



Dear Delegates,

Welcome to the Second Annual Model United Nations at UCLA Collegiate Conference. My name is Parsa Sobhani, and I am a second year Global Studies and Economics double major. I am very active in the MUN community, as this is my eighth year involved in the activity. I still compete as a delegate at various collegiate conferences, and chair at the high school and collegiate UCLA Model UN conferences, the conferences of UNA-USA, and UC Irvine MUN. In addition, I am this year's Under-Secretary General of High School Relations.

I am very excited to be the director of a committee which has never been simulated in a Model United Nations Conference: FIFA. The Federation Internationale de Football Association has a legitimate place in international diplomacy in the world under the powers of globalization. FIFA's involvement with global development, humanitarian aid, and overall unification of countries illustrates its pursuits of similar United Nations goals. While the topics listed are related to FIFA-sanctioned tournaments and humanitarian aid, the relationship of the United Nations and FIFA and the diplomatic power of the soccer organization will be topics to research as well.

I hope that as a delegate you can feel more educated at the end of the conference, and of course, have fun! If you have any questions, feel free to e-mail me at [psobhani@ucla.edu](mailto:psobhani@ucla.edu) and I will try my best to help you. Good luck!





*How the Committee will work*

The Federation Internationale de Football Association will be simulated in a boardroom fashion. Representatives from the six major confederations, standing committees on FIFA, as well as liaisons between FIFA and the United Nations will serve as the members of the group.

The group can contain any or all of the following members:

UEFA President

CONMEBOL President

CONCACAF President

AFC President

CAF President

OFC President

FIFPro President

Director of UN Office of Sport for Development and Peace

UNEP Special Representative for Sport and the Environment

UN Representative of Millennium Development Goal Project

Representative to UNICEF

Chairman of FIFA Ethics Committee

Chairman of FIFA Media Committee

Chairman of FIFA Disciplinary Committee

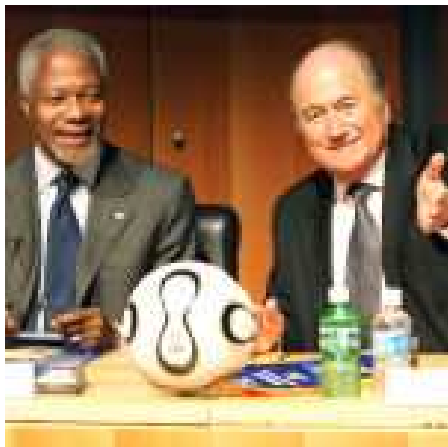
Chairman of FIFA Finance Committee

Chairman of FIFA Organising Committee for World Cup



All of these positions have actual people to represent them; that is, the positions listed can be researched to a single person. As director, I will serve as FIFA President, Sepp Blatter. All of the positions have been in the news in the past two years; with that said, the committee's best delegates will be both pragmatic and innovative, using knowledge of previous events with their committees, and being creative in other possible events. Delegates will be presented with scenarios and will work together to address each individual issue. Understanding the significance of the choices made by the group as a whole will be the main focus of the proceedings of the committee. The synopsis will illustrate FIFA's involvement in global affairs with the assistance of the UN and as an independent body.

### *The United Nations and FIFA*



The two organizations have a notable relationship with one another. One must understand that their ultimate agendas both revolve around international cooperation and peace. While the United Nations uses methods of soft power to guide decision-making, the basis of FIFA revolves around the love of the game. Having a soccer team representing ones nation indicated being part of the global competition, one in which every team has a chance to win. It becomes interesting to find out that the Federation Internationale de Football Association has more country members than the United Nations. This provoked a response out of the United Nations Secretary-General Kofi Annan, who in June of 1999 made a deal with the FIFA organization in which the UN flag would be flown in the soccer games. More importantly, it signaled an important partnership. According to



Annan, “This is a great match-up. Between us, we have a global audience. It is high time that we joined forces to bring together our two missions to the benefit and the delight of all the world's peoples”<sup>1</sup>. It is important to notice that the United Nations has been involved with FIFA in many of its programs, including “racial and gender equality to health, development, education, and the rights of children”<sup>2</sup>. Similarly, FIFA President Sepp Blatter has come to a similar realization regarding the power of the organization. “As world football’s supreme body, FIFA is responding openly to its social duty as an organisation of international status and renown” he says. “It also acknowledges the prominent role of sport, and especially football, as a vehicle for delivering clear and firm messages to eradicate the huge blights undermining society around the world.”<sup>3</sup> The organization has realized its power and publicity, able to transgress socio-economic boundaries to deliver humanitarian aid and overall messages of hope to people all around the world.

The history of FIFA and the United Nations truly working together lasts only a few years. The United Nations Office of Sport for Development and Peace was a means of establishing a “more coherent approach to the use of sport-related initiatives in the pursuit of United Nations development goals”<sup>4</sup>. However, according to a report from a UN inter-agency task force, the group has integrated celebrity sport stars as ambassadors, but very little in the sense of programming. According to the report, “The time is ripe to develop a coherent and systematic strategy for increasing the use of sport within the United Nations.”

