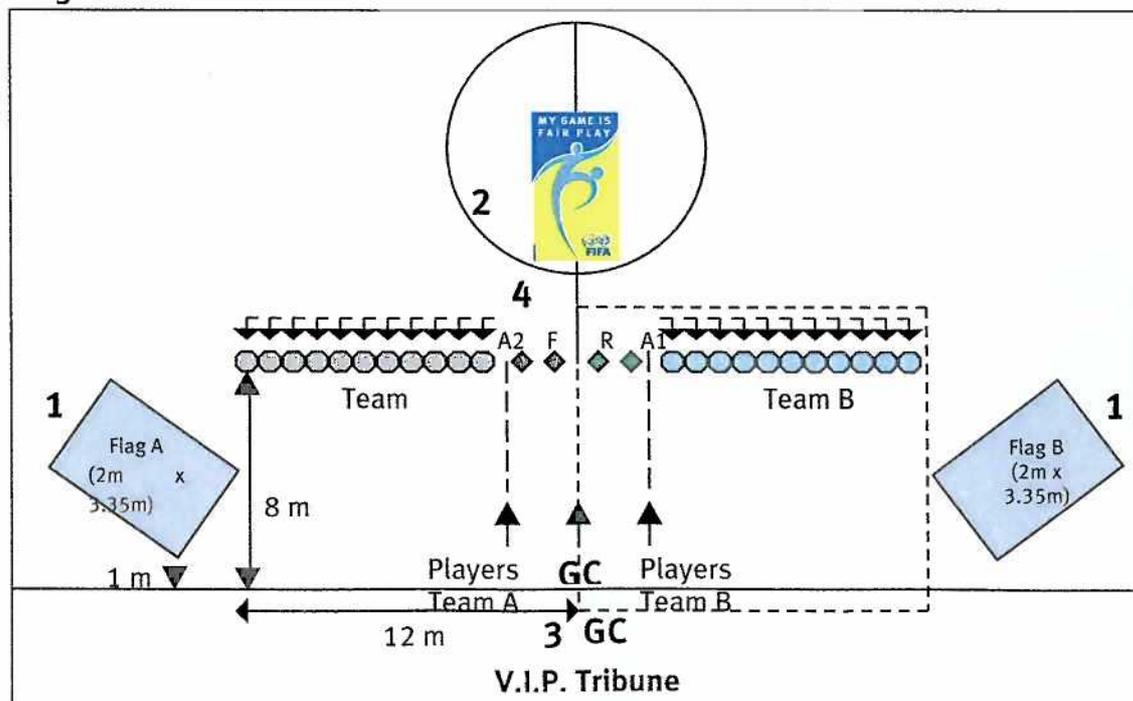
FAIR PLAY PROCEDURES - MATCH CEREMONIES

A. Match opening using Fair Play flag

The children, referees and teams walk out from the direction of the locker rooms (tunnel) towards the middle of the field and stop to face the main stand.

1. Team flags are carried to the field one minute before the entry of the teams.
2. Six children, wearing FIFA Fair Play t-shirts, walk out onto the pitch first carrying the FIFA Fair Play flag.
3. The referees walk out behind the children and place themselves on the halfway line in front of the flag facing the main stand.
4. The teams follow the referees, one team standing to the right of the referees and the other team to the left.
5. The Fair Play flag is now located a few metres behind the referees and teams (inside the centre circle). Four children hold the flag at its points and two are placed in the middle of the flag at each side. The flag is open and extended during this time.
6. In order to give the audience a good view, the two children closest to the stands kneel down and sit on their calves. The middle two children kneel tall and the two children at the back remain standing. The flag is thus at an approximate 45° angle to the field.

