**Team**

Texas State University, Undergraduate Team

**Member Information**

Name Year Major

Nestor Sierra Senior, 2016 Philosophy, Applied Mathematics

James Knicker Sophomore, 2017 Business Management

Jennifer Meyer Sophomore, 2016 Public Administration

Sean Johnson Junior, 2016 Philosophy

**Advisor:** Coleen Watson

**Topic/Audience:**

Audience: Coca~Cola

Topic: Should Coca~Cola renew its sponsorship of FIFA?

**Executive Summary**

We are a consulting team, formed by Johnson & Johnson following their decision not to renew their sponsorship of FIFA, to explore the possible legal, financial and ethical issues associated with forming a solidarity agreement with other companies that are also considering forgoing renewing their sponsorships of FIFA. Coca~Cola is concerned with the recent scrutiny FIFA has fallen under regarding various ethical, legal and business practices. Such weaknesses run contrary to Coca~Cola’s mission statement: “To refresh the world, to inspire moments of happiness, and to create value and make a difference.” It is our belief that Coca~Cola’s sponsorship of FIFA should reflect a balance of financial, political and human capital.

**Ensuring a Financial Base**

Although FIFA is a nonprofit organization, financial resources are still necessary to fulfill and promote its mission statement. FIFA does not need to sacrifice its high ethical standards for the sake of profit seeking practices. These very ideals can serve to both enhance economic resource acquisition and promote FIFA’s brand and influence. Consider the example of marketing, advertising, and the effects FIFA’s brand image has on its bottom line with respect to these revenue-generating departments. By correcting inefficiencies in current revenue models, long-term brand image is made a higher priority. Such modifications would result in more ethical and profitable operations while simultaneously ensuring the success of FIFA’s youth programs around the world, in addition to strengthening partnerships with the United Nations that serve to grow football. An ideal balance of FIFA’s financial, political, and human capital, in alignment with core values, will maximize FIFA’s brand longevity and fiscal performance as well as better meet its duty to the sport of football.

**Strengthening Legal Legitimacy**

As the sole governing body of international association football and the exclusive proprietor of the World Cup, FIFA holds immense international influence, both politically and culturally. In the past year, FIFA has been subject to allegations of corruption in the form of money laundering and bribery, which resulted in the resignation of a prominent member of their ethics committee. Additionally, the public has grown increasingly frustrated with how FIFA has responded to human rights violations conducted by host countries. In light of this, we move for FIFA to increase transparency and accountability in World Cup bidding proceedings and throughout the organization as a whole. Also outlined in this presentation are the legal pathways that FIFA can take to not only promote humanitarian values in countries already chosen to host the World Cup such as Russia and Qatar, but also potentially increase the standing FIFA holds as a political entity, and to further the international game of football. These legal pathways will be shaped in a way to recognize international precedent in regards to human rights while respecting local customs and policies.

**Maintaining Ethical Standards**

As a nonprofit organization, FIFA has a stated duty as the representative of the sport of football. Such a commitment places FIFA in the context of a global conversation, with a proclaimed dedication to humanitarian values. In order to truly actualize these values, certain considerations should be made in the actions - or lack thereof - taken on the part of the organization. Application of pressure by FIFA that has historically been applied to meet certain basic financial means can and should be used to reach ends less immediately necessary, but of equal value in terms of the lives of the affected people, the reputation of FIFA, and ultimately the popularity and impact of the sport itself. As a generalized matter, FIFA should look to emphasize and enhance its role as a contributor to the global community in which it operates, rather than merely engendering the illusion of such effects. We suggest accomplishing this by use of ideas from virtue ethics to regulate a tiered capital development plan. Such values benefit all levels of the organization’s operations, including its fiscal base, the application of its legal and ethical capital within its interactions, and ultimately the sport of football itself.