

# 2022 FIFA WORLD CUP:

Authenticity in football

*Master's Thesis*



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# 1. INTRODUCTION

With an estimated 4 billion global followers (Sawe, 2018), football is the biggest sport in the world, with the biggest fanbase, and at the center of football sits the Fédération Internationale de Football Association (FIFA), the international governing body of association football. The biggest football event in the world is the FIFA World Cup, a tournament that in 2018, when Russia was the host of the finals, had a combined record of 3.572 billion people from all over the world watching the tournament (*"More than half the world,"* 2018).

The FIFA World Cup is a sporting event that once every four years brings countries from all around the globe together to compete for the iconic World Cup Trophy designed by Italian Silvio Gazzaniga (Appendix: II.VI. Silvio Gazzaniga's World Cup Trophy). The 22<sup>nd</sup> edition of the FIFA World Cup is set to be played in Qatar in 2022, as Qatar in 2010 was awarded with the hosting of the event.

The choice to award Qatar with the hosting of the 2022 World Cup has sparked controversy around the world for several, both footballing and political, reasons. Politicians, fans and the general public has called for the international governing body of association football, FIFA, to choose another host, or demanding that their own national governing body of football should boycott the World Cup if FIFA chose to deny changing hosts. The Qatar-case has raised questions as to what the sport of football can do and should be used to.

In Denmark, on the fifth of January 2019, this trend of political fans meant that Danish Superliga club, F.C. Copenhagen, announced that they will not travel to Dubai anymore: *"In connection with this winter's planned training camp for Dubai, there has been much debate and criticism from FC Copenhagen fans about the choice of destination over the problems surrounding human rights in the United Arab Emirates. FC Copenhagen's sporting management, with manager Ståle Solbakken in the lead, has on this basis chosen not to travel on training camps to Dubai in the coming years."* (*"FCK Will Not Travel,"* 2019).

It is a new tendency that fans react so strongly on their teams' choices, and with politics' role in football and vice versa, it's an area that I find interesting and relevant, and therefore my main research question is:

*What has FIFA's choice to award Qatar with the hosting of the 2022 FIFA World Cup meant for the world of football?*

Furthermore, I will find out *which influence the voice of the fans have on the world of football?*

And finally, *whether the authenticity is fading out of football and what consequences that might have for the sport?*

## 2. THEORETICAL FRAMEWORK

### 2.1. AUTHENTICITY

#### 2.1.1. THE DEFINITION OF AUTHENTICITY

In business research, the term authenticity has been used in different ways to imply different meanings (Beverland, 2005). The general definition of authenticity refers to the genuineness, reality or truth of something (Kennick, 1985). It has also been defined in terms of sincerity, innocence and originality and related to concepts such as being natural, honest, simple (Boyle, 2003). Consumers experience authenticity differently and use a selection of cues to evaluate the authenticity of an object, which may be based on their interest in, and knowledge of, a subject (Grazian, 2003). The distinction between the authentic and inauthentic tends to be subjective and socially or personally constructed (Grayson & Martinec, 2004). It is a behavior experienced by an individual that is self-authored and self-determined (Deci & Ryan, 1991).

Brands can achieve authenticity through; *“commitment to traditions, a passion for craft and production excellence and the public disavowal of the role of modern industrial attributes and commercial motivations”* (Beverland, 2005). Authentic brands have remained true to their original design, evolving slowly to reflect modern times rather than changing consumer fashions (Beverland, Lindgreen & Vink, 2008). Radical changes to designs can upset or confuse customers and lead to questions about a brand's authenticity. Brands with a heritage and connect with traditional cultures, customs, regions and beliefs acquire a distinctive identity and nostalgic aura that adds to its authenticity (Brown, Kozinets & Sherry, 2003). Brands with a strong heritage may, over time, become synonymous with certain cultural values and achieve a symbolic meaning beyond its original identity, which helps establish a sense of legitimacy and authenticity among target groups (Kates, 2004).

Owners of such brands are thought to be driven by integrity, commitment to quality, a sense of moral virtue, and an intrinsic love of the product rather than an economic agenda (Beverland, Farrelly & Quester, 2006). For such brands, there is often a deliberate decoupling (or downplaying) of their day-to-day operations, marketing strategy and commercial skill from the outward projection of images related to craft production, heritage and tradition (Beverland, 2005). Such brands are perceived as being ‘above commerce’.

### **2.1.2. AUTHENTICITY IN SPORT – REGULATING SPORT**

Sport is played all over the world. It's played across social classes, regardless of income, and is just as popular played (Hoye, & Parent, 2017). Sport can give people joy and grieve, while also giving them a sense of tribal, community, provincial, and national identity (Morris, 1981). Authenticity is key, though. Authenticity can be lost when regulation and commercialization take over (Robinson, 2008).

Sport is basically highly regulated, as there are certain rules in each sport that needs to be followed in order for the sport to succeed. Without "*the rules of the game*" there is no sport (Morris, 1981). A sports existential base is built on regulations. Historically, a sport was only considered a sport when rules were codified and associations founded to formalize, disseminate, enforce and uphold the rules (Hicks, Blanchard & Cheska, 1986). These associations are what we now know as governing bodies like the Fédération Internationale de Football Association (FIFA). The governing bodies of a sport thereby became responsible for controlling the sport, including updating of rules, facilitating and scheduling contest and events, settling disputes and the overall promotion and development of the sport (Hoehn, 2006).

According to Thomas Hoehn (2006), the role of the governing body in sport, is basically "parallel to the constitutional functions of government and the functions of corporate boards in business":

The legislative role: "*The power and responsibility to determine the rules of the sport and review them in response to changing conditions and strategic initiatives.*"

The judicial role: "*To monitor and enforce the rules. Over recent years this responsibility has expanded rapidly in response to various forms of rule breaking, or cheating. Two of the most common forms of cheating are match-fixing and the use of banned performance-enhancing substances. The judicial role also involves dispute arbitration, which is undertaken when athletes seek to appeal against a referee's call, a rival's conduct, a suspension the severity of a suspension, or a team selection decision.*"

The executive role: "*Involves regulating competitions including; controlling entry, licensing participants, establishing codes of conduct, and keeping records. Governing bodies also have a responsibility to grow the sport, and this means they are expected to expand market demand, increase levels of participation, ensure an appropriate infrastructure, deepen their resource base, strengthen their public image, and increase their brand equity.*"



## **2.2. SPORT AND GOVERNMENT**

### **2.2.1. INTEGRITY**

Governments across the globe and international and national sport federations alike seek to use regulation and legislation to ensure the integrity of sport competitions to avoid cheating and match fixing behaviors (Forrest, 2006).

*“Activities and behaviors that define sport as lacking integrity include: creating an unfair advantage or the manipulation of results through performance enhancing drugs, match fixing or tanking.”* (ASC, 2016).

Perhaps the most commonly discussed issue of integrity in sport is the issue of doping and the use of performance enhancing drugs. Sensational cases, such as that of Lance Armstrong, which saw a world champion athlete finally, after years of denial, admit to ongoing, systematic use of performance enhancers in the Tour de France, have elevated the issue of doping in the public consciousness (Bradbury & O’Boyle, 2017). Governments and international agencies have developed strict rules around the use of performance enhancing substances in an effort to ‘preserve what is intrinsically valuable about sport’ (ASC, 2016)

### **2.2.2. CORPORATE SOCIAL RESPONSIBILITY**

CSR of an organization defines how the organization balances its operations amongst its various economic, social, and environmental responsibilities. (Hoye, & Parent, 2017) Most research centralizes on corporate CSR, but sport organizations are not different to other organizations in their search for good reputations and stakeholder relations (Sheth & Babiak, 2010)

Discrimination and diversity have been, and still today are, major talking points in sport. The 1968 Olympics in Mexico was ground-breaking, as it was the first ever Olympic games to be placed in Latin America, and the first ever Olympic games to be held in a Spanish-speaking country. The Olympiad was the center of a race controversy when the 1st, 2nd and 3rd place of the men’s 200m dash stood atop the podium to receive medals for their achievement. Gold and bronze winners, respectively Tommie Smith and John Carlos, both Afro-Americans, lowered their heads and each raised a black-gloved fist to the sky as their national anthem was played at the Estadio Olímpico Universitario, a so-called Black Power Salute. (Cosgrove, 2014).

The salute by Smith and Carlos sparked outrage in their home country, resulting in the two sprinters being suspended from the U.S. team. Smith and Carlos also received death threats as a consequence for their stance, but they never apologized for the salute: *“We were just human beings who saw a need to bring attention to the inequality in our country,”* Tommie Smith has later said in a documentary for HBO about the 1968 Olympic games in Mexico. *“I don't like the idea of people looking at it as negative. There was nothing but a raised fist in the air and a bowed head, acknowledging the American flag—not symbolizing a hatred for it.”* (Cosgrove, 2014).

Apart from people outraged by the salute, there were also millions of people who were thrilled to see Smith and Carlos taking a stand, not afraid of what the consequence might be. Of the many supporting Smith and Carlos was the silver medalist, Australian Peter Norman. He stood with Smith and Carlos wearing an Olympic Project for Human Rights badge during the medal ceremony, an organization which both Tommie Smith and John Carlos were members of (Cosgrove, 2014).

The Boston Marathon had before 1967 never seen a female participant. Back then doctors and medical practitioners considered it life-altering for a woman to run such distances, as they would grow a masculine, muscular body and that it would compromise their fertility. (Betancourt, 2019).

20-year-old Kathrine Switzer defied those considerations and signed up for the race under gender-neutral writer pseudonym, K. V. Switzer, so that no one would suspect her participation. During the race, Kathrine Switzer, received abuse from a race official, trying to grab Switzer and rip her participant number off of her shirt. It wasn't before five years later that women were allowed to participate in the Boston Marathon. (Betancourt, 2019).

The Fédération Internationale de Football Association (FIFA) has adopted into its communications platform a CSR agenda. FIFA has prominently supported numerous social development programs around the world through its Football for Hope, Fair Play, Anti-Discrimination, and Football for the Planet programs (Hoye & Parent (2017).

Governments, like FIFA, have a role to protect sport participants from harm, both from physical harm, through member protection policies around harassment and abuse, and from discriminatory practices that exclude participation by specific groups, such as women, people of color, different sexualities and sexual identities, people with a disability and religious belief (Bradbury & O'Boyle, 2017).

### **2.2.3. NATIONAL IDENTITY**

One of the roles of government in sport is the use of sport as a tool for nation-building and national identity (Marjoribanks & Farquharson, 2012). Through sports nations can visually and culturally demonstrate their pride and identity to the world. Hogan (2003) highlights the Olympic games as an example of an event where governments spend a lot of money to bid for the rights to host the games. At the Olympics, the Opening Ceremony is a platform where the hosts of the event can show the world their identity and culture (Hogan, 2003).

The FIFA World Cup and the Olympics serves as a common meeting place for international governments, where they can cheer for their respective nations, but also to meet with colleagues, industry and international organizations to nurture diplomacy (Marjoribanks & Farquharson, 2012). Marjoribanks & Farquharson (2012), notes that these international sport events typically are dominated by those countries that can afford to invest heavily in high performance sport, leading some to argue that such events reproduce global inequities.

## **2.3. PROFESSIONAL SPORT**

Professional sport can be defined as the delivery of sport for which athletes receive payment (Bradbury & O'Boyle, 2017). Bradbury & O'Boyle (2017) defines four internally oriented stakeholders in professional sport and four externally oriented stakeholder contributions. The internal stakeholders are; *athletes, clubs, leagues* and *governing bodies* (International federations/national governing bodies). The external stakeholders are; *fans, community, media* and *corporate interests* (Appendix: II.IV. The Professional Sportscape).

### **2.3.1 INTERNAL STAKEHOLDERS**

Athletes play an integral role in the delivery of professional sport. Smith and Stewart (2010) indicated that professional athletes are essentially business assets who are instrumental in attracting *supporters, sponsors* and *media exposure*. Athletes like these have strong public support and corporate affiliations, they are often perceived as heroes and role models. They attract enormous crowds and admiration, with their every on-field action broken down for review, analyzed and commented in the media (Smith & Stewart, 2010).

Professional sport clubs have a significant importance in their communities. The difference between sport clubs and business organizations is the overwhelming emotional connection and allegiance fans display to their club (Bradbury & O'Boyle, 2017). The loyalty and affiliation of fans explains the extensive commercialization in the world of football. Corporations and businesses invest to have their name associated with a club and thereby, their fans (Bradbury & O'Boyle, 2017).

The governing body is responsible for managing not just the league competition, but the entirety of the sport. It creates the policy and direction in which the sport evolves. That means that the governing body isn't just responsible for the league competition, the governing body is also responsible for the development and overall growth of the sport (Bradbury & O'Boyle, 2017).

Part of this responsibility includes ensuring that the broader development of the sport is supported and that the athletes, leagues or individual clubs don't overstep their standing within the sport. The governing bodies can play an integral role in supporting the greater good of the sport, while ensuring that all stakeholders in the sport have a chance to benefit (Bradbury & O'Boyle, 2017).

### **2.3.2. EXTERNAL STAKEHOLDERS**

While the internal stakeholders are focused on the athlete and the organizations that administrates professional sport, the external stakeholders are represented by the parties that are interested and affected by professional sport (Bradbury & O'Boyle, 2017).

The spectators/fans of professional sports are intensely emotional and loyal to their preferred club (Mason, 1999). They feel a passionate attachment, loyalty, vicarious identification and blind optimism for their preferred club. These are differentiators for sport (Smith & Stewart, 2010). Sport's most notable distinction is its relationship with its consumers, which drives the sport into being a vehicle for the promotion of corporate interests (Mason, 1999).

Spectators attend matches at the stadiums, they watch the matches on television and engage and interact via social media. New media opportunities are making this interaction occur with greater immediacy and with less emphasis on location. The fans of today are more informed than ever before (Bradbury & O'Boyle, 2017). Bradbury & O'Boyle (2017) underlines the importance for the sport to meet the needs of the fans in order to ensure that the fans passionate loyalty and following is continued. However, whatever the management approach, fans still display a strong affiliation with the sport, club and athlete (Mason, 1999).

The attractive live product of professional sport is of great appeal to not only fans, but also for extensive advertising and broadcast interests. The passion from fans towards their preferred club is an enormous commercial interest, which brings a discussion over the ethical association between sponsors and professional sport (Bradbury & O'Boyle, 2017).

The community around a club was once synonym with the word "local". That is now very much a thing of the past. While clubs and leagues still retain a strong impact on their traditional markets, there has been a change in the sense that globalization has influenced the world of football. This has seen the expansion of leagues and major events into markets in all corners of the world, developing fan, sponsor and media interests in new markets (Bradbury & O'Boyle, 2017).

Leagues and clubs are seeking to expand their reach, thus affect the traditional communities. According to Bradbury & O'Boyle (2017), this tendency has sparked concern among fans because their club are being rostered to play competition games in alternative markets, depriving them of games set in their local community.

Professional sport is one of the most expensive media products in the world. And with the expanding choice of media suppliers, the media companies are increasingly seeking to acquire the TV-rights to distribute professional sport. The media interest in sport is continuing to grow, and the end result is that revenue associated with media rights is growing with it (Bradbury & O'Boyle, 2017).

## **3. METHODOLOGICAL FRAMEWORK**

The purpose of the study was to gain a better understanding of how FIFA's choice of hosts for the FIFA World Cup, has had an influence on the world of football, from an *authenticity* perspective. Furthermore, I wanted to understand football's role in politics and vice versa, including the influence of fans.

### **3.1. DATA COLLECTING**

For this study I deemed it relevant to collect both quantitative data and qualitative data. The quantitative research method I used was an online questionnaire posted on my personal Facebook and shared in certain forums I deemed relevant (Appendix: II.I. Online Questionnaire). For the qualitative data collection I made two interviews with Andreas Kraul (Journalist at DR Sporten) (Appendix: II.II. Interview - Andreas Kraul) and Jacob Høyer (Head of Communications at Dansk Boldspil-Union) (Appendix: II.III. Interview - Jacob Høyer).

#### **3.1.1. QUANTITATIVE METHOD**

To try and get a sense of how general people think and feel about the world of football, FIFA and the World Cup, I made a questionnaire. I chose Facebook as the platform to share my questionnaire. The reason for my choosing of Facebook was first of all because the activity-level on Facebook is as big as it is, so I knew the chances of getting many responses in a short amount of time would be high. Another reason for using Facebook as a platform was the target group of my research. I am in the middle of my twenties and consider myself a football fan. Therefore, I thought my followers on the social media platform, which a lot of them share my interests in football, would be competent for this research. However, as a lot of this thesis isn't necessarily concerned with football itself, but covers other themes as politics, human rights and the respondents own personal thoughts on ethics, I encouraged anyone, football fans or not, to participate.

I got more responses than I hoped I would, with 95 responses (Appendix: II.I. Online Questionnaire). Geographical the respondents were of course centered around Denmark, as the majority of my followers on the social media are Danish, but as I interviewed the Head of Communications at DBU about the political tendencies among Danish football fans, the Danish

angle was important. However, I also shared the questionnaire in groups that featured people from all over the world to get a more international perspective.

