

**FIFA®**



# **FIFA Women's World Cup 2027™**

Bidding Regulations

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# 1. Purpose of these Regulations

- i. These bidding regulations (“Regulations”) apply to the bidding process for the final competition of the FIFA Women’s World Cup 2027™ (“Bidding Process”) and set out the framework by which the FIFA general secretariat shall:
  - a) ensure the Bidding Process is fair, transparent and meets the highest standards of ethics and integrity;
  - b) invite eligible member associations to participate in the Bidding Process;
  - c) explain to bidding member associations the requirements for participating in the Bidding Process and the obligations required of the host association(s) in hosting the final competition of the FIFA Women’s World Cup 2027™; and
  - d) establish the criteria by which member associations participating in the Bidding Process will be assessed, and the host association(s) ultimately selected, to host the final competition of the FIFA Women’s World Cup 2027™.

# 2. Objective of Bidding Process

In accordance with article 68 paragraph 2 of the FIFA Statutes, the overriding objective of the Bidding Process is to secure the best possible hosting conditions in the host country (or countries) for the final competition of the FIFA Women’s World Cup 2027™.

# 3. Key Principles

- i. In pursuit of achieving the overriding objective of the Bidding Process, the FIFA general secretariat is committed to ensuring that all aspects of the Bidding Process are conducted in accordance with the following principles:

**a) Objectivity:**

The evaluation of the bids is designed to treat each bidder fairly and equally. Bids are assessed by experts in each aspect of the Bidding Process and measured against clear and objective criteria.

**b) Transparency:**

The bid books produced by the bidding member associations, as well as FIFA’s evaluation report, will be published. When it comes to the shortlisting decision by the FIFA Council and the subsequent host appointment decision by the FIFA Congress, the result of each ballot and the related votes will be open and made public.

### c) Integrity:

All of the stakeholders involved in the Bidding Process for the FIFA Women's World Cup 2027™ – including the FIFA general secretariat, the decision-making bodies and the bidding member associations – are subject to the FIFA Code of Ethics. Additionally, an independent auditor and bid compliance and ethics officers are appointed to monitor the bidding process.

### d) Commitment to Human Rights and Sustainable Event Management:

FIFA is fully committed to conducting its activities in connection with bidding for and hosting the FIFA Women's World Cup 2027™ in accordance with sustainable event management standards and practices (in line with ISO 20121), safeguarding principles for the protection of children and adults at risk and to respecting internationally recognised human rights in accordance with the United Nations Guiding Principles on Business and Human Rights.

## 4. Eligibility to Participate

- i. In accordance with article 68 of the FIFA Statutes, all FIFA member associations affiliated to the AFC, CAF, Concacaf, CONMEBOL, UEFA and the OFC are eligible to participate in the Bidding Process as “qualified member associations” for the purposes of article 68 paragraph 2 of the FIFA Statutes, except:
  - a) Any member association that is under temporary suspension by the FIFA Council or suspension or has been expelled by the FIFA Congress is not eligible to participate in the Bidding Process ; and
  - b) If at any stage throughout the Bidding Process, a member association is prohibited from bidding for the FIFA Women's World Cup 2027™ pursuant to applicable laws or pursuant to rules by which FIFA is bound (e.g. the World Anti-Doping Code), the member association shall not be eligible to participate in, or continue participating in, the Bidding Process.
- ii. Joint bids by eligible member associations are permitted.

## 5. Bidding Process Format

### 5.1. Overview

- i. The Bidding Process will be conducted in accordance with the procedures and timelines established by the FIFA general secretariat and will consist of the following phases:
  - a) **Phase 1 – Set-up & Dialogue:** scheduled to commence during first quarter 2023 and conclude during second quarter 2023;
  - b) **Phase 2 – Bid Preparation:** scheduled to commence during second quarter 2023 and conclude during fourth quarter 2023;

- c) **Phase 3 – Bid Evaluation:** scheduled to commence during first quarter 2024 and conclude during second quarter 2024; and
  - d) **Phase 4 – Decision:** scheduled to take place in second quarter 2024.
- ii. Each of these phases is outlined in sections 5.2 to 5.5 of these Regulations.

