**Team**

Texas State University, Graduate Team

**Member Information**

**Name Year Major**

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**Advisor:** Coleen Watson

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

**Audience:** Coca~Cola

**Executive Summary**

Our committee has been asked by the main decision-making body of Johnson & Johnson to analyze the ethical, legal and financial concerns in developing a solidarity agreement with Coca~Cola. Coca~Cola is concerned, like Johnson & Johnson, that its continued sponsorship of FIFA may be perceived as complying to the recent ethical and political violations committed by FIFA. Furthermore, Coca~Cola bears public responsibility to safeguard the integrity and reputation of football worldwide, and the conduct of persons bound by the FIFA code must reflect the unifying, educational, cultural, and humanitarian values of the game of football. To that end, our committee calls for Coca~Cola to analyze the following triumvirate of ethical, legal, and financial concerns, and follow our recommendation to apply pressure on FIFA to remedy the multiplicity of concerns within their organization.

**Financial**

In this portion of our presentation we will argue that FIFA can hold itself accountable to its code of conduct while sustaining growth and developing means to increase revenue. These benefits will be evident in brand growth, ability to secure sponsorship through promoting this positive brand, and positive influence on the workers who make the World Cup possible, as well as the game of football as a whole. FIFA is not only concerned with organizing the World Cup tournaments, but also with putting on various charitable programs that give youth across the globe the opportunity to play football where they might not have the chance without FIFA. These programs, as well as the close relationship FIFA has with the United Nations, require a strong financial foundation to commence, and a commitment to ethical concerns to ensure legitimacy with its partners around the world. We will show how FIFA’s advocating for and ensuring human rights is financially feasible, profitable for the organization and participants in football, and ethically required of an organization of this size and with this amount of influence.

**Legal**

Although classified as a Non-Governmental Organization (NGO), FIFA is still required to build political capital with national (Switzerland) and international governments. Abiding by national and international laws is part and parcel to FIFA’s ability to produce league competitions that eventually lead up to the World Cup. Thus, the political capital portion of our presentation addresses three legal issues. First, we address questionable legal maneuvers FIFA has performed in the last two world cups. Two such maneuvers include the establishment of FIFA courts in South Africa and forcing Brazil to change its laws regarding alcohol consumption in sports arenas. Second, our analysis addresses the potential legal boundaries that might prevent FIFA from taking a hardline position against countries that are notorious for violating human rights. Finally, contingent to our discussion of possible legal boundaries, we consider the possible legal options FIFA may take to consistently promote the values declared in its mission statement.

**Ethical**

The ultimate goal for a governing body as powerful as FIFA’s Executive Committee is to utilize its power as an expression of responsibility and duty toward the whole community. It is possible to grow monetarily and also to enhance and grow human rights. The projected death of over four thousand workers in building the infrastructure that will deliver the 2022 World Cup is ethically unacceptable. FIFA must accept responsibility for its workers in Qatar. We call for FIFA to encourage the growth of its human capital, which increases productivity, output, and physical reproducible capital. We call for FIFA to adopt the changes pushed forward by various international human rights organizations: abolish slave labor systems, allow freedom of association and collective bargaining, institute a minimum wage and grievance procedures for all workers, and work with responsible international recruitment agencies.