By making an anonymous questionnaire there's a risk of some responses being inconclusive, respondents not understanding or misinterpreting the questions as well as skipping questions. Another risk is respondents wanting to make the right answer for me and my research, rather than answering what they really mean. Even though I knew there would be challenges and disadvantages of using a questionnaire as a quantitative method of research, I knew that I could get information needed for my analysis.

### **3.1.2 QUALITATIVE METHOD**

The qualitative method used for this thesis was that of in-depth interviews. The interviewees I chose were Mr. Andreas Kraul and Mr. Jacob Høyer. Mr. Andreas Kraul was born in 1975 and graduated as journalist in 1999. Since 2005 he's been a correspondent and sports commentator at DR Sporten (Danish Broadcasting Corporation), including eight years as chairman for Danish sports journalists. Andreas Kraul has covered his primary area of expertise, football, for more than twenty years including the Danish Superliga, the men's national football team and the international tournaments, like the FIFA World Cup and the UEFA Euro Championships. Through the years Andreas Kraul has covered ten major football-finals and four Olympics (DR Sporten: Andreas Kraul, 2018).

I believed that interviewing Mr. Andreas Kraul would be relevant for this thesis because of his competence and knowledge from over twenty years of working with the sport.

Jacob Høyer graduated from Denmark's School of Journalism in 1996. He has a master's degree in International Journalism from the City University in Great Britain Media (1996), a master's degree in management, media, economy and leadership at the Northwestern University (2007) and a master's degree in Sports Governance from the Université de Lausanne (2018). Since September 2014, Mr. Jacob Høyer has been Head of Communication at the Danish Football Association (DBU), responsible for all communication, press, etc. for DBU and part of daily management. Since 2017 he has also been responsible for IT/digital (LinkedIn: Jacob Høyer, 2020).

As I wished to gain an understanding of the Danish Football Association's considerations regarding the World Cup in Qatar, and the tendencies they've seen of fan involvement in their work with the sport, I thought it would be relevant to interview Mr. Jacob Høyer.



The reason for making this qualitative research was that the questionnaire provided me with a relatively superficial view, but still an indicator, of preferences and reflections regarding FIFA and the World Cup. The qualitative research on the other hand would allow me to explore topics in more depth and detail than the quantitative research. By both collecting quantitative data (the questionnaire) and backup this data with the qualitative data (the interviews), it would be possible to combine some of the strength of the two research methods.

### **3.2. ANALYSIS**

For my analysis I will, on the basis of my research questions, use the data I've collected, and analyze the data in relation to different theory, within *authenticity*, *brand authenticity* and *corporate social responsibility* I deemed relevant.

### **3.3. DISCUSSION**

In the discussion chapter, I will use a selection of theories concerning *authenticity*, *brand authenticity* and *corporate social responsibility*, and use them to reflect on the results of my findings.

# 4. ANALYSIS

## 4.1 THE WORLD CUP BRAND

*“The FIFA World Cup™ is the world’s largest single sporting event reaching people all over the world. Key brand assets such as the FIFA World Cup Trophy and the Official Emblem are universally known and the great value they represent is the cornerstone of FIFA’s commercial programme.”* (“FIFA’s Brand Protection,” n.d.). These are the words of FIFA when explaining their brand protection. But what makes the World Cup?

### 4.1.1. THE WORLD CUP TROPHY

The first FIFA World Cup finals was played in 1930. Prior to the first World Cup, the only international football tournament was that of the Olympics. The success of the Olympic Football Tournament intensified FIFA's wish for its own world championship.

Questionnaires were sent to the affiliated associations, asking whether they agreed to the organization of a tournament and under what conditions. A special committee examined the question, with FIFA President Jules Rimet the driving force. On the 28<sup>th</sup> of May 1928, FIFA’s executive committee met in Amsterdam, and voted for the organization of the first official World Cup ever organized by FIFA (*“History of FIFA - The first FIFA World Cup,”* n.d.).

Now, a hosting decision had to be made by FIFA. Six countries submitted their candidatures, including Italy, Hungary, Sweden, Spain, the Netherlands and Uruguay. The latter was the favorite from the beginning, as they won gold medals at the 1924 and 1928 edition of the Olympic football tournament, and because they celebrated their 100<sup>th</sup> year of independence in 1930 (*“History of FIFA - The first FIFA World Cup,”* n.d.).

Uruguay were granted the hosting when the FIFA Congress assigned them with the candidacy in Barcelona in 1929. The first FIFA World Cup finals saw the daylight on the 18<sup>th</sup> of July 1930 at the brand-new Estadio Centenario in the capital of Uruguay, Montevideo. Uruguay won the first ever edition of the FIFA World Cup when they beat Argentina 4-2 in the final on the 30<sup>th</sup> of July 1930. Uruguay were champions of the world and could lift the first ever World Cup trophy (*“History of FIFA - The first FIFA World Cup,”* n.d.).

On the 1<sup>st</sup> of July 1946 the FIFA Congress met in Luxembourg. Thirty-four associations were represented, and they gave Jules Rimet, who had been the President of FIFA for a quarter of a century, a special Jubilee gift. From now on, the FIFA World Cup trophy would be called the Jules Rimet Cup, the now former president of FIFA, and the driving force of the first World Cup. The winged figure in the Jules Rimet Trophy represented NIKE (Appendix: II.V. The Jules Rimet Trophy), the ancient Greek goddess of victory (*“About: The World Cup Trophy,”* n.d.).

The Jules Rimet Trophy was the official winner’s trophy of the FIFA World Cup up until 1970, when Brazil won the competition for their third time and earned the right to keep the Jules Rimet Trophy. FIFA decided to commission a new trophy as they needed a replacement trophy for the 1974 edition of the World Cup. Italian artist, Silvio Gazzaniga, won with his design of the World Cup trophy. *“FIFA approached the old trophy as a precious jewel,”* Silvio Gazzaniga explains, and continues: *“The Rimet Trophy was a jewel, but, in 1971, FIFA was aware of the era of television and they were looking for something more photogenic, soft and good-looking on TV — a new symbol updated for the end of century...a precious sculpture, not a squared jewel.”* (Williams, 2014).

Mr. Gazzaniga designed a 36.5 cm tall trophy in eighteen carat gold (Appendix: II.VI. Silvio Gazzaniga's World Cup Trophy). The trophy depicts two humans holding the globe. About the design, Mr. Gazzaniga says: *“A human being — the hero — but not alone, because the game and every match is done by two teams, two wills opposing and acting together... Energy, force, strength, dynamism, roughness, agility, speed, success, achievement, victory, triumph. All this had to turn around and embrace the world, who is over all and over every single man.”* (Williams, 2014).

The trophy by Silvio Gazzaniga has been the winner’s trophy of the World Cup since 1974 and will continue to be. FIFA decided that the original trophy by the Italian artist, would be used for every edition of the World Cup, meaning that even if a nation would win the competition three times, they wouldn’t be able to keep the original trophy. Instead the winners of the World Cup would be given a replica of the trophy in plated gold, for them to bring home (*“About: The World Cup Trophy,”* n.d.).

FIFA have stayed true to the design of their trophy for two periods. The first period with the Jules Rimet Trophy from 1930-1970, and the second period with the World Cup Trophy designed by Silvio Gazzaniga from 1974-present. Brands can acquire an aura of authenticity through a *“...commitment to traditions, a passion for craft and production excellence and the public*

*disavowal of the role of modern industrial attributes and commercial motivations.*” (M. B. Beverland, 2005). FIFA has done exactly that by staying true to the design of the Silvio Gazzaniga’s trophy from 1974.

Brands that are authentic have remained true to their original design, evolving slowly to reflect modern times rather than changing consumer fashions (M.B. Beverland, 2008). FIFA are aware that their World Cup winner’s trophy is special in the eyes of the fans. On the 31<sup>st</sup> of December 2019, the last day of the decade, FIFA tweeted, from their official World Cup Twitter-account. two pictures of the Gazzaniga World Cup trophy, with the caption: *“Beginning of the decade, End of the decade.”* FIFA then commented on their own post with the text: *“A good look never goes out of style.”* (Appendix: II.VII. Tweet: FIFA World Cup Trophy).

With this tweet FIFA tries to maintain and nourish the association between the World Cup, and the Gazzaniga World Cup winner’s trophy. Furthermore, the caption and comment to the two pictures tells the story of a trophy that has *“always”* been there and will continue to be the World Cup trophy. FIFA reminds us of the trophy, in connection with the World Cup, strengthening the tie between the World Cup and the World Cup trophy, a major brand asset for FIFA.

#### **4.1.2. THE OFFICIAL WORLD CUP EMBLEM**

On the 3<sup>rd</sup> of September 2019, the official emblem of the 2022 FIFA World Cup in Qatar was revealed (Appendix: II.VIII. 2022 FIFA World Cup Emblem). On the design of the emblem FIFA says: *“The Official Emblem of the 22<sup>nd</sup> edition of the FIFA World Cup™ embodies the vision of an event that connects and engages the entire world, while also featuring striking elements of local and regional Arab culture and allusions to the beautiful game.”* (*“Qatar 2022 Official Emblem,”* n.d.).

The emblem with the swooping curves draws inspiration from the undulations of desert dunes. The shape of the emblem is in the shape of the number eight. A reference to the eight new stadiums built for the for the tournament. The shape of the emblem, however, also depicts the infinity-symbol, which in FIFA’s words reflects *“the interconnected nature of the event.”* (*“Qatar 2022 Official Emblem,”* n.d.).

The emblem also shares a resemblance and draws inspiration from a woolen shawl, a traditional part of clothing in the Arab and Gulf region. The regionally inspired winter garment also alludes to

the tournament's start dates and the fact that it will be the first winter FIFA World Cup, to be played in November and December. The new font created to accompany the emblem is inspired by traditional Arabic calligraphy: *"Taking inspiration from the region and Asia, and fusing tradition with modernity."* (*"Qatar 2022 Official Emblem,"* n.d.).

The official emblem of the World Cup is of great importance to the World Cup brand: *"A strong brand that captures the essence of the event and the host country, whilst forging strong emotional links between the FIFA World Cup™ and fans all over the world."* (*"To protect the FIFA World Cup brand,"* n.d.). The official emblem of the 2022 FIFA World Cup answers *when, where* and *what* about the 2022 FIFA World Cup (Appendix: II.VIII. 2022 FIFA World Cup Emblem).

The emblem and the font acknowledge the geography (*the where*) of the World Cup, both in placing, as the font bares resemblance with traditional Arabic calligraphy, and in the emblem, inspired by the woolen shawl, a traditional clothing. The woolen shawl also answers the *when*, as the woolen shawl all over the world is used as a winter garment. As for the *what*, the emblem has the shape of the iconic FIFA World Cup trophy, created by Silvio Gazzaniga (Appendix: II.VI. Silvio Gazzaniga's World Cup Trophy). FIFA also highlights the shape as a reference to the infinity symbol and the interconnected nature of the event (*"Qatar 2022 Official Emblem,"* n.d.).

#### **4.1.3. ANATOMY OF THE TOURNAMENT**

Since the first edition of the FIFA World Cup, the tournament format has been reformed several times. For the first edition of the FIFA World Cup in 1930 in Uruguay, thirteen nations participated, all of which were invited to the tournament by FIFA, meaning that no preliminary competition took place (*"Formats of the FIFA World Cup™,"* n.d.). The participants consisted of four European nations (Belgium, France, Romania and Yugoslavia), seven South American nations (Argentina, Bolivia, Brazil, Chile, Paraguay, Peru and the eventual winners Uruguay) and two North and Central American nations (United States and Mexico) (*"Formats of the FIFA World Cup™,"* n.d.).

The tournament had a group/knockout-format, where the thirteen participating nations were split into four groups of, respectively, one pool of four teams and three pools of three teams. The winners of every group would progress to the semifinal, with the two winners of the semifinals progressing to the World Cup final (*"Formats of the FIFA World Cup™,"* n.d.).

In 1934 when the FIFA World Cup was hosted by Italy there were sixteen participating nations, all of which had to qualify for the finals via preliminary competitions. This time, however, the format was changed to that of a knockout-format. Of the sixteen national teams, eight were seeded, keeping them apart in the first knockout-round. The eight winners of the round of sixteen would progress to the quarterfinals and then on to the semifinals and final. If a match would end in a draw after 90 minutes, there would be played an additional 30 minutes, and if the score was still level, a rematch would be played the next day. Another difference in the format was that the two losing teams of the semifinals would play a game to find a bronze winner of the tournament (*"Formats of the FIFA World Cup™,"* n.d.).

At the third edition of the FIFA World Cup, the format from the second edition of the World Cup was kept. The only thing that was changed in the format, was the qualifying for the tournament. Fourteen of the participating nation had to qualify through preliminary competitions, while the hosts and the holders of the FIFA World Cup were automatically qualified for the World Cup finals (*"Formats of the FIFA World Cup™,"* n.d.).

After 1938 the World Cup finals were on hold, because of the second World War. When the tournament initially returned twelve years later, in 1950 in Brazil, FIFA went in a whole new direction with the format of a World Cup. The thirteen nations were divided into two pools of four teams, one pool of three teams and one pool of two teams (The tournament was originally going to feature fifteen teams, but France and India withdrew from the tournament). The winner of each pool would then progress to a final pool, where all the winners would face each other once. A win would award the winner two points, a draw one point and a loss zero points. Uruguay won the tournament with five points, after two wins and a draw (*"Formats of the FIFA World Cup™,"* n.d.).

Four years later in 1954 when the fifth edition of the FIFA World Cup was played in Switzerland, FIFA went back to the group/knockout-format. This time, sixteen nations were split into four groups of four nations, two in each group were seeded. Fourteen of the sixteen nations qualified through preliminary competitions, while the host and holder qualified automatically. The top two teams from every group would progress to the quarterfinal stage, and so on to the final. A third-place match was also played (*"Formats of the FIFA World Cup™,"* n.d.).

The 1958 edition of the tournament was identical to the tournament prior, with the only exception being that no teams were seeded in the grouping. Also, in a case of equal points in the group-stage a play-off game was played to decide who would progress to the quarterfinals. For the next three

editions of the World Cup (Chile 1962, England 1966 and Mexico 1970) the format was the same as in 1958. The only difference was the addition of separation by goal-difference. The top two teams of every group would advance to the knockout-stage, but in the case of equal point, the teams' goal-average would determine who went through to the knockout-stage (*"Formats of the FIFA World Cup™,"* n.d.).

When FIFA was founded in 1904, there hadn't been founded confederations around the world, thus the teams participating in the early editions of the FIFA World Cup were not officially affiliated to any superior organization, and groupings, for the qualifying competitions before the World Cup. Therefore, the qualification was loosely based on geographical and continental boundaries (*"Formats of the FIFA World Cup™,"* n.d.). However, sixty-two years later in 1966, there had been formed six confederations:

- Confederación Sudamericana de Fútbol (CONMEBOL)
  - Founded: July 9, 1916 (*"Copa América,"* 2020)
  - Members: 10
- Asian Football Confederation (AFC)
  - Founded: May 8, 1954 (*"The Asian Football Confederation,"* n.d.)
  - Members: 46 + 1 associate
- Union of European Football Associations (UEFA)
  - Founded: June 15, 1954 (*"The history of UEFA,"* n.d.)
  - Members: 55
- Confédération Africaine de Football (CAF)
  - Founded: February 8, 1957 (*"Background of CAF,"* n.d.)
  - Members: 54 + 1 associate
- Confederation of North, Central American and Caribbean Association Football (CONCACAF)
  - Founded: September 18, 1961 (*"Concacaf: History,"* n.d.)
  - Member: 35 + 6 associates
- Oceania Football Confederation (OFC)
  - Founded: November 15, 1966 (*"About OFC,"* n.d.)
  - Member: 11 + 3 associates

The foundation of the 6 Confederations, meant that for the first time ever, in the 1974 edition of the world cup, nations from every confederation had the chance to participate at the FIFA World Cup. In 1974 the sixteen participating slots were divided between the confederations as follows: UEFA: 9.5, CONMEBOL: 3.5, CAF: 1, CONCACAF: 1, AFC: 0.5 and OFC: 0.5 (The tenth qualifier from the UEFA qualification would play a World Cup-playoff against the fourth qualifier from the CONMEBOL qualification, and the qualifying nation from the AFC qualification would play a World Cup-playoff against the qualifier from the OFC qualification) (*“Formats of the FIFA World Cup™,”* n.d.).

For the West Germany 1974 and Argentina 1978 edition of the tournament, FIFA went back to a group-based format. Four groups of four teams, with the first two teams (separated by goal-difference) progressing into two quarterfinal groups. The two quarterfinal groups consisted of four teams each. The winner of each of the two groups would advance to the World Cup Final, while the runners-up would compete for bronze medals (*“Formats of the FIFA World Cup™,”* n.d.).