## 5.2. Phase 1 – Set-up & Dialogue

- i. The FIFA general secretariat will invite all eligible member associations to express their interest in hosting the FIFA Women’s World Cup 2027™.
- ii. The FIFA general secretariat will publish an overview of the Bidding Process, which shall provide relevant information regarding key elements of the Bidding Process, including an outline of the high-level infrastructural requirements for hosting the FIFA Women’s World Cup 2027™.
- iii. Any eligible member association that is interested in hosting the FIFA Women’s World Cup 2027™ (either individually or jointly with one or more other eligible member associations) must declare its interest by submitting a declaration of interest in the manner and form as prescribed by the FIFA general secretariat.
- iv. Interested member associations may withdraw or amend their declaration of interest at any time during the Set-up & Dialogue phase.
- v. In the event that a declaration of interest is received from any ineligible member association(s), the FIFA general secretariat will notify such member association(s) in writing of its/their ineligibility.
- vi. Subject to the foregoing, following receipt of the declaration of interest, the FIFA general secretariat may engage in dialogue with interested member associations in order to outline and explain the high level requirements for bidding for, and hosting, the FIFA Women’s World Cup 2027™.
- vii. The FIFA general secretariat shall provide interested member association(s) with a template legal agreement, setting out the terms and conditions applicable to their participation in the Bidding Process (“Bidding Agreement”). In order to continue their participation in the Bidding Process, each interested member association, whether bidding individually or jointly with one or more other eligible member associations, will be required to execute a Bidding Agreement in the form and manner specified by the FIFA general secretariat.
- viii. By the conclusion of the Set-up & Dialogue phase, interested member associations shall confirm their status as bidding member associations by submitting the executed Bidding Agreement.

## 5.3. Phase 2 – Bid Preparation

- i. The Bidding Agreement will provide the bidding member associations with instructions on all content to be submitted as part of their bids, including a bid book and template documents and agreements where relevant, as well as the corresponding format and deadlines for such content.

- ii. In order to support the bidding member associations in the preparation of their bids, the FIFA general secretariat may organise one or more workshops, observer programmes and working meetings with some or all bidding member associations in order to provide any relevant operational, legal and other information regarding the Bidding Process and / or the hosting of the FIFA Women's World Cup 2027™, as well as to answer any related questions.
- iii. Bidding member associations may withdraw their bid or amend their bid composition (i.e. by adding additional eligible member association(s) to their individual or joint bid, merging with existing bidding member association(s) or splitting from other bidding member association(s) in a joint bid) at any time during the Bid Preparation phase.
- iv. At the conclusion of the Bid Preparation phase, bidding member associations will submit their bid (individual or joint) in accordance with the terms of the Bidding Agreement.
- v. Each bid book (a key part of the content submitted under each bid) will be made public by the FIFA general secretariat.

## 5.4. Phase 3 – Bid Evaluation

- i. FIFA will establish a Bid Evaluation Task Force to evaluate all submitted bids. In accordance with article 8 paragraph 2f of the FIFA Governance Regulations, the composition of the Bid Evaluation Task Force will be proposed by the FIFA general secretariat and approved by the FIFA Council.
- ii. The Bid Evaluation Task Force, supported by the FIFA general secretariat, will evaluate all submitted bids based on its best judgement and in accordance with a pre-defined evaluation model which is consistent with the overriding objective of the Bidding Process as set out in section 2 of these Regulations. A joint bid submitted by multiple member associations will be evaluated collectively as one bid.
- iii. The evaluation model will be comprised of the following three components:
  - a) **Risk assessment:** an assessment of the risks associated with certain criteria, applying a risk rating;
  - b) **Technical evaluation:** an assessment of certain infrastructure and commercial criteria, applying a scoring system; and
  - c) **Description:** a summary of certain relevant information provided in the bid and highlighting potential issues (without a technical evaluation or risk assessment).

In some cases, an aspect of a bid may be assessed in accordance with more than one of the above components (e.g. it may be given a risk rating and a technical evaluation score).

- iv. The FIFA general secretariat will develop the scoring system for the technical evaluation referenced in paragraph (ii) (b) above, which will be subject to the approval of the Bid Evaluation Task Force. The scoring system will be shared with the bidding member associations and made public during the Bid Preparation phase.