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<sup>1</sup> Press Release SG/SM/7036: Secretary General Announces Partnership between United Nations and Federation International de Football Association. 18 June 1999

<<http://www.un.org/News/Press/docs/1999/19990618.sgsm7036.html>>

<sup>2</sup> Ibid.

<sup>3</sup> “Late Kickoff” *Developments*: The International Development Magazine

<<http://www.developments.org.uk/data/issue25/power-of-football.htm>>

<sup>4</sup> Ibid.



The FIFA organization also received greater response from the Secretary-General in 2006, upon the beginning of the World Cup. Another important relationship between the United Nations and the soccer organization is explained by Annan: “That little soccer ball united the whole world. That's why we are a bit envious of FIFA, and not only because they have 207 members and we have 192, but because the whole world pays attention. I wish the world could have the same kind of competition when it comes to fighting children's diseases, AIDS and poverty, when it comes to human rights and getting to compete to see which country has the best human rights record. It would be a great competition”<sup>5</sup>. Again, the popularity of soccer is utilized to solve global crises. The fact that more countries are members to FIFA than the UN illustrates the legitimacy of the motivation to be part of the organization. Using FIFA as method of negotiation, not allowing countries to compete in the world’s game, apparently serves as enough reason for countries to maintain their status.

The United Nations Environmental Programme has historically been involved with FIFA, and rightfully so. With FIFA as a major organization involved in the United Nations Developmental Goals, it’s logical that the latter organization states that “Sport is far more than a luxury or a form of entertainment. ...Access to and participation is a human right....The potential of sport as a tool for development and peace has yet to be realized...”<sup>6</sup> Furthermore, the United Nations Environmental Programme has partnered with FIFA for the Green Goal Program, assisting FIFA in its aim to become an environmentally-conscious tournament. The program, which was applied toward a climate-neutral World Cup 2006, incorporates measurable

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<sup>5</sup> SPEIGEL Interview with Kofi Annan: “We are a bit Envious of FIFA” 18 July 2006.  
<<http://www.spiegel.de/international/spiegel/0,1518,427239,00.html>>

<sup>6</sup> Sport for Development and Peace: Towards Achieving the Millennium Development Goals. UN 2003.



environmental targets in four key areas: water, refuse, energy and mobility<sup>7</sup>. UNEP successfully utilizes the resources of sporting organizations FIFA (and the IOC) to achieve its agenda.

The Brazilian superstar and starter for FC Barcelona, Ronaldinho, illustrates the involvement of FIFA in global affairs. In addition to being a full time football player, he is ambassador to the World Food Program and Spokesperson on Sport for Development and Peace. His responsibility, according to the global bodies, is to “mobilize the world of soccer and its fans



in support of social and economic development, health, education and peace”<sup>8</sup> The global authority on intellectual property, the World Intellectual Property Organization, assisted Ronaldinho (in addition to Wayne Rooney and others) in acquiring his cyber-squatted web address,

ronaldinhogauch.com. According to the Domain Name Dispute of Ronaldo de Assis Moreira v. Goldmark - Cd Webb, the name was used in bad faith<sup>9</sup>. It is important to realize that as a celebrity in the public eye, capable of assisting in international development, he is also vulnerable to facing adversity from those hoping to profit. Lastly, the man is party to a historic partnership with UNICEF. FC Barcelona used the UNICEF logo as their first shirt sponsorship. Ronaldinho’s FC Barcelona were “the first football club to formally support the UN Millennium

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<sup>7</sup> “Football World Cup Scores Green Goal.” 6 September 2005.

<<http://www.unep.org/Documents.Multilingual/Default.asp?DocumentID=452&ArticleID=4918&l=en>>

<sup>8</sup> Brazilian soccer star Ronaldinho to score for the Millennium Development Goals as new Spokesperson. 11 Aug 2006 <<http://www.un.org/sport2005/newsroom/maronaldinho.html>>

<sup>9</sup> WIPO Domain Name Decision D2004-0827: Ronaldo de Assis Moreira v. Goldmark - Cd Webb <<http://www.wipo.int/amc/en/domains/decisions/html/2004/d2004-0827.html>>



Development Goals campaign, with aims ranging from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education by 2015<sup>10</sup>,” making it logical that they are involved in this UNICEF partnership. Ronaldinho and his club illustrate that soccer and international awareness intertwine in many different arenas of the world.

### *FIFA Actions*

While it is evident that FIFA is involved with the United Nations, one must also understand the independent efforts made by the Federation Internationale de Football Association in its pursuit to ensure global peace and development. Each confederation of the federation are responsible for maintaining the wellbeing of each area: UEFA for Europe, CONCACAF for North and Central America, AFC for Asia and Australia, CAF for Africa, CONMEBOL for South America, and OFC for Oceania. With each continent containing countries of different cultures and different economic and political environments, each confederation operates slightly differently.