At the 1982 FIFA World Cup in Spain, the number of participating nations were upgraded from sixteen to twenty-four. Twenty-two of the nations had to qualify through preliminary competitions, while the host and the holders would qualify automatically. Six groups of four nations would battle for the top two places in every group, and the chance to advance to the next round. The next round saw the twelve nations divided into four groups of three. The winners of each group would advance to the semifinals, before either progressing to the third-place playoff or the World Cup Final (*“Formats of the FIFA World Cup™,”* n.d.).

From Mexico in 1986 to Italy in 1990, the FIFA World Cup had the same format. FIFA returned to the group/knockout-format. Twenty-four nations would be divided into six groups of four. The top two nations from every group, and the four best number threes, would progress from the group to the first knockout-round, the round of sixteen (*“Formats of the FIFA World Cup™,”* n.d.). The last games of the group stage would be played simultaneously, to avoid any controversies e.g. the last game of the group stage in group 2 of the FIFA World Cup in 1982. Before their last game, Germany and Austria knew that a 1-0 win to Germany would see both Germany and Austria progress to the next round. Algeria had played their last game of the group the day before the Germany v Austria-clash and relied on the result of that game to progress to the next round of the tournament. However, the Germany v Austria clash ended 1-0 as foreseen. The game was dubbed



*“The disgrace of Gijón”* and led to a schedule change for future editions of the World Cup (Smyth, 2018).

The 1986 edition of the World Cup in Mexico also saw a new addition to the format, with the introduction of penalty-shootouts. In the case of a draw after extra-time in the knockout-round or in the final or third place-playoff, the match would be decided by penalty-shootouts (*“Formats of the FIFA World Cup™,”* n.d.).

At the FIFA World Cup in the United States in 1994, FIFA used the same format as in Mexico 1986 and Italy 1990. However, the World Cup in 1994 saw a groundbreaking change to the World Cup-format, with the introduction of the *“Three points for a win”*-system. In the group stage, a win would award the winner three points, a draw one point and a loss zero points. FIFA implemented this system for all their tournaments in 1995, and the system has been used ever since (*“Formats of the FIFA World Cup™,”* n.d.).

In France 1998, FIFA expanded the World Cup-finals from a 24-nation group/knockout-format tournament to a 32-nation group/knockout-format. The host and the holders would qualify automatically, leaving thirty teams to qualify from preliminary competitions in their respective confederations: 15 from UEFA, 5 from CONMEBOL, 5 from CAF, 3 from CONCACAF, 3.5 from AFC and 0.5 from (The fourth qualifier from AFC would play the qualifier from the OFC qualification in a playoff-match). The thirty-two qualified nations would be divided into eight groups of four teams, with the top two nations of every group progressing to the knockout-stages (*“Formats of the FIFA World Cup™,”* n.d.).

The 2002 FIFA World Cup in Japan/South Korea was the first dual-host FIFA World Cup. The format was the same as in France 1998, except for the fact that three nations were automatically qualified, namely the two hosts Japan & South Korea and the holders from France. Other than that, the 0.5 qualifier from the UEFA qualification had to play the 0.5 qualifier from the AFC qualification, while the 0.5 qualifier from the CONMEBOL qualification would play the 0.5 qualifier from the OFC qualification for a place in the World Cup (*“Formats of the FIFA World Cup™,”* n.d.).

There's only been few changes in the World Cup-format since the 2002 edition in Japan/South Korea. For the 2006 World Cup in Germany the only automatically qualified nation would be that of the host. Thus, leaving the holders of the World Cup, Brazil (the winners in 2002), to qualify for

the finals-tournament (*“Formats of the FIFA World Cup™,”* n.d.). In 2014 when the World Cup was back in Brazil, sixty-four years after the nation hosted their first World Cup, the tournament saw the introduction of goal-line technology (*“Goal Line Technology at Brazil 2014,”* 2014). An incident in the Germany v England game at the 2010 FIFA World Cup, saw a goal by England’s Frank Lampard disallowed by the referee. On the replays of the incident, it was clear that the ball had crossed the line, but the referee couldn’t see it. *“It changed the game for the better, so I’m pleased about that,”* Frank Lampard has said after the incident that helped the introduction of goal-line technology (Hayward & Horizonte, n.d.). The technology would send a message to the referee when the ball had crossed the line.

In 2018 in Russia the biggest change at the World Cup, was the introduction of Video Assistant Referee (VAR). The VAR-system would be a way for *“clear and obvious errors”* and *“serious missed incidents”* to be corrected (*“Video Assistant Referees (VARs) Used Live in Competitions and Leagues,”* n.d.).

On the tenth of January 2017, FIFA voted for an expansion of the World Cup-format, to be implemented for the first time at the 2026 FIFA World Cup in Canada, Mexico & United States (*“World Cup: FIFA to expand competition,”* 2017). The expansion would mean that the participants would be expanded from thirty-two nations to forty-eight nations. Forty-five of the forty-eight nations would qualify directly through a preliminary competition: 16 nations from UEFA, 9.5 nations from CAF, 8.5 nations from AFC, 6.5 nations from CONCACAF, 6.5 nations from CONMEBOL and 1.5 nations from OFC. The host country would automatically qualify for the FIFA World Cup, and its slot would be taken from the quota of its confederation. The last two slots will be decided by playoff-matches between six nations, One team per confederation (with the exception of UEFA) plus one additional team from the confederation of the host country. Two of the six teams will be seeded based on the FIFA/Coca-Cola World Ranking. The seeded teams will play for a FIFA World Cup slot against the winners of the first two knockout games involving the four unseeded teams (*“Guide to the Bidding Process,”* n.d.).

For the finals-tournament the format will still be a group/knockout-format, the forty-eight qualified nations will be divided into sixteen groups of three teams. The top two teams will then progress to a round of thirty-two knockout-stage. In October 2018, FIFA president Gianni Infantino announced that FIFA was exploring the possibility of moving the expansion of the World Cup-format to the 2022 World Cup in Qatar: *“If it is possible, why not? We have to see if it is possible, if it is feasible.”*

*We are discussing with our Qatari friends, we are discussing with our many other friends in the region and we hope that this can happen.*” (“*World Cup expansion to 48 teams could happen at Qatar 2022,*” 2018). However, on May 22, 2019 FIFA abandoned the idea of an expansion of the World Cup in 2022. The expansion would have required Qatar to share hosting duties with other countries in the region. FIFA said that after a “*thorough and comprehensive consultation process*” the change “*could not be made now*” (“*World Cup: FIFA drops plans to expand,*” 2019).

FIFA has stayed true to the same World Cup-format for twenty-two years now. Since the 1998 World Cup in France, the World Cup-format hasn’t seen significant change. That FIFA hasn’t deviated from the format for that many years adds authenticity in the mind of the consumer. It’s recognizable for the consumer, something well-known. The consumers know what they can expect from the brand, in this case in terms of format.

#### **4.1.4. TIME AND DATE**

The opening match of the first edition of the FIFA World Cup in Uruguay in 1930 was played on the 13<sup>th</sup> of July and the final took place on the 30<sup>th</sup> of July (“*1930 FIFA World Cup Uruguay,*” n.d.). The World Cup has taken place once every four years since 1930, although, the tournament was on hold from 1938 – 1950, because of the second World War. Since the first FIFA World Cup, the final of the tournament has been played in the summer at every edition of the World Cup, although the dates haven’t necessarily been the same (“*The History of the FIFA World Cup™,*” n.d.).

However, when we hear the first whistle of the opening match for the 2022 edition of the World Cup, played in Qatar, it will be November (“*FIFA World Cup Qatar 2022,*” n.d.). Something that has never occurred before. The opening match of the World Cup has never been in November, or the fall ever. “*There is of course something romantic about the fact that the World Cup being held in the summer has become a tradition for many people,*” Andreas Kraul says (Appendix: II.II. Interview - Andreas Kraul).

When asked what they associated with the World Cup, 58.9% of the respondents to my online questionnaire answered that they associate the World Cup finals with the word “*Summer*” (Appendix: II.I. Online Questionnaire). Mr. Kraul explains: “*It (The World Cup) associates with*

*vacation, and for us in Denmark it's about festival, summer cottage, midsummer which in some way goes hand in hand with the World Cup.*" (Appendix: II.II. Interview - Andreas Kraul).

The choice to execute the World Cup in Qatar in the winter of 2022 is in contradiction with the traditional World Cup schedule, but in Andreas Kraul's mind, a winter World Cup isn't a highlighting issue: *"Well, it's... in principle it's not super problematic. In a way it's more important that it (The World Cup) is played under optimal conditions for players and fans, rather than exact dates, because the World Cup has previously been executed on different dates. So that's not, for me, the biggest problem."* (Appendix: II.II. Interview - Andreas Kraul).

And exactly optimal conditions is a key point in the execution of the 2022 FIFA World Cup in Qatar. Because of Qatar's geographical location, a traditional World Cup set in the summer would be problematic and dangerous for the athletes. On the 8<sup>th</sup> of January 2014, FIFA secretary general, Jerome Valcke, told France Inter Radio that the 2022 World Cup in Qatar would be a winter World Cup: *"The dates of the World Cup will not be in June or July. I think it will be played between November 15 and January 15 the latest."* ("FIFA rules out summer World Cup for Qatar," 2014).

In June 2010 Qatar recorded its highest temperature in more than forty years, when Qatar's meteorological department at Doha International Airport recorded the record-breaking temperature of 50.4 degrees Celsius (Toumi, 2010). Even though this is a record-breaking temperature, it's nothing out of the ordinary that extreme temperatures are recorded in Qatar during the summer. The average daily temperature in Qatar's capital, Doha, averages around 41.1 degrees Celsius, rarely falling below 37.7 degrees Celsius or exceeding 44.4 degrees Celsius. On average the date with the highest average temperature is the 12<sup>th</sup> of July, with a temperature of 41.6 degrees Celsius ("Average Weather in July in Doha, Qatar," n.d.).

Performing sports under these extreme temperatures is considered to be a health hazard for a sport that requires running for ninety minutes. Previous examples of sports in extreme heat, have shown that it's dangerous for the athletes to perform when temperatures are that high. At the 2014 edition of the Australian Open, Canadian tennis player, Frank Dancevic, fainted while playing the second set of his first-round match against Frenchman Benoit Paire. Dancevic began hallucinating before collapsing on the tennis court. *"It's inhumane and I don't think it's fair to anybody when you see players pulling out of matches and passing out,"* Dancevic said. *"It's hazardous to be out there, it's dangerous."* He added. Officials had estimated the temperatures to approximately 42 degrees Celsius (Woods, 2014).

In the fall of 2019, between the 27<sup>th</sup> of September and the 6<sup>th</sup> of October, the capital of Qatar, Doha, hosted the I.A.A.F. World Athletics Championships. The women's marathon was executed at midnight in temperatures of around 32.2 degrees Celsius. The vast heat combined with humidity levels rising to 70% meant that by the time the race had finished, 40% of the contestants had withdrawn. To overcome this obstacle, FIFA secretary general, Jerome Valcke, proposed: *"If you play between November 15 and, let's say, the end of December, it's the time when the weather is the most favorable... You play with a temperature equivalent to that of a rather hot spring in Europe, you play with a temperature of 25 degrees (Celsius), which is perfect to play football."* ("FIFA rules out summer World Cup for Qatar," 2014).

However, the placement of the World Cup around the holidays, might be of bigger importance to the fans. When asked if they thought a winter World Cup is a good idea, 49.5% of the respondents disagreed, 8.4% disagreed somewhat, 29.5% were neutral on the matter, 8.4% agreed somewhat, and only 4.2% agreed that a winter World Cup is a good idea (Appendix: II.I. Online Questionnaire). For fans of club football, the 2022 World Cup in Qatar might be problematic because its scheduling clashes with the calendar for many of the European top flights' programme, with the English Premier League, among others, rejecting the idea of a winter World Cup: *"The prospect of a winter World Cup is neither workable nor desirable for European domestic football."* (Murtagh, 2018).

Especially the English Premier League has a packed schedule around the holidays, with the *"Boxing Day"* fixtures a tradition (Nathan, 2016). The Chief Executive of the German Bundesliga, Christian Siefert, has questioned the credibility of FIFA, and been critical towards the decision from FIFA choosing to place the World Cup in the winter, stating that the decision is *"not for the good of the game"*. He is also positive that other European leagues are upset with the choice: *"From other leagues I do have the feeling they are also very upset with the situation - that the decision was done and that a four-week tournament affects maybe three years of running of professional football leagues in Europe."* ("Bundesliga warns of Qatar," 2013).

Andreas Kraul also believes that a change from something we know (a summer World Cup) to a winter World Cup might be a problem for us because of traditions (Appendix: II.II. Interview - Andreas Kraul): *"You could say that there's something (about this World Cup) in modern football history that squints in eyes and ears, but in my opinion it's not the biggest problem."*

#### **4.1.5. HISTORY OF A WORLD CUP HOST**

*“I would say the choice of Qatar seems strange... Qatar doesn't have a particularly long football tradition.”* Andreas Kraul argues, as a problem, in the choice of Qatar as host nation for the World Cup (Appendix: II.II. Interview - Andreas Kraul).

In the questionnaire, when asked whether the World Cup hosting only should be awarded to countries where football is a popular sport, the respondents to my questionnaire had to state whether they disagreed, disagreed somewhat, were neutral, agreed somewhat or agreed. 20% of the respondents disagreed that the World Cup hosting should only be awarded to countries where football is a popular sport, 17.9% disagreed somewhat, 23.2% were neutral, 16.8% agreed somewhat and 22.1% agreed that the World Cup hosting should only be awarded to countries where football is a popular sport (Appendix: II.I. Online Questionnaire). From the answers it's not possible to come to a conclusion, as the answers are quite evenly divided into the five categories.

Football was firstly introduced in 1940 in Qatar and developed rapidly through the 1950's with the Doha Stadium being the first venue for football in the Gulf region. Ten years after football had been introduced in Qatar, the Qatar Football Association (QFA) was established. Three years later, in 1963, the Qatar Football Association became a member of the International Football Association, FIFA. In 1967, the QFA became a member of the Asian Football Confederation., and thereby, Qatar was officially a part of football (*“Football History in Qatar,”* n.d.).

Through the 70's Qatar started the country's development of football, both on the pitch with the development of youth football in Qatar and off the pitch laying the foundations for Qatar being a growing center for football activities. In the 70's the Khalifa International Stadium was built in the capital of Qatar, Doha. The Khalifa International Stadium went on to become the country's most iconic sports venue (*“Football History in Qatar,”* n.d.).

In 1976 Qatar hosted its first major football tournament, when Qatar was the host of the fourth edition of the Arabian Gulf Cup. The tournament had seven participating countries, including the hosts Qatar, Oman, the United Arab Emirates, Saudi Arabia, Bahrain, Iraq and winners Kuwait. All twenty-two matches were played at the, back then, newly build Khalifa International Stadium in Doha. Qatar would go on to host further three editions of the Arabian Gulf Cup, in 1992, 2004 and 2019, winning the tournament as hosts in 1992 and 2004, and the 2014 edition in Saudi Arabia (*“Football History in Qatar,”* n.d.).

Especially in youth football Qatar has achieved significant results. In 1981 Qatar reached the final of the third edition of the FIFA World Youth Championship in Australia. Qatar were among six other nations, debutants in the tournament, and Qatar reached the final, beating footballing greats Brazil and England in the quarterfinals and semifinals, respectively. Qatar, however, lost the final 4-0 to West Germany. But still, this was a big result for minnows Qatar, which made the runners-up invest in their youth football (*“Football History in Qatar,”* n.d.).

In 1984 Qatar participated in the 23<sup>rd</sup> Olympic Games in Los Angeles. However, Qatar went out in the group stage, but this was still the biggest sporting event that Qatar had participated in yet. Four years later, in 1988, Qatar was the host of the AFC Asian Cup, which Qatar also hosted in 2011. To this day, the AFC Asian Cup remains the biggest football event for national teams hosted by Qatar (*“Football History in Qatar,”* n.d.).

When the 10<sup>th</sup> edition of the FIFA World Youth Championship had to be played in 1995, Nigeria was originally the host, but due to a meningitis outbreak in Nigeria, the hosts had to withdraw as hosts of the tournament. FIFA needed a host and asked Qatar to host the event. The QFA gladly accepted and hosted the tournament for the first time in the history of the tournament (*“Football History in Qatar,”* n.d.).

Of other big sporting events hosted by Qatar, was the 2006 Asian Games in Doha. Qatar hosted the 15<sup>th</sup> edition of the continental multi-sport event. This is the first and only time the event has been hosted by Qatar. The hosts won the men’s edition of the football tournament, as they beat Iraq in the final by 1-0 at the Al-Sadd Stadium in Doha (*“Football History in Qatar,”* n.d.).

In the later years, Qatar has still performed in youth football, winning the Asian Football Federation U-19 Championship in 2014 and thereby qualifying for the 2015 FIFA U-20 World Cup. In 2018 Qatar won bronze when they participated in the AFC U-23 Championship (*“Football History in Qatar,”* n.d.).

Qatar was in December 2019 the hosts of the 19<sup>th</sup> FIFA Club World Cup for the first time. seven clubs from all over the world participated in the tournament over ten days in Doha. English side Liverpool were crowned winners when they won the final 1-0, beating Brazilians Flamengo (*“Football History in Qatar,”* n.d.).