- v. As part of the evaluation of all bids, bidding member associations may be required to clarify and elaborate on their bids with additional information at the request of the Bid Evaluation Task Force and / or the FIFA general secretariat.
- vi. The Bid Evaluation Task Force, supported by the FIFA general secretariat, will also conduct at least one inspection visit to each of the bidding countries. The Bid Evaluation Task Force and the FIFA general secretariat may organise further meetings with the bidding member associations as deemed necessary in the evaluation of their bids.
- vii. At the conclusion of the Bid Evaluation phase, the Bid Evaluation Task Force will submit to the FIFA Council and the FIFA Congress a written report outlining its evaluation of all submitted bids (with the exception of any withdrawn bids) (hereafter the “Bid Evaluation Report”). The Bid Evaluation Report will be shared with the bidding member associations and made public.
- viii. In the event that, based on the results of the technical evaluation, a bid is assessed by the Bid Evaluation Task Force as having failed to meet the minimum hosting requirements for the FIFA Women’s World Cup 2027™, the bid will be excluded from the Bidding Process and will not be eligible for consideration by, nor presentation to, the FIFA Council or FIFA Congress.

## **5.5. Phase 4 – Decision**

### **5.5.1. Voting Procedures**

The decisions set out in section 5.5.2 and 5.5.3 of these Regulations (FIFA Council designation and FIFA Congress selection) shall each be decided by means of a vote conducted in line with the FIFA Statutes and in accordance with voting procedures to be approved by the FIFA Council.

### **5.5.2. FIFA Council Designation**

In accordance with article 68 paragraph 2 c) of the FIFA Statutes, the FIFA Council will review all bids presented to it and the Bid Evaluation Report and designate, based on its best judgement (and taking into consideration the defined criteria for the selection decision referenced in section 5.5.4 below), and in an open ballot a maximum of three (3) bids for submission to the FIFA Congress for the final decision. The result of each ballot and the related votes by the members of the FIFA Council shall be made public.

### **5.5.3. FIFA Congress Selection**

In accordance with article 68 paragraph 2 d) of the FIFA Statutes, the FIFA Congress shall review all bids presented to it and the Bid Evaluation Report and shall, taking into consideration the defined criteria for the selection decision referenced in section 5.5.4 below, select the host association(s) of the final competition of the FIFA Women’s World Cup 2027™. The result of each ballot and the related votes by the members of the FIFA Congress shall be made public.

#### **5.5.4. Selection Criteria**

- i. In order to achieve the overriding objective of the Bidding Process as defined in section 2 of these Regulations, the members of the FIFA Council and delegates of the FIFA Congress may consider the following criteria when selecting a host country (or countries):
  - Vision and key metrics, in particular with respect to the overall vision and strategy for the event, women's football development and legacy, event timing and other key metrics.
  - Event infrastructure, in particular with respect to the proposed stadiums, team and referee facilities, International Broadcast Centre (IBC) sites, FIFA Fan Festival sites and Competition-related event sites.
  - Event services, in particular with respect to accommodation, transport, safety and security, medical matters and IT&T.
  - Commercial potential, in particular with respect to forecast revenues and costs associated with organising the event in the host country / host countries.
  - Legal and compliance, in particular with respect to legal and compliance risks associated with organising the event in the host country /host countries.
  - Sustainability and human rights, in particular with respect to following sustainable event management principles and respecting internationally recognised human rights and environmental protection.

#### **5.5.5. Presentations**

- i. In advance of the respective votes on bids eligible for consideration by the FIFA Council and the FIFA Congress pursuant to the Bid Evaluation Report, the FIFA general secretariat will inform the relevant bidding member associations whether they have the opportunity to present their bids to:
  - a) the FIFA Council; and / or
  - b) the FIFA Congress.

#### **5.5.6. Conflicts of Interest**

- i. In the event that a member of the FIFA Council has a conflict of interest in relation to the vote on the designation of bids for submission to the FIFA Congress, the member shall not perform their duties in connection with the vote. This includes participating in any debate or voting in connection with this agenda item. The member may remain in the room during the entire agenda item.
- ii. Members of the FIFA Council will, in particular, be considered to have a conflict of interest if they, in addition to their role as a FIFA Council member, hold a position (or have held a position since the bid submission deadline) at a member association whose bid is part of the vote.
- iii. Members of the FIFA Council who will not perform their duties owing to a conflict of interest shall notify the FIFA general secretariat immediately and no later than one (1) week prior to the date of the vote.

