

Philippe Diallo
President
Fédération Française de Football - FFF
87, boulevard de Grenelle
Paris
France

June 19, 2023

RE: FFF's ongoing sponsor relationship with Milka

Dear Mr. Diallo,

We write to you as [B4Ukraine](#), a coalition of Ukrainian and international civil society organizations working to curtail the financial resources enabling the Russian invasion of Ukraine. In the spirit of respect for the fundamental rights of all people, the rules-based international order, and a prosperous global economy, we expect companies to demonstrate public support for the people, democracy, and territorial integrity of Ukraine, opposition to Russia's war of aggression, and alignment with the UN Guiding Principles on Business and Human Rights (UNGPs).

We request an urgent dialogue regarding potential associations between Fédération Française de Football's (FFF) and companies with ongoing operations and relationships in Russia that may contribute to, or be linked with, human rights harms.

It has been over one year since Russia invaded Ukraine and the devastating impacts continue to shock the global conscience and shake the global economy. Russia is violating international humanitarian law (IHL), including over 90,000 war crimes and crimes against humanity, through attacks on civilians and civilian infrastructure (e.g., mass executions, sexual violence, torture, forcible transfer of civilians). More than 24,000 Ukrainian civilians have been killed and injured and millions more have been forced to flee their homes, creating one of the largest humanitarian and refugee crises of modern times. In recognition of the severity of abuses, in March 2023 the International Criminal Court issued an arrest warrant for Vladimir Putin to answer war crimes charges.¹

Moreover, recent developments in Russia point to an expanding universe of financial, legal, and reputational risks facing those with remaining presence in the country.²

In response to this unprovoked and unjustified war,³ according to the Kyiv School of Economics Institute's [#LeaveRussia company tracker](#) many companies have already left Russia. However,

¹ International Criminal Court, "Situation in Ukraine: ICC judges issue arrest warrants against Vladimir Vladimirovich Putin and Maria Alekseyevna Lvova-Belova," March 17, 2023, <https://www.icc-cpi.int/news/situation-ukraine-icc-judges-issue-arrest-warrants-against-vladimir-vladimirovich-putin-and> (accessed March 22, 2023).

² B4Ukraine, "Staying in Russia is Risky Business: Here are 5 reasons why," <https://b4ukraine.org/whats-new/russia-risky-business> (accessed June 13, 2023).

³ The UN General Assembly condemned Russia's "aggression against Ukraine" and demanded that Moscow "unconditionally withdraw all of its military forces from the territory of Ukraine within its internationally recognized borders."

Mondelez International is not only continuing operations, but reaping significant profits in the Russian Federation, contributing to the state's financing of the war against Ukraine. Mondelez increased its revenues in Russia by 38%, profits by 303% and capital by 159% in 2022, compared to the previous year.⁴ Because of its continued operations and contribution to Russia's illegal war, the Ukrainian National Agency on Corruption Prevention placed them on the government's Sponsors of War list.⁵

In response, a number of Scandinavian football associations are re-examining and terminating their contracts with Mondelez and its brands.⁶ The Swedish Football Association was reported to have suspended its advertising campaign with the Marabou chocolate brand, which is owned by Mondelez. The Danish Football Association is pausing all active campaigns with Marabou and the women's national team on digital platforms and social media.⁷ The Finnish Ice Hockey Federation is enquiring Mondelez for explanations.⁸ The Norwegian Football Federation (NFF) and Toppfotball Kvinner (TFK) suspended their sponsorship deals with Freia, another chocolate brand whose parent company is Mondelez.⁹

We are urging the FFF to follow in these footsteps and terminate its relationship with the Mondelez-owned signature brand Milka (and any other Mondelez owned brand) as its corporate sponsors.¹⁰

By doing this, the FFF would not only make a symbolic gesture against the war but also avoid aligning itself with a company that is possibly contributing to the Putin regime's aggressive efforts. This action would align with the values of peace, human rights, and justice that the FFF upholds.

Terminating the sponsorship with Milka would send a clear message to the international community that the FFF stands firmly against any activities that contribute to the ongoing war and human rights violations in Ukraine.

We request an urgent dialogue with FFF's relevant senior management and staff to discuss how the ongoing association with the company with such significant operations in Russia is causing risks to the people of Ukraine and the FFF's reputation. Please contact the B4Ukraine Coalition at contact@b4ukraine.org to schedule a call. We kindly ask for your response by 5:00pm CET, July 3rd, 2023.

⁴ Leave Russia, "Mondelez International," <https://leave-russia.org/mondelez> (accessed June 13, 2023).

⁵ NACP, "Sponsors of War – Mondelez International," <https://sanctions.nazk.gov.ua/en/boycott/30/> (accessed June 13, 2023).

⁶ Reuters, "Oreo-maker Mondelez faces Nordic backlash over Russia business," June 12, 2023, <https://www.reuters.com/article/ukraine-crisis-mondelez-intl-nordics-idAFL8N3830M3> (accessed June 14, 2023).

⁷ SportTv2, "DBU pauses campaigns with Marabou and the women's national team," June 3, 2023, <https://sport.tv2.dk/fodbold/2023-06-03-dbu-saetter-kampagner-med-marabou-og-kvindelandsholdet-paa-paa-use> (accessed June 12, 2023).

⁸ Ari Virtanen, The Ice Hockey Federation investigates the sponsor's activities in Russia - "We make decisions in peace," *Helsingin Sanomat*, June 3, 2023, <https://www.hs.fi/urheilu/art-2000009632009.html> (accessed June 12, 2023).

⁹ Jonathan Rest, "Norwegian football bodies halt sponsor ties over Mondelez Russia links," June 12, 2023, <https://www.sportbusiness.com/news/norwegian-football-bodies-halt-sponsor-ties-over-mondelez-russia-links/> (accessed June 13, 2023).

¹⁰ The Gourmet Gazette, "Milka and the French Federation of Football: May the Forces Unite," May 13, 2022, <https://thegourmetgazette.com/2022/05/13/milka-and-the-french-federation-of-football-may-the-forces-unite/> (accessed June 13, 2023).

Sincerely,

The B4Ukraine Coalition