Diagram A

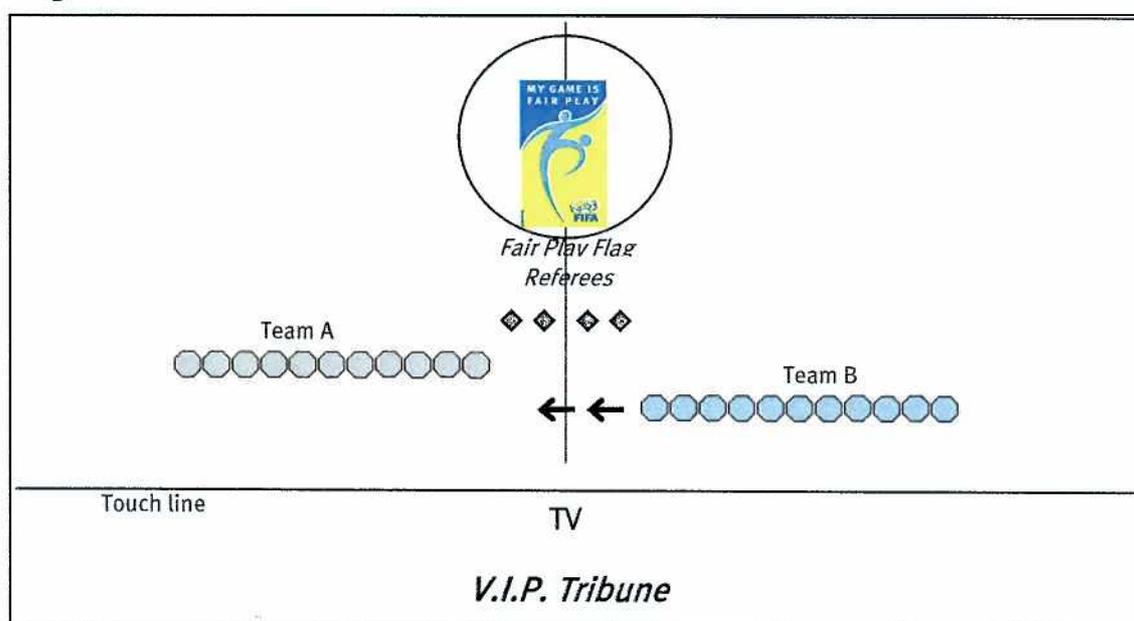




B. Pre-match handshake procedure

1. The referees take a step back.
2. Team A does not move. Team B moves towards Team A, shake hands and goes back to its original position.
3. Teams pose for photographers.

