



PRINCE ALI

Candidate for President of FIFA



HRH PRINCE ALI: VISION AND FRAMEWORK FOR THE FUTURE OF FIFA AND FOOTBALL

The selection of the next FIFA President is now in the hands of 209 National Football Associations. They are the driving force behind FIFA and the true leaders of Football. In the coming weeks, I will be meeting with as many National Association leaders as possible to hear their views on the game and the future of FIFA. We need to be a team if we are going to create a FIFA worthy of Football.

I also want to hear from players, fans, sponsors and others who love Football because they also deserve a say in how FIFA operates. The game belongs to them as well.

I want to turn the pyramid upside down, so that the National Associations, the players, the coaches, the officials, the fans, and the sponsors are on the top, and the FIFA President is there to serve and protect them and the game. If I am elected, I will fully accept the responsibilities that come with the Presidential office. I will not attempt to shift blame or dodge my responsibility for the actions of FIFA. As President, I will accept accountability at all times.

After hearing from National Associations and others who love Football, I will deliver a detailed Manifesto, which will also include new ideas about improving the game on the field. My Manifesto will be guided by the goals and principles outlined below, and the good ideas I hear from the National Associations and key Football stakeholders — the true owners of the world's game.



“I want to turn the pyramid upside down”





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1

RESTORING FIFA'S CREDIBILITY

It is time to shift the focus away from FIFA and back to Football. A series of controversies in recent years have undermined FIFA's credibility and faith in the organisation among players, fans, sponsors, public officials and others who love Football. There is a critical need to re-build public confidence in FIFA and show fans that we have Football's best interests at heart. This means a fresh start for FIFA that involves reform in an evolutionary manner and learning lessons to ensure the poor practices of the past are not repeated.

FIFA exists to promote and develop the game of Football around the world, and it must get back to focussing on that goal. We need to restore faith and trust in FIFA and evolve the organisation so that it is fit for purpose again.

Several actions to improve FIFA can help restore faith and confidence in the organisation:

MORE INCLUSION OF CONFEDERATIONS AND NATIONAL ASSOCIATIONS IN DECISION-MAKING:

- A more collegiate and open approach to governance with a consultative decision-making process
- More decision-making power to the regional Confederations and National Associations. FIFA members know best how to manage their affairs, and they should be empowered to do it
- More meaningful and effective international dialogue and cooperation with the National Associations to accelerate the development of Football based on local needs and local conditions, in addition to engaging with the Confederations as the most effective vehicle to deliver grassroots Football development programmes
- Greater engagement with FIFA's stakeholders, with regular consultation and stakeholder feedback, to ensure better decision-making and best practices





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- Respect the opinions and ideas of all who serve Football, both those who have served tirelessly for years as well the new generation of Confederation and National Association leaders, based on their merit — and ensure that they have a clear pathway to positively influence and lead FIFA into the future
- Conduct a thorough and objective review of FIFA's programs and procedures to learn from past mistakes and implement changes to make them more effective
- Development of a systematic and long-term approach to crucial issues that are detrimental to the integrity of the game such as racism and match-fixing

MAKE FIFA A MODEL OF GOOD ETHICS:

- Rebuild FIFA into an organisation that is instilled with ethical working principles and that conducts its business in a fair and dignified manner, always respecting the diverse cultures of our global Football community
- Embed a set of compelling values into FIFA and ensure the organisation adheres to these values so Football and FIFA can serve as positive role models for young people and sports fans across the world
- Ensure that FIFA sets the benchmark for ethical practices amongst the global Football family. Its leadership must embody positive values and serve the game with integrity
- Operate consistently in a way that ensures FIFA enjoys a positive perception that benefits National Associations, players, clubs and that increases FIFA's appeal with sponsors and broadcasters
- Acknowledge and reward the work of the many good people in FIFA today
- Improve FIFA and implement positive change by listening and learning from our National Associations, treating all Associations justly and distributing FIFA revenues generously and fairly – with the overall objective to develop the game around the world





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INCREASE TRANSPARENCY AND ACCOUNTABILITY:

- Make FIFA more transparent and open in the way it conducts business, ensuring honest dialogue with all stakeholders and more accountability to the National Associations
- Improved and more frequent internal and external communications, making executive decision-making a genuine team effort with proper input from Football's stakeholders
- Establish a truly independent system to review FIFA's practices and operations – welcoming external views and feedback on our decisions
- Embrace constructive criticism and actively engage with key international organisations and NGOs to hear their views on how FIFA can improve
- Improve FIFA's relations with international media and foster a culture of open discussion that allows greater and more meaningful engagement. A healthier relationship with media will help us communicate more effectively with our stakeholders and most importantly, Football fans

IMPROVE FIFA GOVERNANCE:

