

FACT Sheet

Q&A for factsheet

What is the Handshake for Peace?

The Handshake for Peace is a gesture of friendship and respect intended to inspire the world to unite in peace, solidarity and fair play. The Handshake for Peace initiative was created and developed by the Norwegian Football Association and the Nobel Peace Center in Norway. It has been formally endorsed by FIFA as part of its mission to build a better future through football.

The Handshake for Peace logo shows two hands in a firm grip to signify unity, hope and respect. The tagline for the initiative is: "It starts with you and me."

How will FIFA promote the Handshake for Peace?

The Handshake for Peace will be adopted in FIFA's messaging and promotional activities at its tournaments and events, including the 2014 FIFA World Cup Brazil™.

The Handshake for Peace joint initiative with the Nobel Peace Center was officially launched at the FIFA Club World Cup Morocco 2013.

The Handshake for Peace will become part of a new pre- and post-match protocol at matches organised by FIFA. For example, opposing team captains and the match referee will conduct the Handshake for Peace after the final whistle.

The protocol will be deployed at the FIFA Club World Cup Morocco 2013 and at all forthcoming tournaments and events. FIFA will ensure that the Handshake for Peace features prominently at its events and tournaments, from stadium LED boards and stadium infotainment to team participation on the pitch.

"A crucial pillar of FIFA's mission is to build a better future for all through the power and popularity of football," said FIFA President Joseph S. Blatter. "We believe that, by adopting the Handshake for Peace as part of the match protocol of our events, FIFA and the global football community can send a strong message of solidarity and peace to the world. We are proud to have joined the Nobel Peace Center on this exciting and powerful campaign."

Why are FIFA and the Nobel Peace Center working together in the Handshake for Peace project?

FIFA believes that football has the power to break down barriers, bring people together and to build a better future. Football can also set an example to society. The FIFA World Cup™ is the biggest sporting event on the planet, attracting billions of viewers and uniting all corners of the globe in solidarity.

For FIFA and the Nobel Peace Center, the World Cup presents a unique opportunity to promote a global message of peace and unity. FIFA believes that the Handshake for Peace fits perfectly with its existing work in social development, community cohesion and peace-building.

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Nobel Peace Center CEO Bente Erichsen said: “Collaboration with FIFA enables us to reach even further with the message of peace. Millions of people meet through football – across borders, cultures and languages. Football grounds are among the world’s most important venues for promoting respect, equality and friendship, ideals which have been fundamental to the work of many Nobel Peace Prize laureates. Alfred Nobel intended his legacy to help strengthen the brotherhood of nations. Now the international football community has a unique opportunity to do the same – with a simple action, a handshake for peace.”

How did the relationship between FIFA and the Nobel Peace Center come about?

The idea was originally introduced by the Norwegian Football Association, which sought to work with the Nobel Peace Center on the Handshake for Peace for Norwegian football. At the 2012 FIFA Congress in Budapest, FIFA accepted the Nobel Peace Center’s offer to work together to promote the Handshake for Peace. The Nobel Peace Center believed that staging the Handshake for Peace at global football events would create an important symbol and set a great example to help build solidarity between nations.

FIFA is contributing EUR 800,000 to the Nobel Peace Center’s budget to support its activities, including the joint initiative between the Nobel Peace Center and the Norwegian Football Association on the Handshake for Peace project.

Who owns the rights to the Handshake for Peace?

The Nobel Peace Center and the Norwegian Football Association are the lawful owners of the Handshake for Peace mark.

What other work does FIFA do in the area of peace-building?

One of the core tasks of FIFA’s global Football for Hope campaign is peace-building. Through Football for Hope, FIFA provides resources and support to non-governmental organisations and community projects, working to build a better future for young people through the power of football.

Since 2005, FIFA has supported more than 200 such projects in over 60 nations worldwide, promoting education, health, peace-building, gender equality, life skills and community-building. FIFA is also engaged in tackling discrimination through football. Our “Say No to Racism” campaign and the Task Force Against Racism and Discrimination seek to break down barriers in society and educate communities to combat prejudice.

The FIFA World Cup™ is a non-political, global tournament that welcomes all nations and people to unite in a celebration of football. This year, FIFA has set up a task force to improve access to football in Palestine, bringing together Israeli and Palestinian football authorities in a powerful symbol of hope for the region. FIFA has also helped to broker an agreement to create football unity in Cyprus between Turkish and Greek Cypriots.

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About FIFA

FIFA is the governing body of international football, serving 209 member associations, 300 million players and a global football community of some 1.2 billion. Our mission is to develop the game everywhere, inspire the world with our tournaments and to build a better future through the power of football. Every four years, FIFA stages the FIFA World Cup™, which attracted a global audience of 3.2 billion in 2010, among a range of men's, women's and youth football competitions. FIFA redistributes the proceeds of the FIFA World Cup™ into football development, governing the game, tournaments and social development projects around the globe. About three quarters of FIFA's revenue is ploughed directly back into football. FIFA was founded in 1904 and is based in Zurich, Switzerland.

About the Nobel Peace Center

The Nobel Peace Center is a showcase initiative for the Nobel Peace Prize and the ideals of the Nobel Peace Prize laureates. It is an arena where culture and politics combine to promote engagement, debate and reflection on topics such as war, peace and conflict resolution. The centre has an extensive programme including exhibitions, events and educational programmes for children and young people. The Nobel Peace Center opened in 2005 and is funded by the Norwegian Ministry of Culture, private sponsors and admission fees. It is based in Oslo, Norway.