The Qatar Football Association explains about their own footballing heritage: *“For a young member of the FIFA fraternity, Qatar has realized significant football achievements in a very short*

*period of time. The football-loving country's biggest achievement is winning the rights to host the 2022 FIFA World Cup following a historic FIFA vote in 2010.*" ("Football History in Qatar," n.d.). For the Qatari football association, the biggest achievement has been getting the chance to host the World Cup, and thereby also qualifying for the World Cup.

*"Qatar doesn't have a place in the World Cup history... Qatar have never participated in the World Cup."* Andreas Kraul argues, as a reason why he doesn't feel Qatar have *"the right"* to host the World Cup (Appendix: II.II. Interview - Andreas Kraul). Since the first two FIFA World Cup tournaments in 1930 and 1934, hosted by Uruguay and Italy respectively, every World Cup has been hosted by a nation that has previously participated in the tournament (*"Formats of the FIFA World Cup™,"* n.d.).

While Qatar has been a regular participant in the Asian Football Confederation Asian Cup, Qatar has never qualified for the FIFA World Cup (*"FIFA World Cup Teams by Number of Appearances,"* 2020). Since the Qatar Football Association was established in 1960, Qatar has entered qualification for the FIFA World Cup-finals eleven times but has never qualified for the finals-tournament (*"Qatar: Historical results,"* n.d.).

#### **4.1.6. PLACING**

History seems to be a big factor for what makes a World Cup host. That might be because we were bound by traditions. Andreas Kraul explains: *"In my opinion the World Cup is the most sacred thing in the world of football. It's such a wonderful tournament, and there's so much tradition surrounding the tournament and I would rather like the World Cup, as it's only every 4 years, for it to take place in a 'real football country'."* (Appendix: II.II. Interview - Andreas Kraul).

But then what makes a *"real football country"*? There is the historical aspect which we touched upon in the *"History of a World Cup host"*-section, but there's also a *"size of the country"*-aspect: *"A country of a certain size where the tournament can come to its own."* So, a country of a certain size. There has been played twenty-one editions of the FIFA World Cup, divided between sixteen host nations, with upcoming finals in Qatar (22<sup>nd</sup> edition) and the shared hosting of Canada, Mexico & United States (23<sup>rd</sup> edition) (*"FIFA World Cup™ Archive,"* (n.d.).

The World Cup hosts by land area (km<sup>2</sup>) (*"Land Area,"* n.d.):



- Canada, Mexico & United States of America (2026) – 20,185,042
- Russia (2018) – 16,377,742
- United States of America (1994) – 9,147,590
- Brazil (1958 & 2014) – 8,460,415
- Argentina (1978) – 2,736,690
- Mexico (1970 & 1986) – 1,943,945
- South Africa (2010) – 1,214,470
- Chile (1962) – 743,812
- France (1938 & 1998) – 640,427
- Spain (1982) – 498,980
- Japan & South Korea (2002) – 464,452
- Sweden (1958) – 410,335
- Germany (1974 & 2006) – 348,672
- Italy (1934 & 1990) – 294,140
- Uruguay (1930) – 175,015
- England (1966) – 130,279
- Switzerland (1954) – 39,997
- Qatar (2022) – 11,586

Qatar is by far the smallest host country in World Cup history. Andreas Kraul doesn't think that Qatar is the right choice for the World Cup, partly because Qatar is too small of a country: *“Some will then say that that's unfair to Qatar and other countries who doesn't have the size or history, but then it's also unfair for Denmark. We will likely never be the host of the World Cup.”*

(Appendix: II.II. Interview - Andreas Kraul). Qatar is only around a fourth of the size of Denmark, with 42,933 km<sup>2</sup> land size. The second smallest host nation in World Cup history was Switzerland. Switzerland is just about 2,000 km<sup>2</sup> smaller than Denmark, but when Switzerland hosted the World Cup finals, there were only sixteen participating nations compared to the thirty-two nations in today's format (*“Land Area,”* n.d.).

Andreas Kraul also mention the anatomy of the tournament as an aspect to consider when choosing a host for the World Cup: *“There's also the consideration of the tournament's anatomy that goes along with the hosts of the previous World Cups; Russia, Brazil, Germany, South Africa. Countries*

*which have the land, the history.*” (Appendix: II.II. Interview - Andreas Kraul). So, the host country must fit the anatomy of the tournament, regarding size.

From sixteen nations to thirty-two nations is a significant difference, but one thing is the size of the land in connection with participating teams, another aspect is the attendance of fans. Football has undoubtedly become a more popular sport since Switzerland hosted the World Cup in 1954.

Furthermore, it has become easier to travel the world, transport wise. Therefore, the size of the host country means so much more. In comparison, the total attendance at the 1954 FIFA World Cup in Switzerland was 768,607, whereas the attendance at the 2018 FIFA World Cup in Russia was 3,031,768 (*“Fact Sheet: FIFA World Cup™,”* 2010).

Another aspect is that of the FIFA World Cup as *“The World’s Game”*, as Andreas Kraul explains: *“Historically it made sense to open Africa for the World Cup finals at that point in time, and that’s something I also feel belong in FIFA’s obligation, to look at the big picture, while it also has to be a tournament that works... The World Cup in South Africa brought a continent together. It was Africa that hosted their first World Cup.”* (Appendix: II.II. Interview - Andreas Kraul).

The World Cup is the *“World’s Game”*, and that has also been a major argument in the justification of the choice to award Qatar with the hosting of the World Cup, opening up the World Cup to the Middle East, a place the World Cup has never been: *“Yes! That is a valid argument, because it IS a tournament for the whole world...”* (Appendix: II.II. Interview - Andreas Kraul). However, Mr. Kraul still thinks that there is a size problem with Qatar: *“Then you should rather widen the 2022 World Cup to the whole of Middle East, some countries sharing the hosting of the World Cup.”* (Appendix: II.II. Interview - Andreas Kraul).

I asked my respondents whether *“It’s positive that the hosting of the World Cup is given to countries all over the world?”* (Appendix: II.I. Online Questionnaire). The respondents had to answer whether they disagree, disagree somewhat, neutral, agree somewhat or agree. Of the 95 respondents, 6.3% disagreed that it’s positive that the hosting of the World Cup is given to countries all over the world, 6.3% disagreed somewhat, 21.1% were neutral, 23.2% agreed somewhat and 43.2% agreed that it’s positive that the World Cup hosting is given to countries all over the world. From this answer we can deduce that *“The World’s Game”* should be hosted by countries all over the world.

But even though *“The World’s Game”* is a strong argument, it still isn’t quite enough. Andreas Kraul elaborates: *“Qatar is a part of the world map that hasn’t been involved in hosting a World Cup-finals. I just don’t think the argument holds throughout, to say that such a small country... and then again if we take all the criticism of the politics surrounding Qatar out of the equation, I still think that the country is too small to host a World Cup finals.”* (Appendix: II.II. Interview - Andreas Kraul).

#### **4.1.7. SUSTAINABILITY**

*“I think they (FIFA) need a broad picture of what a World Cup host must be able to. Of course, there’s an economic perspective, volume, stadium requirements, infrastructure etc.”* Andreas Kraul answered when asked what he thinks FIFA should take into consideration when choosing a World Cup host (Appendix: II.II. Interview - Andreas Kraul). And exactly stadium requirements in regards to the World Cup in Qatar is a real problem. Head of Communications at Dansk Boldspil-Union (DBU), Jacob Høyer explains: *“What we’ve emphasized, which also have become better, is that there’s also focus on sustainability, and that’s both a question of climate, but also that you don’t start building 6, 8, 10 new stadiums, which no one will use after the tournament has finished. That you base the tournament on stadiums that exist and possibly modernize them or maybe build one new stadium. But that you don’t, as we’ve seen time and time again, build several stadiums that will be left unused. But also, an economic sustainability, so that there’s balance.”* (Appendix: II.III. Interview - Jacob Høyer).

The 2006 FIFA World Cup in Germany only saw two new stadiums built, the Allianz Arena used by FC Bayern München and the Red Bull Arena (formerly Zentralstadion) used by RasenBallSport Leipzig e.V. The rest of the twelve stadiums used at the 2006 World Cup, either received renovation or stood as they were (*“World Cup 2006 Venues,”* n.d.).

When asked whether they believed Germany to be a good choice for the hosting of the World Cup, 61.1% agreed that Germany was a good choice as the host of the World Cup in 2006, 22.1% agreed somewhat, 14.7% were neutral on the matter, 2.1% disagreed somewhat, while none disagreed (Appendix: II.I. Online Questionnaire). The German Bundesliga is the most followed competition in absolute terms. The German first division has seen an average attendance of 41,825 per. game in the period 2003-2018 (Poli, Ravenel & Besson, 2019). The German Bundesliga has seen an evolution of +11% in average attendance from 39,078 in 2003-2008 to 43,302 in 2013-2018. The

World Cup stadiums used by Germany at the 2006 World Cup had an average capacity of 51,917 spectators (*“World Cup 2006 Venues,”* n.d.). The Bundesliga 2 is the second division championship with the highest average attendance in the world. The Bundesliga 2 has had a recorded average of 16,352 spectators per. game in the period 2003-2018 (Poli, Ravenel & Besson, 2019). Therefore, it made sense for Germany to renovate stadiums and build two new stadiums, because of the popularity of football in Germany.

Four years later, in 2010, South Africa hosted the World Cup with ten stadiums. For the World Cup-finals, South Africa built 5 stadiums: The Green Point Stadium, the Moses Mabhida Stadium, the Nelson Mandela Bay Stadium, the Peter Mokaba Stadium and the Mbombela Stadium. Furthermore, three stadiums were renovated and expanded, while two stadiums were expanded (*“World Cup 2010: Stadiums,”* 2010).

The ten stadiums used for the 2010 FIFA World Cup in South Africa, including the five stadiums built specifically for the World Cup, had an average stadium capacity of 51,560 spectators (*“2010 FIFA World Cup stadiums,”* 2007). That is significant numbers for a country that, despite the fact that South Africa is the most followed football league in the continent, only has had a recorded average attendance of 6,345 spectators in the period 2013-2018. 6,345 is only 12.3% of the average capacity of the World Cup stadiums. When looking at the sustainability aspect, the building of the stadiums in South Africa, didn't make sense in the same way as in Germany 2006 (Poli, Ravenel & Besson, 2019).

When Brazil were the hosts of the World Cup in 2014, they'd built seven new stadiums: Arena De Sao Paulo, Arena Pernambuco, Estadio Pantanal, Estadio Da Baixada, Estadio Amazonia, Estadio Das Dunas and Estadio Beira-Rio. Brazil hosted the World Cup with twelve stadiums, where the last five stadiums were renovated for the tournament (*“2014 FIFA World Cup: Where are the 12 host stadiums in Brazil?,”* 2014).

The Brazilian first division is the 13<sup>th</sup> most followed football league in the world, measured by average attendance from 2013-2018, with 17,402 spectators per. game. Compared to the period 2003-2008, where the average attendance was 13,698 per. game, the Brazilian first division has seen an evolution in attendance of +27% (Poli, Ravenel & Besson, 2019). There's still some way up to the average capacity of the World Cup stadiums, of 52,087 (*“Stadiums at the FIFA World Cup 2014 ranked by capacity,”* 2014). However, there is a rise in the average attendance per. game, and Brazil has a long and decorated footballing history, as Brazil holds the record for most World Cup

wins, with five gold medals in 1958, 1962, 1970, 1994 and 2002 (*“Soccer World Cup titles won by country,”* 2018).

At the last edition of the World Cup in Russia in 2018, Russia built eight new stadiums: St. Petersburg Stadium, Otkritie Arena, Nizhny Novgorod Stadium, Mordovia Arena, Samara Arena, Kaliningrad Stadium, Volgograd Arena, Rostov Arena. Furthermore, three stadiums were renovated for the World Cup, while the Kazan Arena in Kazan wasn't renovated for the tournament (Ravenscroft, 2018).

The average capacity of the stadiums for the 2018 World Cup was 46,252 (*“Stadiums of the 2018 FIFA World Cup in Russia, by capacity\*,”* 2018). Four of the eight newly built stadiums for the tournament became the home grounds of clubs from the Russian 2nd division, the Russian National Football League (FNL). The four remaining stadiums became the home grounds of clubs in the Russian Premier League. The average capacity of the four stadiums, plus the 2 stadiums that received major renovations, was 45,241. In the 2018/19-season, the average attendance at the six stadiums in question was 25,273, around 55.8% of the maximum capacity of the stadiums. From the period 2003-2008 to the period 2013-2018 the Russia Premier League's average attendance dropped by 3%, from 11,990 to 11,650. However, in the 2018/19 season the average attendance for the whole league was 17,514 spectators per. game (*“Premier Liga - Attendance figures,”* 2019). That's an increase of 33.4%, a significant change. Russia has qualified for the World Cup eleven times, seven of which as the Soviet Union. Their highest ever achievement at the FIFA World Cup is a fourth place in 1966, as the Soviet Union (*“1966 FIFA World Cup England,”* n.d.).

When the bidding process for the 2022 edition of the FIFA World Cup in Qatar, there was a proposal, from the future hosts, of twelve stadiums in seven host cities, meeting the minimum requirements set by FIFA. Nine of the twelve new stadiums would be built specifically for the World Cup, while three existing stadiums would be given a major renovation (Weeks, 2010).

The Supreme Committee for Delivery & Legacy (SC), is responsible for all infrastructure and host country planning and operations required to host the FIFA World Cup in Qatar. Their vision is to incorporate best energy usage practices and green building materials into the venues is a cornerstone in Qatar's efforts to host the most environmentally friendly FIFA World Cup™ ever (*“Vision, Mission & Values,”* 2020).

Since Qatar won the hosting the number of stadiums for the World Cup has been reduced from twelve to eight, as reflected in the official World Cup emblem (Appendix: II.VIII. 2022 FIFA World Cup Emblem). The eight stadiums, will be placed in five different cities in Qatar (Newman, 2014):

*Lusail Iconic Stadium* in Lusail: Will be the venue for the 2022 World Cup Final. With an expected capacity of 80,000, the Lusail Iconic Stadium is the biggest stadium of the World Cup in Qatar. The city of Lusail has been under construction from the moment the Lusail Iconic Stadium was envisioned. Green transportation is a big focus. Upgraded roads, the Doha Metro and shuttle buses has been developed to ensure green methods of transport. The building of the stadium is based on using sustainable building practices and recycling construction waste. Recycling will also be used in the nurturing of the green areas around the stadiums. The stadium itself has been designed to both ensure that the pitch can live, but also to reduce the burden of the stadium's air conditioning (*"Lusail Stadium Sustainability,"* 2020).

The city has been designed to minimize its impact on the environment, by placing facilities within walking distance and interlinking them via a public transport network. Green areas around the city will improve air quality, while organic waste will be collected for biomass fuel via smart energy meters. As Doha is the footballing capital of Qatar, Lusail won't need its own stadium after the world cup. The stadium will therefore become a community hub of schools, shops, health clinics and sporting facilities. Seats from the stadium will be taken out and used for other stadium projects (*"Lusail Stadium Sustainability,"* 2020).

*Ras Abu Aboud Stadium* in Doha: The 40,000-seater stadium has been placed by the seaside to offload the stadium's air conditioning. The stadium has been built using ship containers and modular seating and will be dismantled after the tournament. The way the stadium has been built has reduced the cost and complication of building it, including construction duration (*"Ras Abu Aboud Stadium Sustainability,"* 2020).

*Al Thumama Stadium* in Doha: The design of stadium, with a capacity of 40,000, ensures 40% more fresh water is saved, compared to a conventional stadium. Recycled water is used to nurture green areas. The district will feature 50,000m<sup>2</sup> of park area, with almost 400 trees covering 84% of the landscape. The area surrounding Al Thumama Stadium was the location for a prototype stadium, called The Showcase. It was used during the bidding process to demonstrate how Qatar would use

innovative, sustainable technologies to harness the power of the sun for stadium cooling (*“Al Thumama Stadium Sustainability,”* 2020).

*Khalifa International Stadium* in Doha: As the Khalifa International Stadium was already a venue used for big sporting events, the development, of the now 40,000-seater stadium, was kept to a minimum. Changes include e.g. installing cooling systems in the stadium, and the use of energy-saving lighting and bathroom fittings. Instead, the focus has been on upgrading the infrastructure around the stadium. The travel distances between stadiums has been heavily reduced compared to prior World Cups, making the *“carbon footprint of the FIFA World Cup Qatar 2022 dramatically smaller”* than previous editions, as no stadium will be more than an hour away from any other (*“Khalifa International Stadium Sustainability,”* 2020).

*Education City Stadium* in Al Rayyan: The 45,350-seater stadium received a five-star design and build rating from the Global Sustainability Assessment System (GSAS). The stadium has used a smart building system with an integrated water and energy control and monitoring system to manage real-time consumption. Environmental design and construction practices, including using 55% of the materials from sustainable sources and 28% of construction materials of recycled contents, to ensure a minimized carbon footprint during construction and throughout the stadium's lifetime. Again, the transport opportunities around the stadium encourages fans to use green methods of transport (*“Education City Stadium Sustainability,”* 2020).