Diagram B

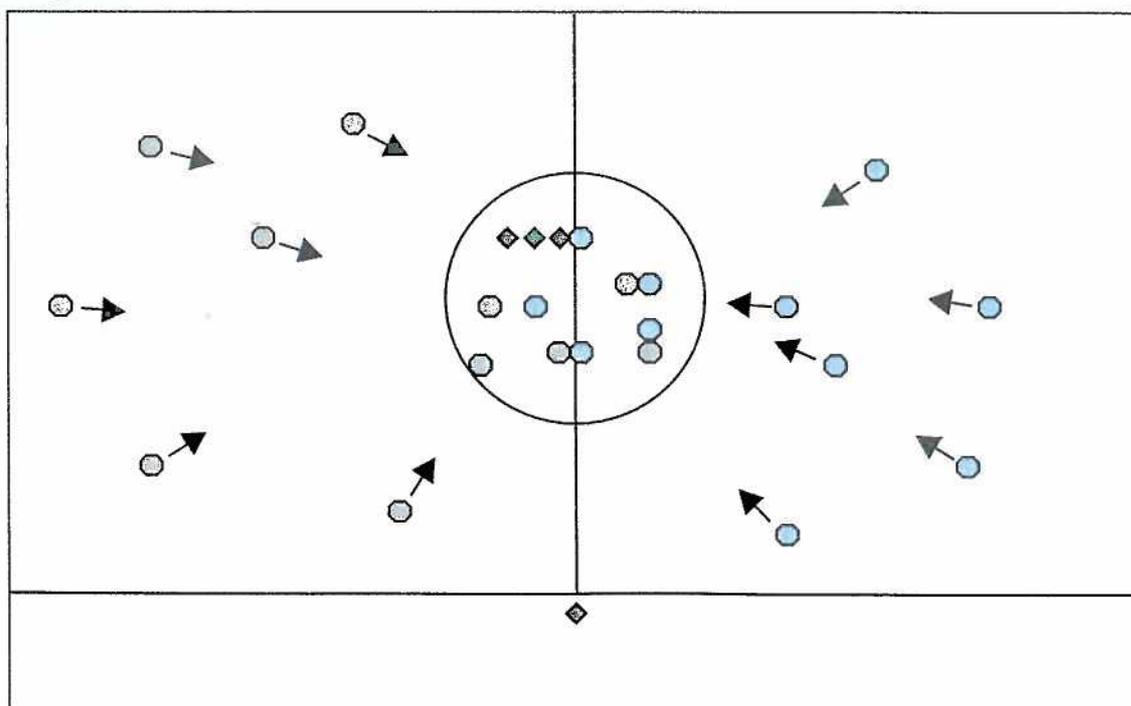


C. Post-Match handshake procedure

1. Final whistle.
2. The match officials meet in the centre circle.
3. They signal for the teams to join them in the centre circle.
4. The captains of the two teams are responsible for ensuring that each player comes and lines up behind their team captain.
5. The two captains begin the handshake procedure, with the teams following as in the procedure before the match. The players do not have to be in a set position as in the line-up. Each player should also shake hands with the match officials.
6. After the handshakes, the players will wave to the fans and leave the pitch together with the match officials.

Duration of the procedure: approximately 2-3 minutes.

Diagram C





2008 FIFA Fair Play Day

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PREVIOUS ACTIVITIES

- Fair Play messages on stadium loudspeakers
- Fair Play video clips on stadium giant screens
- Appearance of a well-known football personality to promote the Fair Play message and address the players and fans
- Pre-match ceremonies at all levels (juniors to first division)
- FIFA Fair Play flag accompanying players onto the pitch
- Players shake hands before and after the match
- Teams pose for joint photograph, sometimes holding a banner showing a Fair Play message (such as the "My Game is Fair Play" banner)
- Teams exchange small gifts or pennants
- Family members give small gifts to opposing team members (youth)
- Referee talks briefly to players on the pitch about Fair Play before kick-off
- Players applaud opponents off the pitch at the end of the match
- Distribution of Fair Play leaflets, pins, stickers, etc.
- Media select Fair Play winner(s)
- School projects on the Fair Play theme: art contests, essay contests, etc.
- Debates in schools, clubs, etc. on the meaning of Fair Play (not only on the pitch but also outside, extending the Fair Play values to other aspects of life).
- Involvement of Football for Hope implementing partner organisations in Fair Play Day activities.

Of course, the Fair Play project does not have to end on Fair Play Day; the date can be used as the kick-off to an extended Fair Play campaign.

In addition, projects for peace or against discrimination, work on behalf of under-privileged groups, sport for the disabled, campaigns against child labour and in favour of education and health, are among FIFA's social responsibility programmes and also part of its Fair Play concept. Member associations are also encouraged to "extend" their Fair Play concepts to include social responsibility programmes.



2008 FIFA Fair Play Day

20 to 28 September 2008

FAIR PLAY DECLARATION BY TEAM CAPTAINS

Principle:

To attract the attention of the spectators in the stadium and viewers of television coverage by involving team captains and having them read a declaration of their commitment towards Fair Play.

Note: this initiative was successfully used by FIFA at the FIFA Women's World Cup USA 2003. Mr Walter Sieber (FIFA's Senior General Coordinator) said that "it was the most beautiful and emotional activity for Fair Play he has ever seen".

