



Paul Lalli
Global VP, Human Rights

The Coca-Cola Company



August 26, 2022

Minky Worden
Director of Global Initiatives
Human Rights Watch

Stephen Cockburn
Deputy Director, Head of Economic and Social Justice
Amnesty International

Nicholas McGeehan
Director
FairSquare

RE: July 31 FIFA Qatar 2022 World Cup Letter

Dear Ms. Worden, Mr. Cockburn, and Mr. McGeehan,

Thank you for your letter of July 31, 2022. We welcome and appreciate discussions with stakeholders like you to better understand their human rights concerns and to help inform our engagement with sporting institutions and governments.

The Coca-Cola Company is firmly committed to embedding respect for human rights in the lifecycle of all global sporting events we sponsor. We are proud to be one of the founding members and initial funders of the [Centre for Sports and Human Rights](#), a multi-stakeholder initiative that helps align the world of sport with human rights through engagement and collaboration between governments, sports bodies, sponsors, broadcasters, and civil society representatives— including Human Rights Watch and Amnesty International, among others.

As with all events we sponsor, we have long supported the imbedding of respect for human rights into the lifecycle of the 2022 World Cup in Qatar. The Coca-Cola Company played an instrumental role in the creation of the [FIFA Human Rights Advisory Board](#), the first such entity created by a global sports governing body. The Coca-Cola Company's human rights leader was one of eight representatives from business, academia, labor, and civil society chosen to serve on the Board, which issued [five public reports](#) summarizing its meetings and recommendations.

Today, we continue to work with FIFA and the Supreme Committee for Delivery and Legacy to build on Qatar's development of a regulatory and remedy framework for the protection of migrant worker rights. The Government of Qatar has made significant strides in this area since its selection as host, including the issuance of broad [Workers' Welfare Standards](#), the passage of historic [worker rights' regulations](#), and the establishment of a [Workers Support and Insurance Fund](#) that has disbursed nearly [\\$100M to over 35,000 workers](#) since it was established in 2019. While these efforts have been groundbreaking, we recognize that more can be done to ensure respect for the human rights of all workers involved in the Qatar World Cup, including providing effective remedy to those who are unable to access avenues for redress.

In this respect, The Coca-Cola Company takes very seriously the issues and recommendations you raise in your letter and its annex, and we continue to engage in discussions with sponsors and FIFA to explore how best to build upon the progress being made in Qatar to further expand access to effective remedies for migrant workers. We believe such next steps must include continued engagement by the Government of Qatar with affected stakeholders, international civil society, the



ILO, and FIFA on the most effective and sustainable remedy structures, to the enduring benefit of past and future workers in Qatar. We also encourage FIFA to build on its efforts to date to imbed respect for human rights into the lifecycle of this and future World Cup events, including effective structures to support remedy.

This is a vast and complex enterprise to which your contribution is critical and deeply appreciated. We pledge to continue supporting reform efforts as a FIFA sponsor and to encourage engagement by FIFA and host countries with stakeholders like you over these important human rights issues.

Sincerely,



Paul Lalli
Global VP, Human Rights