- Clearly define and respect the proper roles and responsibilities of the President, the Executive Committee, and the administration so that the extent and limit of authority is clear at all levels. Doing so will help guard against abuse of power at any level within FIFA
- Encourage greater representation of current National Association Presidents, Confederation leaders and other key stakeholders—including Confederations, players, referees, coaches, and team management—in FIFA deliberations and decision-making
- Make FIFA more representative of the world's Football community, welcoming the views and offering a greater share of voice in relevant areas of policy to leagues, clubs, players, coaches, referees and fans
- Guarantee that the FIFA Ethics Committee is a fully independent and transparent body





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- Ensure that FIFA's development funds are spent on projects that benefit National Associations as well as their grassroots, for both women and men
- Provide more transparency and accountability on FIFA's income and expenses, including proper external tender processes that can be fully scrutinised
- Establish productive relationships with national governments, international organisations and other public partners



“A fresh start for FIFA that involves reform in an evolutionary manner”

2 SERVING FOOTBALL

A FIFA worthy of the world's game puts the interests of Football above all else. Several steps can help FIFA more effectively achieve its core mission:

PROTECT THE INTEGRITY OF THE GAME:

- Strengthen the fight against all forms of racism, discrimination and violence in Football by strictly and consistently enforcing the rules and punishments that are in place, and exploring new ways to combat this threat in areas where the present system is not working – this includes harnessing the power of star players and international media to promote an anti-discrimination message





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- Ensure that Football remains vigilant against the perils of doping – promoting a strong anti-doping campaign to players via their National Associations; offering guidance and education programmes to young players; dispensing severe punishments to those found guilty of violating rules and improving Football's working relationship with relevant authorities
- Establish a dedicated task force to monitor and tackle the threat of match-fixing and manipulation, in partnership with international judicial authorities, with a review of how guilty offenders are punished
- Ensure that all Confederations and National Associations have the means and knowledge to fully eradicate match-fixing and manipulation in their own territories
- Protect the rights of players by addressing issues related to the player transfer system, unethical agents and other threats to player health, safety and well-being

IFAB AND FOOTBALL INFRASTRUCTURE:

- Establish a proper FIFA Football Committee to concentrate on the overall state of the game and its evolution around the world
- Improve FIFA's cooperation with Confederations and National Associations to optimise the international match calendar for FIFA World Cup qualifiers and friendly matches
- Create a central code that guarantees the building of safe Football stadia and other facilities
- Dedicate at least USD 700 million of FIFA's financial reserves to help with the building/modernising of Football stadia and creating more pitches in areas of the world where there is most need





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FIFA WORLD CUP:

- Conduct a proper review of the FIFA World Cup format and the places available to the respective Confederations with a democratic and transparent consultative process involving all stakeholders
- Establish a formal continental rotation system in addition to maintaining the requirement that the FIFA Congress should decide future World Cup Host Nations



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3 DEVELOPING THE GAME

FIFA has to do more to develop Football by providing assistance for infrastructure, equipment and football fields, both natural and artificial. Far too many boys and girls around the world do not have access to the basics — boots, kits, balls and pitches. FIFA should focus on the basics in its development efforts.

Several actions can help achieve this goal:

ENSURE THE FAIR DISTRIBUTION OF FIFA’S WEALTH THROUGH THE GLOBAL SOLIDARITY PROGRAMME:

- Significantly increase financial support for National Associations from the Global Solidarity programme





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ENSURE FIFA'S FUNDS ARE DIRECTLY INJECTED INTO LOCAL FOOTBALL DEVELOPMENT:

- Create a cohesive programme for development that takes advantage of the enormous financial potential of FIFA to positively impact world Football. For too long FIFA has governed world Football without a robust strategy or a clear vision for the growth of the game. With all the finances and regulatory power at its disposal, it is failing to strategically lead the sport globally
- Formulate a long-term plan for growth to ensure the development of local Football around the world becomes a priority – with significantly increased funds delivered in a transparent and accountable fashion to National Associations who can deliver on-the-ground projects
- Provide FIFA scholarships for former players and coaches so they can share their expertise in development efforts around the world

INCREASE FOOTBALL PARTICIPATION:

- Introduce a framework and share best practices to help National Associations increase accessibility of the sport and engage young people to create more Football participants, fans and television/online viewers
- Forge a new global development plan to grow women's Football, implement the current targets for the women's game and support greater female representation in FIFA's structures, including in the ExCo
- Increase funding in areas impacted by conflict to ensure that, regardless of their circumstances, young people have opportunities to play the game they love





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“FIFA has to do more to develop Football by providing assistance for infrastructure, equipment and football fields...”

I welcome your reaction to this framework for reform and any other ideas to improve FIFA. Please do not hesitate to share your suggestions with me at timeforchange@worldsgame.com

Together, we can make FIFA a federation worthy of the world's game.

Thank you.

Ali Bin Al Hussein