- iv. In the event that a delegate of the FIFA Congress has a conflict of interest in relation to the vote on the selection of the host association(s) to host the final competition of the FIFA Women's World Cup 2027™, the delegate will not perform their duties in connection with the vote. This includes participating in any debate or voting in connection with this agenda item.
- v. A member association (and its delegates) will be considered to have a conflict of interest if the member association has submitted a bid that is part of the vote.
- vi. Delegates of the FIFA Congress who will not perform their duties owing to a conflict of interest shall notify the FIFA general secretariat immediately and no later than one (1) week prior to the date of the vote.

## 5.6. Variation

Without prejudice to the overriding objective set out in section 2 of these Regulations, the FIFA general secretariat shall be entitled to make amendments to the Bidding Process at its discretion, including matters relating to procedure and to bid submission requirements, unless any such amendment requires the approval of the FIFA Council, in which case the FIFA general secretariat shall be entitled to seek the approval of the FIFA Council to effect such amendment.

# 6. Integrity of the Bidding Process

## 6.1. Conduct Rules

- i. In accordance with article 2 paragraph 1 of the FIFA Code of Ethics, the FIFA Code of Ethics shall apply to all officials, including (but not limited to) members of the FIFA Council, delegates of the FIFA Congress, members of the FIFA general secretariat, members of the Bid Evaluation Task Force and representatives of all FIFA member associations.
- ii. In relation to the Bidding Process, all persons bound by the FIFA Code of Ethics shall preserve the integrity of the Bidding Process by adhering to the following rules (hereafter "Conduct Rules"):
  - a) **General conduct:** such persons shall at all times conduct themselves in accordance with the basic ethical principles such as integrity, responsibility, trustworthiness and fairness.
  - b) **Undue influence:** such persons shall reject any attempt to be influenced in relation to their function and obligations.
  - c) **Gifts:** such persons shall not offer to or accept any gifts from bidding member associations (including their representatives) or from any of their bid consultants and / or nominees, unless such gift:
    - only has symbolic or trivial value;

- excludes any influence for the execution or omission of an act that is related to their official activities or falls within their discretion;
  - is not contrary to their duties;
  - does not create any undue pecuniary or other advantage; and
  - does not create a conflict of interest.
- d) **Unfair collaboration:** such persons shall refrain from collaborating or colluding with any bidding member association, other member association or confederation or any other third party with a view to unfairly influencing the outcome of the Bidding Process, in particular by entering into any kind of agreement with any bidding member association, other member association or confederation with regards to their behaviour during the Bidding Process and other bidding processes organised by FIFA or any third party in a manner which may otherwise influence the Bidding Process.
- e) **Development measures:** such persons shall refrain from accepting any kind of support or development programme or further initiative containing any kind of financial or commercially beneficial contributions to single or multiple members of the football community which may unduly affect the integrity of the Bidding Process.
- f) **Friendly matches:** such persons shall refrain from organising and / or staging, or agreeing to commercial terms in relation to commercial rights to, friendly matches with the representative teams of any bidding member association or friendly matches with football clubs in a manner which may be considered as unduly influencing the Bidding Process.
- iii. All persons bound by the FIFA Code of Ethics shall immediately disclose to FIFA any activities by the bidding member associations, any of their bid consultants and / or nominees in relation to the Bidding Process that may adversely affect the fairness of the Bidding Process and / or may cause any undue influence on the outcome of the Bidding Process, including in connection with the Conduct Rules referenced above.
- iv. Notwithstanding the Conduct Rules outlined above, the FIFA Code of Ethics shall remain entirely in force and shall not be superseded or replaced by the provisions of this section 6.1 of these Regulations.
- v. With regard to the conduct and activities of bidding member associations (including their representatives) and any of their bid consultants and / or nominees, the Bidding Agreement will specify in detail additional rules governing their conduct in connection with the Bidding Process, including (but not limited to) promotional activities, financial management and sponsorship, reporting obligations, statements concerning other bids, etc.

## 6.2. FIFA Ethics Committee

- i. The investigatory chamber of the FIFA Ethics Committee is, on its own initiative and at its full and independent discretion, competent (i) to investigate as to whether any activity in connection with the Bidding Process is of an unethical nature in violation of the FIFA Code of Ethics, these Regulations or

other specific rules of conduct to be established by the FIFA general secretariat and (ii) to impose sanctions as set forth in the FIFA Code of Ethics for any breaches of the FIFA Code of Ethics or of such other specific rules of conduct.