*Al Rayyan Stadium* in Al Rayyan: For the Al Rayyan Stadium to be built, the Ahmed Bin Ali Stadium has been taken down. However, over 80% of the materials from the Ahmed Bin Ali Stadium has been recycled and used in the construction of the 44,750-seater Al Rayyan Stadium and in public art installations. Around the stadium, bike lanes and walking paths has been built, as well as 125,000m<sup>2</sup> of new green areas with native, low-water-consumption plants (*“Al Rayyan Stadium Sustainability,”* 2020).

*Al Bayt Stadium* in Al Khor: The second biggest venue for the 2022 FIFA World Cup, with a capacity of 60,000, and the venue of the FIFA World Cup semifinals, has received a class A\* rating from GSAS (Global Sustainability Assessment System). The stadium is centered on sustainability and low energy usage. The design is based on tents that nomadic people used to shield themselves from the heat in the desert. The design helps minimize the amount of energy required to keep the stadium cool (*“Al Bayt Stadium Sustainability,”* 2020).

*Al Janoub Stadium* in Al Wakrah: The stadium, with a capacity of 40,000, has been designed to use aerodynamics for temperature control, as well as providing significant shade, taking the weight off the advanced cooling systems. Big green areas are being developed around the stadium. The green areas will include 800 new trees and low-water-consumption vegetation. There will also be space for horse riding, running tracks and cycle lanes (*“Al Janoub Stadium Sustainability,”* 2020).

Qatar doesn't have a very decorated football history and they've never attended the World Cup. Average attendances for the Qatar Stars League (QSL), the country's first division, are hard to come by. Only available attendance averages are for the 2016-17 season. In the 2016/17-season, the average attendance was only 672 spectators per. game (Cunningham, 2019). You can of course argue that the World Cup might boost Qatar as a footballing country, but an evolution might be many years ahead in the future.



## **4.2. THE FIFA BRAND**

The Fédération Internationale de Football Association (FIFA) was founded on the 21<sup>st</sup> of May 1904 in the headquarters of the USFSA (Union des Sociétés Françaises de Sports Athlétiques) in Paris. The foundation act was signed by the authorized representatives of six European national football associations: France - Union des Sociétés Françaises de Sports Athlétiques (USFSA), Belgium - Union Belge des Sociétés de Sports (UBSSA), Denmark - Dansk Boldspil-Union (DBU), Netherlands - Nederlandsche Voetbal Bond (NVB), Spain - Madrid Football Club, Sweden - Svenska Bollspells Förbundet (SBF) and Switzerland - Association Suisse de Football (ASF) (*“History of FIFA – Foundation,”* n.d.).

### **4.2.1. GENERAL VIEW**

When asked what they associate with the international governing body of association football (FIFA), 68.4%, and the majority of the respondents answered *“Corruption”*. The second highest association to FIFA was *“Money”*, with 67.4% of the respondents answering exactly that. The third highest association was *“Football”* with 62.1%, while the fourth highest association, with 61.1% was *“Politics”* (Appendix: II.I. Online Questionnaire). In comparison, the biggest associations regarding the FIFA World Cup was *“Football”* (100%), *“Summer”* (58.9%), *“Celebration”* (56.8%) and *“Money”* (36.8%) (Appendix: II.I. Online Questionnaire).

These associations also resound in my respondents’ thoughts on FIFA: *“(FIFA) Seeks money too much without (seemingly) taking the core football fan into consideration. Favors too much sponsors and companies that helps them even more financially.”* (Appendix: II.I. Online Questionnaire).

One of my respondents highlights the choice to place the World Cup in Qatar as a key reason why FIFA is focused on money rather than football: *“The fact that it (The World Cup) is being held in Qatar shows how much it's about money and politics, and how little it's about football. If it'd been about football, you would've never held it in Qatar.”* And it seems like he’s not the only one with that assumption (Appendix: II.I. Online Questionnaire).

When asked if the choice to award Qatar with the hosting of the 2022 FIFA World Cup had changed their view on FIFA, 62.1% of the respondents answered that their view on FIFA had changed. 13.7% answered that their view on FIFA has stayed the same, while 24.2% answered that they don’t know whether their view on FIFA has changed (Appendix: II.I. Online Questionnaire).

62.1% is a noteworthy number, and even though the question and answers don't state whether my respondents' view on FIFA has changed for the better or for the worse, the respondents had the chance to elaborate in the next question.

*“Qatar is a country, which curbs its citizens and hampers the fundamental human rights - in particular the ones of the impoverished segment of workers. Therefore, I cannot imagine the extent of mistreatment to which the hard-working construction workers are subject to. In addition, the climate of the country is absolutely horrid in terms of playing football. Not to mention that December isn't exactly the ideal time to host a world cup in relation to the domestic seasons of the various national leagues across the world.”* One of the respondents answered, and highlights some of the critique-points surrounding the World Cup in Qatar (Appendix: II.I. Online Questionnaire).

A respondent believe that money is the only reason for the World Cup to be played in Qatar:

*“Pleasing Russia (2018) was one thing, pleasing Qatar is a whole new level of stupidity. While Russia was primarily stupid on the basis of ethics and politics, picking Qatar can hardly be defended in any regard. Ethics? No. Politics? No. Football interest and culture? No.*

*Infrastructure? No. A climate suited for playing football? No. Money? YES!”* (Appendix: II.I. Online Questionnaire).

Another reason that has changed my respondents' view on FIFA is discrimination and human rights-problems: *“Hosting a World cup in a country with such gender inequality and poor conditions for the people working on the stadium is a disgrace.”* A respondent argues. Another respondent says: *“I now see them as a corrupt organization that pay tribute to neglecting women rights.”* (Appendix: II.I. Online Questionnaire).

Other than human rights and time and date of the tournament, many of the respondents also believe that Qatar's football history, or lack of football history, is the problem: *“It's a country that does not have a strong football culture. The climate is extreme. The league is weak, therefore the assembly of new stadiums is worthless. Doing the world cup during winter will also affect the normal undergoing of the tournament and tradition.”* (Appendix: II.I. Online Questionnaire).

#### **4.2.2. CREDIBILITY**

The general view on FIFA seems to be leaning toward the negative side, but what about the credibility of FIFA, how do we rate their credibility? When asked how they rate FIFA's credibility

on a scale from 1 (*Untrustworthy*) to 5 (*Trustworthy*), 1.1% answered 5 (*Trustworthy*), while 9.5% of the respondents rates FIFA's credibility as a 4 (*Somewhat trustworthy*). 27.4% of the respondents rates FIFA's credibility as a 3 on a scale from 1 to 5. 29.5% of the respondents believe that FIFA is somewhat untrustworthy, while the majority of the respondents (32.6%) think that FIFA is untrustworthy (Appendix: II.I. Online Questionnaire). That's 62.1% of the respondents leaning towards the untrustworthy side.

But how the FIFA's credibility changed through the 21<sup>st</sup> century? *"I would actually say that they stand better, but then again the question didn't ask if they stood good, just if they stand better."* Journalist at DR Sporten, Andreas Kraul, states (Appendix: II.II. Interview - Andreas Kraul). He continues: *"There's been a clear desire to clean up and create some transparency, create a better framework for making the right choices, in a way that doesn't make it as obvious. E.g. the effort regarding corruption and individuals in FIFA's executive committee and a lot of action that will make the situation better. And that has worked in some areas. And you get the feeling that it, maybe not fast, but in some way moves in positive direction."*

Of course, Andreas Kraul is a respected sports journalist and therefore he must be considered to be closer involved with FIFA's operations historically than my respondents. However, when asked how he sees the evolution in World Cup hosts, Andreas Kraul answers: *"Catastrophic!"* (Appendix: II.II. Interview - Andreas Kraul). And for my respondents, FIFA's choice in hosts for the FIFA World Cup, has been damaging for FIFA's credibility through time.

The 2006 FIFA World Cup in Germany was a World Cup in a *"real football country"*, as Andreas Kraul would say. 61.1% of my respondents agreed that Germany was a good choice as the host of the FIFA World Cup, while 22.1% of the respondents agreed somewhat. 14.7% were neutral on whether Germany was a good choice as the host of the World Cup, and only 2.1% disagreed somewhat. None disagreed that Germany was a good choice for the World Cup (Appendix: II.I. Online Questionnaire). Overall my respondents think that Germany was a good choice as a host for a World Cup-finals.

My respondents answers were more conflicting when asked whether they agreed that Russia was a good choice as the host of the FIFA World Cup in Russia. 25.3% disagreed, while 30.5% disagreed somewhat. 30.5% was neutral, while 8.5% agreed somewhat. Only 5.3% agreed that Russia was a good choice as the host of the 2018 FIFA World Cup. 55.8% of the respondents disagree (more or less) that Russia was a good choice by FIFA (Appendix: II.I. Online Questionnaire).

Where the majority of my respondents thought that Germany was a good choice as the host of the 2006 FIFA World Cup, they were also in agreement again regarding whether Qatar is a good choice of hosting for a FIFA World Cup. 1.1% agreed that Qatar is a good choice of hosting. None agreed somewhat and 11.6% were neutral on the choice of Qatar as host. 21.1% of the respondents disagreed to some extent, while 66.3% disagreed that Qatar is a good choice as the host of the FIFA World Cup (Appendix: II.I. Online Questionnaire). That's 87.4% of the respondents believing that Qatar isn't a good choice as the host for a World Cup.

The choice of hosts for the host of the next World Cup after the 2022 edition of the World Cup in Qatar might be a change for the better, as Andreas Kraul says: *"Well, hopefully (the evolution of FIFA's choice in hosts are) catastrophic up until now. Hopefully something better to come."* (Appendix: II.II. Interview - Andreas Kraul). And Jacob Høyer, the Head of Communications at Dansk Boldspil-Union (DBU), think that the World Cup is moving in the right direction after Qatar: *"We've for the last couple of years underlined that the choice to award Qatar the hosting of the 2022 FIFA World Cup is controversial, we also believe it's wrong... the latest selection was between Morocco and the North American alliance on the other side, with Mexico, USA and Canada, where the latter won, and we think that's very positive that it went that way."* (Appendix: II.III. Interview - Jacob Høyer).

#### **4.2.3. CORRUPTION**

When asked what they associate with the international governing body of association football, FIFA? 68.5%, the majority, of the respondents answered *"Corruption"* (Appendix: II.I. Online Questionnaire). On the background of the Garcia Report, an investigation produced by former U.S. attorney Michael J. Garcia into allegations of corruption in world association football, the swiss attorney general investigated fraud and corruption in connection with the award of the hosting of the World Cup in 2018 to Russia and 2022 to Qatar. On the 27<sup>th</sup> of May 2015, several senior FIFA members were arrested, when the Swiss Police stormed, at the request of the US authorities, a hotel in Zürich where a number of FIFA top executives were staying. (*"OVERBLIK Kronologi over FIFA-skandalen,"* 2017).

The American authorities accused FIFA top executive of bribery for approximately €150m. The prosecutors believed that the bribe money had been used to ensure that football tournament and TV-

rights ended in certain hands. The charge included allegations of corruption in a period of twenty-four years from 1991 to 2015 (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017).

In May 29, 2015, Sepp Blatter got reelected as the President of FIFA for another four-year period. The Swiss had been President of FIFA since 1998 and served as secretary general for seventeen years prior. Four days after his reelection Sepp Blatter announced that he would resign as the President of FIFA. He would continue in office until his replacement would be chosen at an extraordinary congress in February 2016. The day after Sepp Blatter’s announcement, former member of FIFA’s executive committee, Chuck Blazer stated that he and other members of the committee accepted bribes in connection with the hosting of the World Cup in France 1998 and South Africa in 2010. It later emerged that Blazer had collaborated with the American authorities, since 2011, as a secret agent to help reveal the widespread corruption and bribery in FIFA (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017).

On the 25<sup>th</sup> of September 2015, the Swiss authorities initiated a case against Sepp Blatter, who, among other things, was suspected of having a suspicious money transfer of two million Swiss franc (CHF) to President of UEFA and Vice-president of FIFA, Michel Platini. Platini denied the allegations. Thirteen days later, the ethic committee of FIFA suspended FIFA president Sepp Blatter, vice-president Michel Platini and general secretary Jerome Valcke for ninety days. Five new candidates, Platini not among them, were approved ahead of the new presidential election. With Gianni Infantino elected the President in February 2016 (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017).

In November 2015, Sepp Blatter and Michel Platini lost their appeals, to have their suspension lifted. On the 21<sup>st</sup> of December 2015, FIFA’s ethics committee convicted both Blatter and Platini to eight years of exclusion from all football-related activities due to a breach of a clause about offering and receiving gifts. Both Blatter and Platini both wished to appeal the decision. Michel Platini withdrew his candidacy for the presidency at FIFA on the 7<sup>th</sup> of January 2016. Six days later, the general secretary of FIFA, Jerome Valcke was fired with immediate effect, he was later banned from all football related activities for twelve years (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017).

On the 24<sup>th</sup> of February 2016, Blatter and Platini had their appeals rejected by FIFA’s appeal committee. However, their ban from all football related activities was reduced from eight to six years, justified by a long-standing effort in FIFA and UEFA, respectively, which is a mitigating

circumstance. In addition, Platini is fined 80,000 Swiss franc (CHF), while Blatter is fined 50,000 Swiss franc (CHF). Platini and Blatter later appeal the sentence of six years of exclusion from all football related activities to the Court of Arbitration for Sport (CAS) (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017). Two days later FIFA’s congress adopts a number of reforms that intend to destroy the widespread corruption in the scandalous union. The reforms include (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017):

- A clearer division of politics and economy so that money is not mixed into football policy decisions.
- That all committee members in FIFA are going through an integrity check so that corrupt leaders are kept out of power.
- To introduce a time limit on how long football leaders can sit in power in FIFA and that a president can sit for a maximum of three electoral periods of four years.
- That more women should have room in FIFA's supreme body, FIFA Council, which in future replaces the executive committee.

On the 16<sup>th</sup> of March 2016, FIFA sued forty-one people who, according to FIFA, had swindled with the federal funds and incurred huge sums. The forty-one names included former football leaders with a past in FIFA such as Chuck Blazer, Jack Warner and Jeffrey Webb. The many cases involving, among other things, corruption concerning the choice of World Cup hosts and the sale of TV-rights were being dealt with in the United States. In May 2016, the Court of Arbitration for Sport (CAS) reduced Michel Platini's ban from six years to four years. CAS also reduced Michel Platini’s fine from 80,000 to 60,000 Swiss franc (CHF). The French announced that he would resign as President of UEFA (*“OVERBLIK Kronologi over FIFA-skandalen,”* 2017).

In January 2018, allegations of corruption were made in the book *“Whatever It Takes - The Inside Story of the FIFA Way”* by whistleblower, Bonita Mersiades, from inside Australia's failed 2022 bid. The allegations stated that Qatari broadcaster Al-Jazeera, had offered FIFA \$100m, only if Qatar would be chosen as the host of the 2022 FIFA World Cup, three weeks before they were awarded with the hosting (Ingle, 2019).

On the 10<sup>th</sup> of March 2019, the Sunday Times published an investigation in which they appeared to be in possession of leaked files from the Qatari broadcaster, Al Jazeera, owned and controlled by Qatar’s emir, Sheikh Hamad bin Khalifa Al Thani. Qatar had allegedly offered FIFA \$400m just twenty-one days before they were awarded the 2022 World Cup. The documents by the Sunday

Times allegedly said: *“In the event that the 2022 competition is awarded to the state of Qatar, Al Jazeera shall, in addition to the . . . rights fee, pay to FIFA into the designated account the monetary amount of \$100m.”* The Sunday Times also allege that another offer of \$480m was made by Qatar three years later, meaning that the Qatari state had offered FIFA \$880 million in its efforts to host and retain the right to host the 2022 World Cup (*“Qatar's secret \$880m World Cup payments to FIFA,”* 2019).

On the 18<sup>th</sup> of June 2019, the former UEFA president and three-time Ballon D’Or winner, Michel Platini was arrested and brought in for questioning by the French police over allegations of corruption regarding the decision to award Qatar the hosting of the 2022 FIFA World Cup (Conn, 2019). However, Platini was released the next day: *“It was long but considering the number of questions, it could only be long, since I was asked about Euro 2016, the World Cup in Russia, the World Cup in Qatar, FIFA”* Platini said (*“Michel Platini released,”* 2019).

About the voting process, Head of Communications at Dansk Boldspil-Union (DBU), Jacob Høyer says: *“It’s been made within the past rules of FIFA. Back then it was an executive committee that made the decision... I think it seems like there has been made a protection of interests, which haven’t been by the book, but no one has been able to prove it to such an extent that it has been changed by the judiciary.”* (Appendix: II.III. Interview - Jacob Høyer).

However, the FIFA corruption-case has changed the procedures in FIFA: *“Nowadays when a decision is made on the hosting of a World Cup, it’s all the member countries, the 209 member countries of the International Federation of Association Football, FIFA... the latest selection was between Morocco and the North American alliance on the other side, with Mexico, USA and Canada, where it was the latter that won, and we think that’s very positive that it went that way, and that all the member countries were in the voting.”* Jacob Høyer says (Appendix: II.III. Interview - Jacob Høyer).