The Ethics Committee is one of several committees and judicial bodies, a new one for the organization. The Ethics Committee was created “in response to challenges currently facing the world of football, such as illegal betting, manipulation, bribery and other illegal practices”<sup>11</sup>. Unfortunately, the game of soccer is plagued with controversy, and this committee is trying to address the issues. The Italian match fixing scandal is a prime example of the application of the committee. Furthermore, relations between federations and the main FIFA

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<sup>10</sup> “Barca agree shirt sponsorship with UNICEF” 7 January 2006

<<http://www.fcbarcelonaweb.co.uk/v2/index.php?id=33>>

<sup>11</sup> “FIFA creates new independent Ethics Committee” 9 June 2006

<<http://fifa.com/en/media/index/0,1369,118102,00.html>>



body have been shaky in recent history (i.e. Iran), so such an organization has been active in keeping peace in the football international community.

FIFA has also been involved in humanitarian causes, namely through their media and use of soccer stars. The most notable of media series have been the “Say no to Racism” line from recent history. Unfortunately, acts of racism are still observed throughout soccer, some as acts of sentimental hooliganism, but more importantly as a direct threat to many of soccer’s best players. Players like Louis Saha and Thierry Henry face the wrath of harsh fans who attack their race,



often in a means of comparing them to primates. The need for substantive reform of the program is definitely apparent.

Soccer transcends diplomacy. It is interesting to see countries in diplomatic

turmoil or a history of struggle compete against one another on the soccer field, where they face (literally) a level playing field. Games such as Netherlands versus Cote d’Ivoire, or the United States versus the Islamic Republic of Iran, give the world a sense of peace and stability. With that said, the stage where these games are set are of major economic significance. The fight for holding World Cup events, whether at the U-17, U-20, or at the World level, acknowledge a country’s development and increase one’s tourism. In the World Economic’s Forum titled “Can a Ball Change the World: The Role of Sports in Development,” everyone from Joseph Blatter, to Pele, to David Stern acknowledged this phenomenon. Allowing a country such as Belarus, in fact, the opportunity to host a FIFA-sanctioned tournament, will greatly change the world’s



outlook on their sense of development<sup>12</sup>. The 2010 World Cup to be held in Africa for the first time, is “going to profit the whole of Africa,<sup>13</sup>” according to Blatter. Soccer can create cease-fires, stop wars, and unite countries.

### ***Questions to Answer***

Ultimately delegates should understand their position in relation to the FIFA organization as a whole. A well-researched delegate will definitely stand out amongst his or her peers. The efforts of the group as a whole, as previously stated, will address crises that arise, and use their research to their advantage. Understanding of FIFA-sanctioned events and the decisions made on the global stage will be of great value to delegates. In fact, the most prepared delegate will be one who will be able to suggest a new program from his division, an improvement to the operation of his or her representative group. The following questions to answer will help delegates:

How can one improve existing humanitarian projects sanctioned by FIFA, and by the United Nations?

Will the relationship between FIFA and the United Nations need to be changed in the changing world?

How can one strengthen the battle against hooliganism, and associated racial problems?

What action can be taken to deter corruption and an overall stray from ethical behavior?

How can one address political problems through soccer?

Who will host the 2014 World Cup and upcoming tournaments?

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<sup>12</sup> “Can a Ball Change the World: The Role of Sports in Development”

< [http://gaia.unit.net/wef/worldeconomicforum\\_annualmeeting2006/default.aspx?sn=16225](http://gaia.unit.net/wef/worldeconomicforum_annualmeeting2006/default.aspx?sn=16225)>

<sup>13</sup> Ibid.



**Resources:**

Director's note: I would greatly recommend reading Franklin Foer's new book, How Soccer Explains the World, in addition to researching through the fifa.com website. Remember, each person in the cabinet exists as an "actual person," that is, each position exists in real life.

<sup>1</sup> Press Release SG/SM/7036: Secretary General Announces Partnership between United Nations and Federation International de Football Association. 18 June 1999

<<http://www.un.org/News/Press/docs/1999/19990618.sgsm7036.html>>

<sup>2</sup> Ibid.

<sup>3</sup> "Late Kickoff" *Developments*: The International Development Magazine

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<sup>6</sup> Sport for Development and Peace: Towards Achieving the Millennium Development Goals. UN 2003.

<[http://www.unep.org/sport\\_env/Documents/sportssummit05/SSE\\_ToreBrevik\\_presentation.pdf](http://www.unep.org/sport_env/Documents/sportssummit05/SSE_ToreBrevik_presentation.pdf)>

<sup>7</sup> "Football World Cup Scores Green Goal." 6 September 2005.

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<sup>8</sup> Brazilian soccer star Ronaldinho to score for the Millennium Development Goals as new Spokesperson. 11 Aug 2006 <<http://www.un.org/sport2005/newsroom/maronaldinho.html>>

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<sup>11</sup> "Barca agree shirt sponsorship with UNICEF" 7 January 2006

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<sup>13</sup> "Can a Ball Change the World: The Role of Sports in Development"

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<sup>14</sup> Ibid.