- ii. The FIFA Ethics Committee shall appoint one of its members to act on behalf of the FIFA Ethics Committee and as its first point of contact and main liaison with the member associations, other stakeholders and FIFA throughout the Bidding Process in order to monitor whether any related activities are of an unethical nature or are in violation of any specific rules of conduct.
- iii. Upon request by the FIFA Ethics Committee, all relevant/involved parties (including the members of the FIFA Council as well as the delegates of the FIFA Congress) shall fully cooperate with and support any audit or inquiry conducted by the FIFA Ethics Committee in such a manner as required under article 41 of the FIFA Code of Ethics and shall, in particular, provide, in a timely manner, any information or document required to be disclosed.

### **6.3. Independent Auditor and Bid Compliance and Ethics Officers**

- i. The FIFA general secretariat will appoint a high-profile, independent and internationally reputable audit company (hereafter “Independent Auditor”) to monitor FIFA’s compliance with the principles and procedures of the Bidding Process as set out in these Regulations, in particular the fair and equal treatment of all member associations participating in the Bidding Process, the evaluation of the bids by the Bid Evaluation Task Force, the designation of any bids by the FIFA Council and the decision on the selection for the host country or host countries by the FIFA Congress.
- ii. In particular, the Independent Auditor shall:
  - a) observe the compliance by all relevant members of FIFA (e.g. FIFA general secretariat, Bid Evaluation Task Force, FIFA Council members, FIFA Congress delegates, etc.) with the principles and procedures of the Bidding Process in accordance with the terms of these Regulations;
  - b) intervene as required in case of any non-compliance by any of the abovementioned members;
  - c) provide the following reports to the FIFA general secretariat:
    - in good time prior to the designation decision by the FIFA Council, a first written report on the Independent Auditor’s observations and findings in relation to the Bidding Process. Such first written report shall be provided by the Independent Auditor to the members of the FIFA Council;
    - In good time prior to the selection decision by the FIFA Congress, an updated version of the first written report providing updated observations and findings from the Independent Auditor in relation to the Bidding Process based on an observation of the vote by the FIFA Council to designate bids to the FIFA Congress. Such updated version of the first written report shall be provided by the Independent Auditor to the delegates of the FIFA Congress;

- at the latest one (1) month after the date of the selection of the host country or host countries by the FIFA Congress, a second and final written report, including an executive summary of such report, on the Independent Auditor's observations and findings in relation to the compliance by all relevant members of FIFA with the principles and procedures of the Bidding Process in accordance with these Regulations. The FIFA general secretariat will make public the second and final written report by the Independent Auditor.
- iii. Each bidding member association will appoint a Bid Compliance and Ethics Officer for the duration of their participation in the Bidding Process to monitor their compliance with the principles and procedures of the Bidding Process.
  - iv. For the avoidance of doubt, the functions of the FIFA Ethics Committee pursuant to the FIFA Code of Ethics and as set out in these Regulations will remain unaffected by the activities conducted by, and functions of, the Independent Auditor and the Bid Compliance and Ethics Officers.

## **7. Final Provisions**

### **7.1. Non-Compliance**

In the event that the FIFA general secretariat determines a member association to be in breach of these Regulations or any other part of the Bidding Process, the member association may be disqualified from the Bidding Process and subject to disciplinary action in accordance with the FIFA Disciplinary Code. The member association may also be prohibited from participating in future bidding processes for FIFA competitions.

### **7.2. No Waiver**

Any failure by the FIFA general secretariat to insist upon strict adherence to any provision of these Regulations, or of any document referred to in these Regulations, or of any other aspect of the Bidding Process, on one or more occasions shall not be considered to be a waiver of, or deprive the FIFA general secretariat of the right to subsequently insist upon strict adherence to, that provision.

### **7.3. Language and Authoritative Version**

These Regulations exist in the required official FIFA languages of English, French and Spanish. In the case of any discrepancy in the interpretation of the English, French or Spanish texts of these Regulations, the English text will be authoritative.

### **7.4. Enforcement**

These Regulations were approved by the FIFA Council at its meeting on 14 March 2023 and came into force with immediate effect.