Andreas Kraul acknowledges that FIFA is changing for the better: *“There’s been a clear desire to clean up and create some transparency, create a better framework for making the right choices, in a way that doesn’t make it as obvious. E.g. the effort regarding corruption and individuals in FIFA’s executive committee and a lot of action that will make the situation better. And that has worked in some areas. And you get the feeling that it, maybe not fast, but in some way moves in positive direction.”* (Appendix: II.II. Interview - Andreas Kraul). It’s clear that the corruption-case has damaged FIFA’s credibility, but it also seems as though FIFA has addressed these problems and

made an effort for the better. However, FIFA must build their credibility, so that the fans can trust the association again.

#### **4.2.4. FIFA: “LIVING FOOTBALL”**

*“Since its birth, football has been integral to our communities. It is more than a game, more than a sport; it is a way of life that we all embrace, regardless of nationality, creed, ethnicity, education, gender or religion. “Living Football” is more than a rallying cry or brand claim; it is what we do, who we are and why we are here.”* This is how FIFA introduce their mission, vision & values that lives within the tagline: *“Living Football”*.

*“Living Football”* is an expression of FIFA’s commitment to football, and a reminder of the defining role football plays in the communities and life of people. FIFA describes the core principles of *“Living Football”* as (*“What Living Football means,”* 2020):

A commitment to the game:

*“Football is a game, a sport, a lifestyle that is available and welcoming to all. It is with great clarity, humility and a strong sense of duty that we look towards the future and truly put football at the center of all that we do.”*

A commitment to the people:

*“Whether enjoyed on the pitch, at home, in a café or bar or anywhere else in the world, football is in the fabric of our communities and of our day-to-day lives. It is our responsibility to promote the growth and the development of the game in the long term, irrespective of color, race, religion, gender or sexual orientation, to every corner of the world.”*

A commitment to the planet:

*“To safeguard the future of football, we must protect the beauty, diversity and quality of life on our planet. We are fully committed to mitigating any negative impacts of our presence and activity on the environment to ensure that all of us, wherever we are, have the opportunity to experience and enjoy the magic and beauty of the game.”*

A commitment to the future:



*“It is about supporting the growth and development of football by nurturing the integrity and quality of the game for everyone, and not just for today, but for generations to come. It inspires us to be an organization worthy of its mandate as a steward and champion of football for all.”*

In the questionnaire, when asked whether they agreed that the decision to award Russia and Qatar with the hosting of the 2018 and 2022 World Cups, respectively, contradicts with what FIFA should stand for, 7.4% disagreed and 13.7% disagreed somewhat. 30.5% of the respondents were neutral. 24.2% agreed, while 24.2% agreed somewhat (Appendix: II.I. Online Questionnaire). The rather inconclusive answer may be because the question contains to aspects that may or may not be in sync. Thus, the answer might defer depending on the specific host in question. As Andreas Kraul states it: *“Well that’s an extremely difficult discussion...”* (Appendix: II.II. Interview - Andreas Kraul).

The World Cup 2018 candidacy was awarded to Russia on the 2<sup>nd</sup> of December 2010 (*“Russia and Qatar awarded 2018 and 2022 FIFA World Cups,”* 2010). When the first match of the 21<sup>st</sup> edition of the World Cup began in June 2018, it was already a World Cup surrounded by a lot of controversy. Since 2015 when the Garcia Report emerged, allegations of corruption in connection with the voting and election of Russia as the World Cup host were surrounding the competition. Corruption would contradict with FIFA’s commitment to the game, as a decision would then be made on the basis of secondary interests rather than based on the good of the game. However, as Jacob Høyer argues: *“no one has been able to prove it to such an extent that it has been changed by the judiciary.”* (Appendix: II.III. Interview - Jacob Høyer).

On the 9<sup>th</sup> of December 2019, the World Anti-Doping Agency (WADA) handed Russia a four-year ban from international sporting competition for a doping cover-up, meaning that Russia will not feature at the 2020 Olympics in Tokyo nor the 2022 FIFA World Cup in Qatar (Ingle, 2017). The ban came after an extensive case against Russia for several years. In December 2014, German broadcaster ARD aired the documentary *“Geheimsache Doping: Wie Russland seine Sieger macht (The Doping Secret: How Russia Creates Champions)”* (*“WDR: English script of the ARD-documentary,”* n.d.). The documentary claimed that Russia had been funding a comprehensive doping programme for athletes covered up at national and international levels. The systematic state-sponsored doping allegations against Russia called for questioning about Russia’s hosting of the World Cup. However, Russia was still allowed to host the 2018 World Cup.

Now, the doping allegations have been proved to such an extent that the World Anti-Doping Agency (WADA) has handed Russia a four-year ban. Thus, the fact that Russia is the host of a World Cup must be considered to be a contradicting factor in FIFA's vision to support *"the growth and development of football by nurturing the integrity and quality of the game."*

In FIFA's statutes from 2019, FIFA state that: *"FIFA remains neutral in matters of politics and religion. Exceptions may be made with regard to matters affected by FIFA's statutory objectives."* (FIFA Statutes, 2019). In February 2014, the Crimean Peninsula was annexed by the Russian Federation (*"Crimea profile,"* 2018). Politicians from the UK and the United States urged FIFA to reconsider the choice to award Russia with the hosting of the World Cup. American senators Dan Coats and Mark Kirk wrote a joint letter to Blatter saying that FIFA should not only strip Russia of the hosting but also ban them from participating in the tournament. However, former president of FIFA, Sepp Blatter denied the approach, saying: *"The World Cup has been given and voted to Russia and we are going forward with our work."* (*"Sepp Blatter: Russia will host 2018 World Cup despite Crimea,"* 2014).

Non-discrimination, equality and neutrality is an area that's manifested in FIFA's statutes (FIFA Statutes, 2019): *"Discrimination of any kind against a country, private person or group of people on account of race, skin color, ethnic, national or social origin, gender, disability, language, religion, political opinion or any other opinion, wealth, birth or any other status, sexual orientation or any other reason is strictly prohibited and punishable by suspension or expulsion."* It's a stand that ties with the FIFA's commitment to the game, a game that's *"available and welcoming to all"*.

A research by the Fare Network and the SOVA Centre called; *"Time for Action: Incidents of discrimination in Russian football"*, displayed its concerns regarding incidents of discrimination prior to the World Cup in Russia: *"Concerns have already been raised over high profile incidents in international club competitions (such as the abuse of the Ivorian Yaya Touré during a UEFA Champions League match in Moscow) in which ethnic minority players and fans are racially abused inside stadiums... The issue of the LGBT community and its place in Russian society is high on the agenda in media and political debates, the nature of this debate also informs what happens in football."* (Fare network & SOVA centre, 2015).

In June 2013, Russia's President, Vladimir Putin, signed into law a measure that stigmatized gay people and banned giving children any information about homosexuality. Organizing gay pride

rallies or providing information about the LGBT-community to minors would be punished with fines (*“Russia passes anti-gay-law,”* 2013).

These tendencies of discrimination are in contradiction with FIFA’s statutes and their core principles in *“Living Football”*. However, hosting a World Cup can help develop a country, which the 2018 World Cup did, as Andreas Kraul explains: *“So many people came from all over the world, so it’s my impression that it actually changed something for the Russian people, the common Russian. Also, in the way they look at the world, and in the encounter with other cultures, and other people. If you look at the whole of Russia’s traditional attitude towards homosexuality etc. I just really think that there was a clash of culture that were really good for the Russians, and also for the rest of us, to meet the Russian on their premises.”* (Appendix: II.II. Interview - Andreas Kraul).

Apart from allegations of corruption against Qatar, as explained earlier. The choice to award Qatar with the hosting of the 2022 FIFA World Cup sparked controversy for many reasons. In FIFA’s statutes from 2019, FIFA highlight human rights as an area of importance: *“FIFA is committed to respecting all internationally recognized human rights and shall strive to promote the protection of these rights.”* (FIFA Statutes, 2019).

The respondents to the online questionnaire was also highlighted human-rights issues as a reason why Qatar is a wrong choice as the host of a World Cup: *“Hosting a World cup in a country with such gender inequality and poor conditions for the People working on the stadium is a disgrace.”* (Appendix: II.I. Online Questionnaire). A respondent argues. In November 2013, a research by Amnesty International revealed widespread exploitation of migrant workers at the hands of their employers, including workers having their pay withheld for months, and migrant workers having their passports confiscated and being prevented from leaving the country by their employers (*“The Dark Side of Migration,”* 2013). The research also revealed employers failing to protect workers health and safety.

A report by the International Trade Union Confederation in 2014, called *“The Case Against Qatar”*, revealed that 1,200 migrant workers had died in a four-year period from 2010-2014 due to poor working conditions. The report also displayed its concern over further fatalities ahead of 2022, arguing that 4,000 migrant workers could die before a ball is kicked in 2022 (*“The Case Against Qatar,”* 2014).

However, the working conditions have improved in Qatar, since 2014. Andreas Kraul explains: *“What we hear from Amnesty International is that in reality the World Cup has, in some sort of backward manner, helped develop and improve the working conditions for migrant workers. There’s so much focus on Qatar that they’ve actually gotten better conditions and more rights. So, you can say, there’s a reasoning in the fact that FIFA, by placing the World Cup finals in Qatar, creates increased awareness, in a positive direction.”* (Appendix: II.II. Interview - Andreas Kraul).

Jacob Høyer, Head of Communications at Dansk Boldspil-Union, has also seen improvements regarding the labor rights in Qatar: *“A look at both human rights and labor rights. That there, in the connection with the buildings, are people who uphold the elementary labor rights. And that’s become better in FIFA auspices. In the new setup it will probably be even better prospectively.”* (Appendix: II.III. Interview - Jacob Høyer).

But even though conditions have improved in Qatar, it’s still a complicated situation, as Andreas Kraul explains: *“But then again, it comes in a backward manner, because should you be awarded for doing something bad at first that down the road becomes better? That’s a completely different discussion.”* (Appendix: II.II. Interview - Andreas Kraul).

As we’ve established, the 2022 World Cup in Qatar has seen an extensive infrastructure development and building of new stadiums and accommodations in order to be able to host the World Cup-finals in 2022. FIFA’s commitment to the planet, explains that in order to *“safeguard the future of football, we must protect the beauty, diversity and quality of life on our planet.”*

Jacob Høyer of DBU explains that the extensive building project that is the 2022 FIFA World Cup contradicts with Dansk Boldspil-Union believe FIFA should consider when choosing a host for the World Cup: *“What we’ve emphasized, which also have become better, is that there’s also focus on sustainability, and that’s both a question of climate, but also that you don’t start building 6, 8, 10 new stadiums which no one will use after the tournament has finished. That you base the tournament on stadiums that exist and possibly modernize them or maybe build one new stadium. But that you don’t, as we’ve seen time and time again, build several stadiums that will be left unused.”* (Appendix: II.III. Interview - Jacob Høyer).

Qatar has tried to address these concerns of sustainability by having exactly sustainability as a key aspect in the building of stadiums, infrastructure and accommodations, proclaiming that Qatar will host a carbon-neutral FIFA World Cup in 2022 (*“GORD to support delivery,”* 2019).

When Qatar bid for the hosting of the 2022 World Cup, in 2010, there were political and cultural problems that needed addressing. Firstly; the state of Qatar doesn't recognize the state of Israel, and secondly; as Qatar is a Muslim state, it's an offence to drink alcohol or being drunk in public (*"Foreign travel advice – Qatar,"* 2020). However, when asked whether Israel would be allowed to participate in the tournament, chief executive of the Qatar 2022 bid, Hassan Abdulla Al Thawadi, said: *"All nations participating in the FIFA World Cup are welcome."* On whether alcohol would be allowed at the World Cup, Thawadi said: *"It will be available to all fans that come to Qatar, at fan zones."* (*"Qatar 2022 green lights Israel,"* 2009). By addressing these problems, Qatar once again tried to fit into FIFA's commitment to the world of football.

### **4.3. THE POLITICAL FAN**

Former Dutch footballer, 1987 Ballon D'Or winner, Ruud Gullit, was once quoted for saying: *"Football and politics don't mix."* (*"Politics and football don't mix,"* n.d.). Expert football historian, sociologist and writer, Alan Tomlinson believes that the argument that sport and politics shouldn't mix is the perfect recipe for corruption: *"It's one of the oldest questions in the whole of this area and sometimes the argument that "sport and politics shouldn't mix" is the perfect recipe for corruption. Which goes to say that this is not political this is just sport, and then people in a way are not accountable to governments, they're not accountable to structures. Everything is political in my view in this way, and there's nothing wrong with that."* (Tomlinson, 2018).

When asked whether they agree that football and politics shouldn't mix, 9.5% of the respondents disagreed, while 8.4% disagreed somewhat. 20% didn't disagree nor agree. 12.6% agreed somewhat, while 49.5% of the respondents agreed that football and politics shouldn't mix (Appendix: II.I. Online Questionnaire). That's a noteworthy percentage of the respondents believing that football and politics shouldn't mix. But then, where do we draw the line? In Alan Tomlinson's view, sports is cultural politics: *"It's cultural politics, it's cultural history that feeds into debates about how best we can develop our cultures and our rituals in society and protect our national heritage, which includes sport."*

I also asked the respondents whether they agreed or disagreed that FIFA should consider a country's political beliefs when choosing the host of a World Cup? Even though 49.5% of the respondents believe that football and politics shouldn't mix, the results from this question were rather inconclusive. 22.1% of the respondents disagreed that FIFA should consider a country's political beliefs when choosing the host of a World Cup. 20% of the respondents disagreed somewhat, while, the majority, 27.4% of the respondents neither disagreed nor agreed. 14.7% of the respondents agreed somewhat, while 15.8% of the respondents agreed that FIFA should consider a country's political beliefs when choosing the host of a World Cup (Appendix: II.I. Online Questionnaire).

In Andreas Kraul's mind, politics hasn't become a bigger part of football: *"I wouldn't say that it (politics) has become a bigger part of it (football), because politics for so many years has been a big part of football, and maybe even more clear if we go back to some of the first editions of the World Cup that were used directly as obvious propaganda. So I wouldn't say that, no. Historically football and sport in general has been used politically a lot. So no, it hasn't."* (Appendix: II.II. Interview - Andreas Kraul).

Jacob Høyer, Head of Communications at Dansk Boldspil-Union, believes that due to the fact that football has become more commercialized, we discuss the role of football in politics more:

*“Through the years there’s come so much financial and commercial interests in the world of football, resulting in a lot of cases which makes the placing of a World Cup politically controversial. But also creates a discussion of footballs role in the case of racism, homophobia, in the society we are part of.”* (Appendix: II.III. Interview - Jacob Høyer).

Andreas Kraul believes that the whole media attention around football has exploded out of proportions, which has made us more aware: *“Where previously it’s been like; well... that’s just how it is. If we go back to how Mussolini used the World Cup and how the Argentinian military dictatorship used the World Cup right up to 1978, there might have been a bigger acceptance among people in general, and maybe media too, that there was nothing to do about it, and that’s just how it was. Nowadays, there are raised a lot more critical questions, and the focus is bigger on what the sport can be used to.”* (Appendix: II.II. Interview - Andreas Kraul).

#### **4.3.1. SOCIAL MEDIA**

Social media activity has seen a steady rise through the last twelve years. In the third quarter of 2008, Facebook had a recorded 100 million monthly active users. Eleven years later in the third quarter of 2019, the number of monthly active users had risen from 100 million to 2,5 billion on Facebook (*“Number of monthly active Facebook users,”* 2019). With the world population being approximately 7,75 billion (*“Current World Population,”* 2020), 2,5 billion users is around 32% of the world’s population being active on Facebook.

When asked whether he, and DBU, feels a stronger political commitment from fans, Jacob Høyer answered: *“They express themselves louder and more frequently than earlier, and at the same time there’s no doubt that the world of football and the culture therein thrives on social media. I’ll go out on a line and say that that the majority off content on Twitter belongs to politics and football, and comes from politicians, media people, football and sports fans and commentators. They use twitter an awful lot, and we feel an incredible attention and debate on Twitter regarding, among other things, the FIFA World Cup in Qatar.”* (Appendix: II.III. Interview - Jacob Høyer).

Andreas Kraul acknowledge the attention toward football I bigger now: *“The whole media attention around particularly football has exploded out of proportions.”* (Appendix: II.II. Interview -

Andreas Kraul). The extensive media attention around football might be because it's easier for media to reach the target audience. Through the last decade, Twitter has also seen an extensive rise. In the first quarter of 2010, Twitter had a reported 30 million monthly active users. In the first quarter of 2019, the number had risen to 330 million monthly active users (*"Number of monthly active Twitter users,"* 2019). However, since the first quarter of 2017, the number of monthly active users have sat rather steadily on around 330 million active users.