Proposal:

- The official countdown shall start 2 minutes earlier. The Match Coordinator (MC) shall adjust timings accordingly.
- The MC hands over the sheets (1 per team) with the respective declaration and a cordless microphone to the assistant referees before marching onto the field.
- There is no change to the official march-on ceremony until the teams line up for the national anthems.
- Once the teams have lined up, the announcer reads the introduction text (see enclosed Text 1). At the same time, the assistant referees hand over the sheets with the declarations and the cordless microphones to the team captains.
- Once the announcer has finished the introduction text, the captain of team A reads the first sentence of the declaration. The captain of team B follows, reading the second sentence of the declaration. They alternate again for the third sentence and in the end, both captains say the fourth sentence ("My Game is Fair Play") at the same time (see enclosed Text 2). (Declarations are read in the players' own language).
- Once the declaration is over, the captains give the microphones and sheets back to the assistant referees. As soon as the applause has ended, the national anthem might be played.

Special needs:

- The MC shall make sure that 2 (tested) cordless microphones are available.
- The MC shall inform the teams about the procedure. The captains should be encouraged to speak with the microphone very close to their mouths and to read with enthusiasm. The declaration text should also be shown to them in advance, so that they can familiarise themselves with the text and format.
- The MC shall include the relevant texts in the announcer's programme.
- The declaration's text enclosed needs to be translated into the national language.



Text 1

Introduction text to Fair Play Declaration (by announcer)

“Today the football family celebrates the worldwide FIFA Fair Play Day.

FIFA and (name of the association) are proud to dedicate today’s match to Fair Play and encourage all players, coaches and officials, together with fans in (*name of country*) to play fair, both on the pitch and off it, leading by example and showing fairness, impartiality and solidarity in everything they do.

So let us all join the team captains in their commitment to Fair Play.”

Text 2

Declaration (by the Captains)

Team A On behalf of (name of teams A and B), I declare that we will play fair and by the rules, showing respect for our adversaries and the match officials...

.....

Team B We pledge to demonstrate our fairness and solidarity now and in the future, both on and off the football field...

.....

Team A We adhere to FIFA’s Fair Play slogan and say...

.....

Team A & B “My Game is Fair Play”
(at same time)



2008 FIFA Fair Play Day

20 to 28 September 2008

ORDER FORM

Member association of:
Date:

This order form must be faxed to FIFA (+41-43-222 78 78) **by 24 August 2008.**

Please send us the **free FIFA Fair Play Day package.**

Article	Price per unit	Quantity	Total in USD
Fair Play Flag (1.5 x 2.5 m)	USD 30.00	2	Free
Fair Play Flag (3.0 x 4.5 m)	USD 100.00	1	Free
Fair Play Pin	USD 1.00	60	Free
Fair Play Sticker	USD 0.50	100	Free
Football for Hope booklet	USD 5.00	5	Free
Total Complete FIFA Fair Play Day Package			Free

Please send us also additional FIFA Fair Play items as indicated below charged to our association.

Article	Max. order	Price per unit	Quantity	Total in USD
Fair Play Flag (1.5 x 2.5 m)	-	USD 30.00		
Fair Play Flag (3.0 x 4.5 m)	-	USD 100.00		
Fair Play T-Shirt (Sizes S, M, L, XL)	100 (*)	USD 10.00		
Fair Play Cap	50	USD 8.00		
Fair Play Pin	100	USD 1.00		
Fair Play Pen	100	USD 2.00		
Fair Play Sticker	100	USD 0.50		
Fair Play Neck-Straps	100	USD 1.00		
Football for Hope booklet	20	USD 5.00		
Total Additional Fair Play Order			USD	
(*) Max. combination of all sizes:		100		

(Delivery early September 2008)

An invoice for the total sum of items ordered will be sent to your association.

FIFA's Bank Details:	UBS AG
SWIFT Address:	UBSWCH ZH 80A
IBAN:	CH21 0023 0230 3255 1961 Y
Account No.:	325519.61 Y
Currency:	USD
Details of Payment:	2008 Fair Play Day