

FIFA

FÉDÉRATION INTERNATIONALE DE FOOTBALL



Regulating Global Football Culture:
Between Profit, Politics, and Play



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Letter from the Dias

Dear Delegates,

Welcome to Kanakia MUN 2025, and to the FIFA Committee. It is with great enthusiasm and pride that we invite you to engage in one of the most globally significant conversations in sports diplomacy, economics, and ethics — **“Regulating Global Football Culture: Between Profit, Politics, and Play.”** As your Chairperson and Co-Chairperson, we are thrilled to see how your critical thinking, creativity, and passion will contribute to shaping the future of football at a global scale.

Football is more than a game. It is a phenomenon that touches nearly every continent, economy, and culture. It is a source of pride for nations, a path of aspiration for millions of children, and an emotional anchor for fans around the world. Football reflects our collective values, exposes our divisions, and demonstrates the unifying power of sport. Yet, as this committee will explore, the global football ecosystem also hides deeper issues that must be addressed: corruption, exploitation, economic disparity, political interference, and human rights violations.

The modern football industry has become entangled with commercial interests. Multinational corporations and billion-dollar clubs often wield more power than national football associations. Players are treated as assets, clubs are monetized, and fan engagement is shaped by marketing strategies. The ethics of sponsorships (e.g. betting companies, oil-backed enterprises), unequal investment in women’s football, and the sustainability of mega-tournaments are all crucial issues that demand international dialogue.

At the same time, governments are using football to reshape their global image — a process often referred to as “sportswashing.” Events like the 2022 Qatar World Cup and Russia’s 2018 edition have raised questions about labour rights, freedom of expression, and the moral responsibilities of governing bodies such as FIFA. These examples show how football can be manipulated for political gain, often at the expense of basic human rights.

As delegates in this committee, you will act as representatives of stakeholders, governments, footballing bodies, or even marginalized communities. You will need to examine how football can be regulated without compromising its essence. Can we safeguard the sanctity of the sport while introducing accountability and equity into the system? Can FIFA function as an independent and just authority in a world where commercial, political, and cultural forces collide?

This study guide will walk you through the essential pillars of this agenda – from understanding how global football culture functions to investigating case studies and proposing actionable reforms. It is designed to be your launchpad, but the depth of this debate lies in your research, your preparation, and your voice.

We encourage you to think boldly, collaborate strategically, and speak passionately. We are here to facilitate, guide, and support your journey, and we can't wait to witness the intellectual rigor and diplomatic flair each of you brings to committee.

Wishing you all the best in your preparation. Let the games – and the debate – begin.

Warmest regards,

Arjun Shah
Chair, FIFA

M. Aban
Co-Chair, FIFA

Introduction to the Agenda

The agenda “**Regulating Global Football Culture: Between Profit, Politics, and Play**” captures the tensions at the heart of modern football. It challenges delegates to view the sport as more than just 90 minutes on a pitch — but as an arena where geopolitics, economics, human rights, and international law intersect.

In recent years, the line between sport and politics has become increasingly blurred. Nations bid for World Cups as tools of soft power. Players face racial abuse on international stages. Billion-dollar broadcasting deals create imbalances between rich and poor clubs. Football is no longer just about athletic excellence — it is about control, capital, and culture.

Delegates must understand the scale and complexity of the football ecosystem. They will be asked to explore:

- How can FIFA fairly regulate issues across countries with different values and systems?
- What obligations do sponsors, governments, and clubs have in protecting player rights and fan cultures?
- How can grassroots football be supported while still embracing innovation and commercialization?

This agenda gives you the freedom to propose imaginative policies, challenge outdated norms, and demand accountability from global institutions.