Social media has also made it easier for the general public to participate in the debate, whether it being a political debate, a football debate or a mix of the two: *"Social media makes it faster, and a bit more sharp and tending to shrill in the public debate."* Jacob Høyer, Head of Communications at Dansk Boldspil-Union, argues (Appendix: II.III. Interview - Jacob Høyer).

Jacob Høyer says that he and Dansk Boldspil-Union, use social media, and especially Twitter, to communicate with fans: *"We also see people asking of curiosity and then we enter a dialogue, either on Twitter or..."* (Appendix: II.III. Interview - Jacob Høyer). However, as good as Twitter might be as a platform to reach and communicate with fans, because it is so easy and not time consuming the dialogue can be problematic, as Jacob Høyer explains: *"I think that sometimes the comments are quite oversimplified, and that it's hard to reason with when we try to explain ourselves. So, it's not about everyone agreeing with what we're saying, but if you don't even have a sincere interest, if you don't really want to know what's going on, then I don't think social media contributes to dialogue in an optimal way."* (Appendix: II.III. Interview - Jacob Høyer).

#### **4.3.3. FAN PRESSURE**

On the fifth of January 2019, Danish Superliga club, F.C. Copenhagen, announced that they will not travel to Dubai for their winter training camp anymore: *"In connection with this winter's planned training camp for Dubai, there has been much debate and criticism from FC Copenhagen fans about the choice of destination over the problems surrounding human rights in the United Arab Emirates. FC Copenhagen's sporting management, with manager Ståle Solbakken in the lead, has on this basis chosen not to travel on training camps to Dubai in the coming years."* (*"FCK Will Not Travel To Dubai Anymore,"* 2019).

It's a new tendency that fans react so strongly on their teams' choices. *"FCK has never had other motives other than training optimally for the spring season. But we understand and respect that it is*



*a strong desire from our fans that we find another solution. We have chosen to listen to that.”*  
(“*FCK Will Not Travel To Dubai Anymore,*” 2019).

The increased media attention and the frequency of monthly active users on social media has been a factor in the political commitment from football fans. Andreas Kraul, of DR Sporten, see a tendency of more dedicated “*political fans*”: “*Yes, for sure. There’s a demand for the clubs, players, sports associations and their leaders to do ‘do the right thing’. Fans, media, sponsors are demanding this of them. That’s clearly a bigger focus area for clubs also, to have a certain profile that needs to be nurtured and looked after, how they wish to appear. So that’s definitely a tendency.*” (Appendix: II.II. Interview - Andreas Kraul).

I asked Jacob Høyer, of Dansk Boldspil-Union, whether he also see this tendency of a more invested group of political fans: “*Well, I think I sense two things: We’ve ourselves opened a dialogue with our fans the last year after we had this very regrettable conflict with the men’s national team. It was obvious that our fans both thought that the players and DBU were dumb and dumber, and there were hashtags called #NotMyNationalTeam trending. So, we felt the need to say; ‘this can’t be right, we’ve got a national team we believe in sports wise and has fantastic personalities’. We need to get closer to the fans, so we’ve done a lot of things with them. Made some workshops, created an atmosphere stand in the national football stadium etc. When we do that, the fans expect us to listen to them, and we of course do that.*” (Appendix: II.III. Interview - Jacob Høyer).

In the questionnaire, when asked whether they thought FIFA should find another host for the 2022 edition of the FIFA World Cup, 7.5% disagreed and 5.3% disagreed somewhat. 26.3% didn’t disagree nor did they agree that FIFA should find another host for the 2022 FIFA World Cup. 11.6% of the respondents agreed somewhat, while 49.5% of the respondents thought that FIFA should find another host for the 2022 FIFA World Cup (Appendix: II.I. Online Questionnaire). That’s 73,9% of the respondents that have an opinion on whether FIFA should revise their choice of host for the tournament. That might be an indicator for social media’s and media in general’s influence on our opinions, not necessarily media’s influence in a specific direction, but that the media attention around football has made people in general consider their stand.

Part of the media attention has been from the international Non-Governmental Organization, Amnesty International. Amnesty International has put pressure on FIFA, since Qatar was awarded

with the hosting of the 2022 World Cup in 2010, with their critical view on the labor conditions for migrant workers at the building sites in Qatar.

Qatar's migrant population has seen a rapidly expanded on the basis of the boom in construction. In 2010, when Qatar won the hosting of the 2022 FIFA World Cup, Qatar's population was 1,6 million. Eight years later in 2018, the population had jumped from 1,6 million to 2,6 million. 95% of the labor force in Qatar is migrant workers coming from some of the world's poorest countries, travelling to Qatar to take advantage of economic opportunities (*"Reality Check,"* 2019).

Amnesty International released reports in 2013 and 2016 documenting large scale labor abuse in the construction sector, including forced labor, such as at the Khalifa International Stadium in Doha. A lot of the exploitation of migrant workers in Qatar has been due to Qatar's *"Kafala-system"*. The *"Kafala-system"* is a system *"of sponsorship-based employment which legally binds foreign workers to their employers, restricting all workers' ability to change jobs and still preventing many from leaving the country without their employers' permission."* (*"Reality Check,"* 2019).

Other than restricting worker's ability to change jobs, the Kafala system meant that employers had the power to; sponsor migrant workers visa and issue their residence permit, report workers as having *"absconded"*, leading to arrest or deportation and control whether domestic workers and others can leave the country by issuing exit permits (*"Reality Check,"* 2019).

Of other factors leading to abuse of migrant workers, Amnesty International found that employees often received late payment or no payment at all. It was also prohibited for the workers to form workers' organizations and therefore also weak enforcement of laws (*"Reality Check,"* 2019).

In November 2017, Qatar signed an agreement with the UN International Labor Organization (ILO). The ILO is working with the authorities on a wide-ranging reform process that includes five strands of work: reform of the sponsorship system, access to justice, worker voice, health and safety, and pay and recruitment (*"Qatar/UN: Agreement,"* 2017).

Amnesty International is still very active in Qatar and strive to pressure Qatar to develop better labor conditions in the country. In 2015, Dansk Boldspil-Union made a cooperation with Amnesty International Denmark. On the 29<sup>th</sup> of April 2019, the two parties renewed their agreement from 2015. The agreement promised to promote human rights in the broadest sense as part of both parties' national and international work (*"Samarbejdsaftale,"* 2019).

The cooperation of the parties to the agreement were based on the fact that the world of football affects the surrounding community and that it may be necessary to take other factors into account than just that of the sport. Furthermore, the parties agreed that sport can help lift the debate on human rights both nationally and internationally by focusing on special human rights issues. The agreement between Amnesty and Dansk Boldspil-Union underlines the statement by Andreas Kraul: *“Nowadays there are raised a lot more critical questions, and the focus is bigger on what the sport can be used to.”* (Appendix: II.II. Interview - Andreas Kraul).

Jacob Høyer, as the Head of Communications at Dansk Boldspil-Union explains that the world of football is more than just the sport: *“We’ve come forward with the vision that we’re ‘a part of something bigger’ (The slogan of DBU). We communicate that we want to take responsibility in the society, therefore we interfere and try to take responsibility in the fight against homophobia and racism, and so on. Football is in the larger picture a mini society on its own. That’s why the cases and conflicts we experience in the world are also present in the world of football in a smaller, but in some cases a proportional bigger scale. So yes, there’s a bigger interest.”* (Appendix: II.III. Interview - Jacob Høyer).

In the agreement, under *“Areas of the Agreement”*, it’s manifested that: *“If there are critical issues, the DBU, in collaboration with Amnesty, will identify these and, if deemed relevant by both parties, bring them up in international forums (UEFA, FIFA, etc.) as well as with host countries' football organizations and support improvements to the critical conditions.”*

That’s an area that DBU has implemented in the conversation about the 2022 FIFA World Cup in Qatar, as Jacob Høyer explains: *“When we participate in the World Cup in Qatar in 2022, which we hopefully qualify for, we don’t have the opportunity to play the tournament somewhere else, the World Cup is in Qatar. We’ve engaged in a critically dialogue, actually on the basis of recommendation from Amnesty International, we’ll go to Qatar and try to affect the situation in Qatar.”* (Appendix: II.III. Interview - Jacob Høyer).

Dansk Boldspil-Union has, like F.C. Copenhagen made choice’s regarding Qatar, but Jacob Høyer doesn’t see it as a boycott. Instead he sees it as a deselection: *“I don’t think it can be called a boycott, as they’ve (F.C. Copenhagen) always had the choice to place their training camp in Turkey or Spain instead... We’ve had the opportunity to send our U-21 national team to Dubai and Qatar on training camp in January. We’ve chosen not to and sent them somewhere else instead. So, we in DBU also make these choices in that area.”* (Appendix: II.III. Interview - Jacob Høyer).

I asked Jacob Høyer about the feedback they've gotten from fans after agreeing a cooperation with Amnesty (Appendix: II.III. Interview - Jacob Høyer). He explains that they've had positive feedback and that they've used Amnesty for events where DBU have encouraged fans to participate in a dialogue about DBU's actions and role in the conversation about the World Cup in Qatar:

*"We've just had some events both with the sporting press and fans, where we sit down with Amnesty and try to explain the situation, and then they can hear Amnesty's view on the matter, who are the experts on human rights, then they can hear how we act as a sports body. We aren't experts in foreign affairs or human rights, and therefore we listen to what Amnesty has to say, and on the basis of that we make our decisions."*

In the online questionnaire, I asked the respondents on whether they thought national governing bodies of football should boycott the 2022 FIFA World Cup in Qatar (Appendix: II.I. Online Questionnaire). 12.6% disagreed that national governing bodies of football, like the Danish football association, DBU, should boycott the 2022 FIFA World Cup, while 13.7% of the respondents disagreed somewhat. 28.4% neither disagreed nor agreed. 12.6% of the respondents agreed somewhat, while 32.6% agreed that national governing bodies should boycott the 2022 FIFA World Cup (Appendix: II.I. Online Questionnaire). That's, more or less, 45.2% of the respondents believing that national governing bodies should boycott the 2022 World Cup in Qatar.

When asked whether he's felt a pressure from fans regarding boycott of the 2022 FIFA World Cup, Andreas Kraul answered: *"Yes, I do. Not massively. I don't predict a torchlight riots, but what we talked about earlier with the politic fan that demands, I've felt that. I've for example been in the national team training camp where they've hosted some Q&A-sessions with some of the players, and some of the questions that have been made have had to do with their attitude towards Qatar and if they even want to participate. And there were some of the same questions before the World Cup in Russia."* (Appendix: II.II. Interview - Andreas Kraul).

At Dansk Boldspil-Union, they've also felt a pressure from the fans, as Jacob Høyer explains: *"Yes, absolutely. Crazy! There's been times where no matter what we Tweeted from my account or DBU's account, people just wrote; 'Yeah yeah alright, but what about the World Cup in Qatar?'. So, especially some fans are extremely preoccupied with this. And it's also like that with social media that it's very easy to write something with a harsh tone and be maybe a bit simplistic in ones choice of words, and we notice that... We've also had a fan event where around 60-70 fans participated and questioned our director about all things regarding Qatar, so he had the*

*opportunity to answer directly.*” (Appendix: II.III. Interview - Jacob Høyer). Jacob Høyer think that the involvement from fans is due to both the influence of social media but also a political consciousness in the Danish society, he believes is very positive (Appendix: II.III. Interview - Jacob Høyer).

In the case of a boycott, who should then be the ones making the decision? We established that 61.1% of the respondents, more or less, believe that FIFA should find another host for the 2022 FIFA World Cup (Appendix: II.I. Online Questionnaire). In comparison 45.2% of the respondents, more or less, believe that the national governing bodies should boycott the World Cup (Appendix: II.I. Online Questionnaire). I also asked the respondents whether they agreed that the players should boycott the World Cup in Qatar. The responds were rather inconclusive, as 30.5% of the respondents disagreed, 8.4% of the respondents disagreed somewhat, 28.4% didn't disagree nor agree, 6.3% agreed somewhat, while 26.3% of the respondents agreed that the players should boycott the World Cup (Appendix: II.I. Online Questionnaire).

On the 20<sup>th</sup> of October 2019, the players of Istanbul-based football club Fenerbahçe SK wore a t-shirt, during warm-up, depicting a saluting soldier in a Turkish flag with the text “*Vatan size minnettar*”, which roughly translates to “*The homeland is grateful to you*”. The t-shirt was meant as a tribute to the Turkish military after the Turkish troops had just launched an offensive against Kurds in Syria (Honoré, 2019). The Fenerbahçe SK-players were given the t-shirt before the game by the club. Among the Fenerbahçe SK-players were Danish international Mathias ‘Zanka’ Jørgensen, and he became the center in a discussion of what to expect of professional footballers.

Mathias ‘Zanka’ Jørgensen in the following weeks the receiver of huge criticism, with a lot of people and Danish politicians demanding an explanation from the Danish footballer. In the wake of the controversy Andreas Kraul wrote an analysis of the case with the headline: “*The criticism of Zanka is unsubtle.*” The situation happened five days prior to Turkey's president, Recep Tayyip Erdogan, visiting the club and formally being elected into a board of directors for particularly loyal fans of the club (Kraul, 2019).

Andreas Kraul points out that people need to consider the fact that Mathias ‘Zanka’ Jørgensen plays for a Turkish football club based in Istanbul, where he also lives. Refusing to wear the t-shirt would possibly be damaging for his football career and dangerous for the footballer and his family (Kraul, 2019).

Another point that Andreas Kraul communicates is the fact that we in Denmark, are in opposition to the way Turkey acts politically, and that this e.g. probably wouldn't have been a case if Mathias 'Zanka' Jørgensen was playing in the American first division, Major League Soccer. In The MLS, players have to honor the American flag, the US troops, and ultimately the United States government and their military at every game (Kraul, 2019).

When explaining his views on the evolution of World Cup hosts, and the changed voting procedure, Jacob Høyer also mentions that sometimes there're just different values at stake: *"Just because all the member countries have their say, it's not a given that we won't see controversial decisions, we may very well end up in the Arabic countries again, or in far eastern states that too have problematic views on human rights, because there are just different values present. It's just like in the UN. The UN can't always follow Scandinavian values either, there's also a world community that needs to agree."* (Appendix: II.III. Interview - Jacob Høyer). The same applies for the 'Zanka'-case, where because of our political stand and our values, we're more in opposition to Turkey than in the case of the United States.

Bottom of line, Andreas Kraul ask for the public to revise whether it is appropriate and fair to put that kind of responsibility onto a single-person's shoulders'. I asked Andreas Kraul about this situation and, if a decision is to be made regarding participation/boycott, who then must take responsibility (Appendix: II.II. Interview - Andreas Kraul). Andreas Kraul answered: *"You're often stronger when you stand together with others, demanding that individuals have to fight for the rest of us, I have a hard time dealing with. If someone does at of their own free will, I respect that, but I don't think we can demand that individuals, like in the Zanka case, that he must carry it all on his shoulders, but you can still demand/hope for some positioning, some athletes with opinions."*

Instead of the athletes taking a stand, Andreas Kraul believes it's fairer that a decision is made further up the ranks: *"The big decisions should be taken from above. For starters, FIFA and international sports associations, and thereafter, the Danish government and parliament, and DBU (The Danish football association). And then it's up to DBU to evaluate how they can be the best influence, and how the make the best improvements. They've clearly chosen to do that from the inside, rather than standing outside saying that they won't be a part of it."* (Appendix: II.II. Interview - Andreas Kraul). The same tendencies can be seen in the responds from my questionnaire, as most of the respondents believe that FIFA should make the decision (49.5%),

secondly the national governing bodies (32.6%), and thirdly the players (26.3%) (Appendix: II.I. Online Questionnaire).

Jacob Høyer says that he and the Danish football association (DBU), have had a close cooperation with the Danish Government about the World Cup in Qatar: *“From the beginning we’ve had a close dialogue with the parliament’s culture committee and the ministry of culture who’s in charge of sports and actually also with the ministry of foreign affairs at some times. We recently had audience for the culture committee as one of the first guests after the general election and its opening. We were together with the director of DIF (The Danish Sports Federation) in audience, and we told them about the thoughts we have when participating in international sports tournaments.”* (Appendix: II.III. Interview - Jacob Høyer).

Jacob Høyer also says that he and DBU think that it shouldn’t be football’s responsibility to make a decision about boycott, about their cooperation he says: *“It’s a cooperation where we appeal to that the parliament must be the ones who take the grand political decisions, like boycotting, and then we’ll follow, but as long as the state, government, parliament don’t boycott we don’t think it should be sports job to lead with a boycott. It would mean putting too big a responsibility on the shoulders of sports.”* (Appendix: II.III. Interview - Jacob Høyer).

However, that’s doesn’t mean that the Danish football association doesn’t take responsibility. I asked Jacob Høyer about Dansk Boldspil-Union’s cooperation with other national governing bodies of football in the conversation about Qatar: *“We’ve talked this through with the Nordic football associations. We have a very close cooperation with them, and our directors meet once every three months as a minimum and talk about everything from ladies football to the conditions in Qatar. We also discuss how we can have an equal say on this matter. Not everything we do in Denmark are equal to them, but they agree with a lot of it. Together we try to create a conference in Qatar, probably in the beginning of 2021, where we with ‘a Nordic voice’ will highlight some of the things we believe are important in the last preparations of the World Cup.”* (Appendix: II.III. Interview - Jacob Høyer).

