



# Enhancing Healthier Food Offer and Healthier Environments in Sport Events: Lessons from the FIFA World Cup Qatar 2022™

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In October 2021, WHO, Qatar, and FIFA established a joint project for a healthy and safe FIFA World Cup Qatar 2022™.

It aimed to promote a healthy and safe FIFA World Cup Qatar 2022™, creating a legacy for sports and health serving as a model of reference, with tangible and measurable solutions for replication in the future, beyond 2022, to other nations hosting future mega sport events. This included ensuring access to healthier food and healthier environments during World Cup matches.





# Key Achievements

## Healthier Food Access

Achieved approximately 30% healthier food options within stadia and 21% in FIFA Fan Festival, based on WHO criteria

## Shifting Norms

Challenged the belief that major sports events are incompatible with healthier food options. Demonstrated alignment of food offer with public health values

## Future Roadmap

Piloted a model of collaboration and generated lessons to be replicated at future sports events, offering healthier food environments.

Veggie Sticks  
أصابع الخضار

# Challenges

## Planning

Late menu definition due to lack of experience, institutionalization, sponsorship constraints, and limited interaction with caterers.

Lack of common understanding of project objectives across organizations.

## Implementation

Food supply shortages and uneven distribution of healthier options.

Inconsistent implementation of nudges.

Sales staff unaware of healthier food offer and purpose of nudges.

## Impact Evaluation

Limited data granularity and constraints in assessing the impact of nudges on healthier item sales.





# Lessons Learned and Recommendations

## Early Engagement

Involve various organizational levels (procurement, marketing, etc.) for alignment and buy-in.

## Early Planning

Consider logistics, resources, and food supply logistics for delivering healthier events.

## Training

Provide training for staff regarding new policies and practices, led by nutrition and behavioral insights experts.

## Communication

Develop proactive communication plans with articulated and behaviourally informed messages.

## Monitoring, Evaluation & Research

Establish regular monitoring and evaluation plans with measurable indicators.

Implement nested research.



# Legacy and Future Direction

## Building a Legacy for Sport and Health Post Mega-Sporting Events

Hotel President Wilson - May 23rd, 2023, 6.00 pm – 7.30 pm

- Screening of video on FIFA World Cup Qatar 2022 and Sport and Health Partnership

### Feasibility

Demonstrated replicability and scalability of healthier food environments in future sport events

### Knowledge Translation and Sharing

Emphasized the need for targeted guidance for various stakeholders and sharing of generated knowledge.

### Global Network

Proposed the development of a network for creative reformulation and evaluation.

### Institutionalization

Integration of nutrition and behavior considerations into organizational policies to ensure healthier food environments.

- The FIFA World Cup Qatar 2022™ project showcased the feasibility of implementing healthier food environments in sport events.
- Lessons learned will help shaping the future of healthier food offerings, collaboration, and policy integration in such events.



# Thank you