Understanding Global Football Culture

Global football culture is the shared set of traditions, behaviours, values, and emotions that connect billions of people through football. It spans:

- **Fan culture:** This includes chants, club loyalty, rivalries (like El Clásico or the Old Firm), and supporter groups. Fans are the soul of football, yet they often feel marginalized by ticket prices, limited influence over club decisions, and stadium bans.
- **Media and branding:** The global reach of football owes much to broadcasting rights (like those of the English Premier League), social media engagement, fantasy leagues, and advertising. These influence public perception and turn players into global icons.
- **Cultural identity:** Football is tightly linked to religion, ethnicity, and regional pride. National teams often symbolize the hope and unity of entire populations (e.g., Senegal in 2002, Croatia in 2018).
- **Tournaments and legacy:** Competitions like the FIFA World Cup or UEFA Champions League are cultural milestones. Their legacies extend beyond trophies, shaping tourism, national pride, and economic development.

Stakeholders in Global Football

To understand how football can be regulated, we must identify the stakeholders involved:

- **Players:** From youth academies in Africa to elite European clubs, players are often caught in exploitative systems.
- **Fans:** While fans drive viewership and revenues, they often have no voice in governance.
- **Clubs and Leagues:** Wealthy clubs sometimes exert more power than national bodies.
- **FIFA and regional federations:** Global and continental regulators of the sport.
- **Governments:** Use football for national branding or political influence.
- **Sponsors and Corporations:** Provide funding but often raise ethical concerns.

Profit in Football

Modern football is a commercial juggernaut. The global football economy is worth over \$600 billion. Yet, this wealth is unevenly distributed.

- Broadcasting Rights
- Sponsorship and Endorsements
- Transfer Markets
- Grassroots Football

The challenge: How can FIFA ensure a balance between innovation, income generation, and equal opportunity?

Politics and Nationalism in Football

Football often serves as a proxy for national pride, protest, and power.

- Nationalism
- Conflict
- Symbolism in Activism
- Sportswashing

FIFA's role is to ensure neutrality — but how neutral can a political organization be?

Football and Human Rights

Football should empower, not exploit. But:

- Migrant Labour
- Racism and Discrimination
- Gender Inequality
- Freedom of Speech

Governing Bodies in Football

FIFA oversees football globally, alongside associations such as:

- **UEFA**
- **CONMEBOL**
- **CAF**
- **AFC**
- **National Federations**

Challenges

- Corruption
- Political interference
- Club vs. country conflicts

Key Case Studies for reference and understanding

1. Qatar 2022
2. Russia 2018
3. European Super League
4. FIFA Bribery Scandal (2015)
5. 2030 Joint Bid

Questions a Resolution Must Answer (QARMAs)

1. How can football remain inclusive and ethical while still being profitable?
2. What reforms should FIFA enforce for fair tournament bidding?
3. Should sponsors be regulated based on ethical concerns?
4. How can racism and exploitation in football be effectively punished?
5. What accountability should exist for governments misusing football?

Bloc Positions

- **Western Europe:** Human rights, anti-corruption, protect club autonomy
- **Middle East & Gulf:** Defend image investments, resist Western critique
- **Africa:** Seek fair funding, oppose exploitation, support grassroots growth
- **South America:** Preserve player rights, resist elitism in European leagues
- **Asia-Pacific:** Infrastructure development, more representation in FIFA

Past International Action

1. FIFA's Human Rights Policy (2017)
2. Anti-Racism Task Force
3. UN SDG links to sport
4. CAS decisions

Guiding Questions

1. How can FIFA better regulate tournament bidding and hosting conditions?
2. Should countries with poor human rights records be banned from hosting?
3. What can be done to improve gender equality in football?
4. How can marginalized voices (fans, women, workers) be amplified?
5. Should sponsors be held responsible for unethical behaviour?

Further reading to help you prepare

1. FIFA Statutes and Code of Ethics
2. *The Age of Football* by David Goldblatt
3. Human Rights Watch: Qatar 2022 report
4. Amnesty International: Sports & Human Rights
5. Guardian Football Weekly podcast

**Prepare thoroughly, speak passionately, and remember — it's more
than just a sport.**

– Chair Arjun Shah & Co-Chair M. Aban