Andreas Kraul says that Dansk Boldspil-Union have *“clearly chosen to do that from the inside, rather than standing outside saying that they won’t be a part of it.”* (Appendix: II.II. Interview - Andreas Kraul). Jacob Høyer explains why DBU has chosen to do that: *“If we chose to boycott tomorrow and said; ‘We won’t go to the World Cup, which we haven’t qualified for yet’, no one would listen to us. Then Qatar and UEFA etc. wouldn’t listen to our arguments. We have a much*

*better opportunity of speech when we say that we wish to participate, than if we just stay away. In that way, we have the opportunity to affect. I'm not saying that everything will be fine in Qatar, but some things have improved in just the 2-3 years we've pressured FIFA, and we hope that if we continue the pressure together with the Nordic countries, and maybe several European countries, we can change some of the fundamental things that should be better, both in regards to this World Cup, but just as important that it will be followed up after the World Cup.*" (Appendix: II.III. Interview - Jacob Høyer).

For DBU to put pressure on FIFA, in cooperation with other football association, Jacob Høyer feels like they have a better chance of making changes, and as Jacob Høyer finishes: *"My hope is that the attention we've created and are keen to maintain, can create change. We've said multiple times that; 'We do not threaten to stay away, we threaten to come', and I think that's a very, simplistic as it might be, a good way to put it."* (Appendix: II.III. Interview - Jacob Høyer).

#### **4.3.4. THE IMPORTANCE OF FANS**

Jacob Høyer underlines that the Danish football association listens to their fans. And the fans needs to be considered in the world of football (Appendix: II.III. Interview - Jacob Høyer). I asked Jacob Høyer whether it's damaging for football if football doesn't take the fans worries seriously: *"Yes, of course. The fans are the support. Without fans in sports, there is no sports. So, if you lose the public interest, you could potentially lose the whole economical foundation in TV-deals, in sponsors. In reality there might be less people that starts doing that sport, if people aren't interested in it as fans. So, it's extremely important to listen to fans."* (Appendix: II.III. Interview - Jacob Høyer).

Andreas Kraul agrees with that statement: *"Yes, I think so. I think it has already been damaged. So yes, I definitely do think it is. And I think it's important to talk about it. Also by saying that a position has been taken. That you don't just show up and say; 'Well okay, now we're here'. It's important to be very clear in your communication about how things are going to happen."* (Appendix: II.II. Interview - Andreas Kraul).

Dansk Boldspil-Union listen to the fans of the national football team, and Jacob Høyer also notice that the fans have begun to listen to them, exactly because they prove that they listen to their fans: *"You have to listen in a conversation, and my feeling is that not all fans of the national team suggest that we should boycott tomorrow, I actually think more and more listen to what we say, also*



*when bring Amnesty in or others. We've had contact with both the union and we are at the moment in dialogue with several of the parliament parties about how they can join the discussion as well. And if the discussion is broader, there will also come nuances and an understanding of that... "*

(Appendix: II.III. Interview - Jacob Høyer).

Of the respondents 52.6% considered themselves to be football fans, while 25.3% occasionally watched football and 22.1% didn't consider themselves to be football fans (Appendix: II.I. Online Questionnaire). There's been massive criticism from fans regarding the choice to award Qatar with the hosting of the 2022 FIFA World Cup, and of the respondents to my questionnaire, 40% would be more willing to watch the 2022 FIFA World Cup if the tournament would be hosted by another country, while 36.8% of the respondents would not (Appendix: II.I. Online Questionnaire).

However, *"Football is, and will continue to be, the biggest sport, with by far the biggest fan base,"* as Jacob Høyer states (Appendix: II.III. Interview - Jacob Høyer). It's a statement that is reflected in the questionnaire, where 57.9% of the respondents states that they will be watching the 2022 Qatar FIFA World Cup, with 22.1% stating that they might watch the tournament and 20% saying that they will not watch the tournament (Appendix: II.I. Online Questionnaire). By that, we can deduce that the love for the game and the World Cup still brings the fans, even though they might not agree with the choice of host.

#### **4.4. FADING AUTHENTICITY**

*“Football is, and will continue to be, the biggest sport, with by far the biggest fan base.”* Jacob Høyer of Dansk Boldspil-Union argues (Appendix: II.III. Interview - Jacob Høyer). Football is the most popular sport in the world. It is estimated that more than half of the world's population consider themselves to be football fans (Sawe, 2018).

In 2018, when the FIFA World Cup was played in Russia, a FIFA audit showed that a record 3.572 billion people watched the 2018 FIFA World Cup Russia. The final between, future holders of the World Cup, France and runners-up Croatia was viewed by a combined 1.12 billion people worldwide (*“Global Broadcast & Audience Summary,”* 2018).

However, even though football is more popular than ever, the authenticity might be fading out. Andreas Kraul at DR Sporten believe that it is (Appendix: II.II. Interview - Andreas Kraul): *“Yes. I’m afraid so. I think it’s already happened... that we’ve seen it. You can see it in e.g. the Premier League (FA Premier League). It has changed in authenticity and classic football culture. To find that, you have to go to the lower English leagues to find what ones were.”*

What Andreas Kraul might be referring to is the change of football style in the Premier League. Traditionally the English football style was defined by physics. The style was influenced by fast and physical play (*“The History and Style of the Three Lions,”* 2020). In 2017, UEFA released a report showing that the English Premier League was the league with the most foreign players in the European leagues (*“The European Club Footballing Landscape,”* 2017).

However, it’s not a change only seen in the English Premier League. The top five leagues in Europe; The English Premier League, the Spanish La Liga, the German Bundesliga, the Italian Serie A and the French Ligue 1, have seen an invasion of foreign players over the last 35 years. A research by the CIES Football Observatory (Poli, Ravenel & Besson, 2016), showed that the top five leagues in Europa have seen a rise from 9.1% of the players in the leagues being foreign in the 1985/86-season to 46.7% of the players in the leagues being foreign in the 2015/16-season.

The biggest increase was observed between the 1995/96-season (18.6%), the last season before the *“Bosman”* ruling came into force, and the 2000/01-season (35.6%) (Poli, Ravenel & Besson, 2016). Before the *“Bosman”* ruling a player could not leave a club at the end of his contract unless the club were willing to let him go on a free transfer, or the club received an agreed fee from a buying club.

The “*Bosman*” ruling meant that the player was allowed to leave the club on a free transfer as soon as his contract expired, meaning they could demand signing-on fees and salaries from new clubs to make up for the absent transfer fee (Brand, 2015). Thereby, the power was moved from the employer (the club) to the employee (the player), coming to the end of their contract players could also ask for a pay raise from their current club, who would fear losing that player on a free if the demands of the player were not met.

These statistics of foreign players in the top five leagues is a sign of globalization football, and that might be the reason why authenticity is fading, anyhow, in the aspect of playing style. In the English Premier League, as Andreas Kraul mentioned (Appendix: II.II. Interview - Andreas Kraul), the authenticity is fading. In the 2019/20-season, eleven of the twenty managers in the English first division are British. Liverpool FC are currently the leaders of the 2019/20-season of the English Premier League, with the German manager Jürgen Klopp (“*Premier League: Tables,*” 2020).

The Leagues winners of the English Premier League through the last decade, has only seen British managers winning twice, with Alex Ferguson’s Manchester United in the 2010/11-season and the 2012/13-season. Since the 2012/13-season, the English Premier League has been won by; Manuel Pellegrini in 2013/14 (Chile), José Mourinho in 2014/15 (Portugal), Claudio Ranieri in 2015/16 (Italy), Antonio Conte in 2016/17 (Italy) and Pep Guardiola in 2017/18 and 2018/19 (Spain) (“*Premier League: History,*” 2020).

In comparison, in the last nine years the German Bundesliga has been won by four Germans, most recently in 2017/18, and five foreigners, most recently in the 2018/19-season. In the 2019/20-season of the German Bundesliga (“*Bundesliga: Manager,*” 2020), ten of the twenty managers are German, three Swiss managers, two Austrian managers, two Dutch managers and one American manager (David Wagner, born in Germany) (“*David Wagner: Manager profile,*” 2020). Andreas Kraul argues that the German Bundesliga is still has some authenticity (Appendix: II.II. Interview - Andreas Kraul): “*I think that Germany still has some of the history left.*”

Jacob Høyer of Dansk Boldspil-Union, argues that the world of football has become more commercialized: “*through the years there’s come so much financial and commercial interests in the world of football, resulting in a lot of cases which makes the placing of a World Cup politically controversial.*” (Appendix: II.III. Interview - Jacob Høyer). Apart from the World Cup, the Spanish Super Cup, has also been influenced by this commercialization of the football world.

In the new format for the Spanish Super Cup, four teams battle for the trophy; the winner and runner-up from the league and the winner and runner-up from the cup. In 2018, the Super Cup was played before the start of the season, between only the winner of the cup and the winner of the league. In the 2019/20-season, the Super Cup has been moved to the start of January and the location for the finals has been moved to Saudi Arabia, a country that, like Qatar, has had human rights issues (*"Spanish Super Cup - who, why and where?"*, 2020).

There has been criticism surrounding the new format, with FC Barcelona manager, Ernesto Valverde, stating that the only reason for the Super Cup to be played in Saudi Arabia is money: *"The bottom line is football has become a business and as a business it looks for income. That's the reason we are all here."* (*"We are in Saudi Arabia because of money, says Barcelona boss Valverde,"* 2020).

Andreas Kraul believes that it's a change in football is hard to prevent (Appendix: II.II. Interview - Andreas Kraul): *"it changes, and does in many ways, like all sorts of things in this world, nothing stands still, and maybe you shouldn't always wish for it to be otherwise."*

However, for the romantic football fan, it's a change for the worse, as Andreas Kraul explains (Appendix: II.II. Interview - Andreas Kraul): *"Some of the soul that many of us know has faded. It depends on how romantic of a football fan you are. Football is living more than ever, and becomes an increasingly bigger business, but I guess we can say that it's damaging, because it, in some way, seems like corruption thrives better now."*

# 5. DISCUSSION

## 5.1. FADING AUTHENTICITY

The World Cup brand is FIFA's biggest marketing tool. It's a tournament with a strong heritage, and even though the format has changed several times, we still have a clear understanding of what the World Cup is.

When we think of the World Cup, we are met with associations of *football, summer* and *celebration* (Appendix: II.I. Online Questionnaire). These are three associations that explain what the World Cup is to its fans. Napoli, Dickinson, Beverly & Farrelly (2014) defines two important factors in people's judgement of authenticity: *Whether a brand is true to its heritage in the sense that it is connected to time, place and culture and whether a brand lives up to its espoused values and commitments.*

M.B. Beverland (2011) summarizes the benefits of authentic brands as follows: *"First, consumers desire it. Second, research indicates authenticity increases brand equity. Consumers view authentic brands more favorably. Authentic brands have a higher status among consumers, thus resulting in greater loyalty."* However, these are theories aimed at traditional branding, and the aspect that divides sports marketing from traditional marketing is the passion of the fans (Hogan, 2003).

To ensure authenticity it requires that you manage; *"the tension between commercial imperatives and the espoused values of the brand."* (Beverland, 2011) FIFA has tried to do exactly that by first of all keeping the same trophy for 46 six years, and secondly, they're proud of their heritage and use it in their marketing (Appendix: II.VII. Tweet: FIFA World Cup Trophy).

The FIFA World Cup emblem is a way for FIFA to explain the football fans where they are taking the next World Cup. The emblem answers the *where, when* and *what* of the forthcoming World Cup and by that gives us associations, nurturing the World Cup brand (Appendix: II.VIII. 2022 FIFA World Cup Emblem).

The World Cup is a brand that in the same time must honor its heritage, while changing. Every edition of the World Cup is different, whether the difference being format, host, participants or rules. as for the time and date, the World Cup in 2022 will not be true to its heritage, as it will be the first ever winter World Cup, conflicting with the association of the World Cup being *summer*.

The World Cup is “*the World’s Game*”. It is a tournament that brings the world together and promotes itself by being welcoming to all (“*What Living Football means,*” 2020). Since the start of the 21<sup>st</sup> century the World Cup has expanded to Asia (2002), Africa (2010) and with the Qatar in 2022 the Middle East.

As for values, both the choice of Russia as the host for the 2018 FIFA World Cup and Qatar as the host of the 2022 FIFA World Cup are conflicting in many ways. Corruption, human rights issues, discrimination, integrity and sustainability are among the aspects that conflict with FIFA’s core values, principles and statutes. These are areas that are damaging for FIFA’s credibility and the authenticity of both FIFA and the World Cup.

Authenticity is fading out of football, and already has in some areas. Part of the blame must go to the commercialization of the footballing world. The “*Bosman*” ruling from 1995 (Brand, 2015), has meant that the percentage of foreign players in the European leagues has risen extensively for the last twenty-five years (Poli, Ravenel & Besson (2016). Other than players, some of the European leagues, like the English Premier League has also seen an invasion of managers from foreign countries dominating the title race with foreign playing styles, taking some of the soul out of the league.

In Spain, the Spanish Super Cup has a new format this year, changing from a single final to a four-team tournament in Saudi Arabia. The change is controversial and has damaged the Spanish Super Cup’s authenticity, with people arguing that the commercialization has gone too far (Robinson, 2008).

## **5.2. THE POLITICAL FAN**

Even though we believe that football and politics shouldn't mix (Appendix: II.I. Online Questionnaire), we still demand a lot from the sport. Whether it is the FIFA, national governing bodies of football like the DBU, the clubs we support or down to single players, we demand that they reflect and take a politic stand (Appendix: II.I. Online Questionnaire). That could be in the case of racism, homophobia, human rights issues, doping etc. We prefer that the decision is made from above rather than putting pressure on a single athlete. However, we still demand that our athletes consider and communicate their stance.

The media attention has "*exploded out of proportions*", as Andreas Kraul puts it (Appendix: II.II. Interview - Andreas Kraul). The media attention has come with the rise of Social Media, where the activity levels have increased massively in the last decade. The world of football and the culture therein thrives on Social Media and we express ourselves louder and more frequently than earlier. It is also a sign of a political consciousness among the fans.

We share our opinions and we want our preferred team, national or club, to be a reflection of our values and principles. If the team we support acts in a direction that's in contradiction with what it stands for we demand them to change. The clubs, national governing bodies, international football associations needs to listen to their fans, because without the fans, there is no sport, there is no football.

The clubs and governing bodies are aware, and we do see change because of the pressure we put on them. Organizations like Amnesty International provides us with information about a celebration that behind the façade is problematic, and because of Social Media, we share our worries. For the time being we're still football fans, and we will still follow the World Cup, even though it is hosted by Qatar.

## 6. CONCLUSION

Football is and will continue to be the biggest sport in the world. The sport has a loyal fanbase that will follow the sport even though conditions surrounding their beloved sport is in contradiction with their values and principles. The FIFA World Cup is the biggest football event in the world, and the tournament has a long and strong heritage.

It is a tournament that has seen changing formats since its start in Uruguay in 1930. To the fans, the World Cup brings associations of *football*, *celebration* and *summer* (Appendix: II.I. Online Questionnaire). However, we also associate the World Cup with *money*. A part of that is due to the international governing body of association football, FIFA.

For many years, the media attention surrounding FIFA has been negative publicity, with headlines of “*corruption*”, “*human rights issues*”, “*discrimination*” etc. The majority of the negative media attention towards FIFA through the last ten years has been on the basis of their choice to award Qatar with the hosting of the 2022 FIFA World Cup.

The choice of Qatar is controversial in several ways. Sports wise, Qatar is not a “*real football country*” (Appendix: II.II. Interview - Andreas Kraul), as it is a country with a very limited football history. The country’s first division struggles to have high attendances and their national team has never qualified for the FIFA World Cup, which is unusual for a host of the World Cup. The climate in Qatar has meant that the tournament has been moved from the summer of 2022 to the winter, which has never happened before in the history of the World Cup. Furthermore, in order to host the World Cup, Qatar has had to build 8 new stadiums and significant infrastructure, which raises questions about the sustainability of the event.

In connection with the extensive building project, human rights issues in Qatar regarding poor labor conditions and discrimination of migrant workers has only made the situation worse for Qatar and FIFA, whilst fueling the pressure from external stakeholders. Allegations of corruption in connection with the voting process for the 2018 and 2022 FIFA World Cups has meant that numerous FIFA members have been prosecuted.

In the aftermath of that, the voting process has been reformed, by now having all the member countries in the voting. In Qatar, the pressure from football fans around the world, national



governing bodies of football (e.g. DBU) and the work of organization like Amnesty International has meant improvements of the labor conditions and focus on human rights for migrant workers.

FIFA needs to listen to the football fans, because without the fans, there is no football. The fans of today are more demanding than ever before. Social Media has made the general public more aware of the problematics in the world of football, and they express themselves louder and more frequently, and demand that the footballing world take a stance in political matters, whether it being FIFA, national governing bodies, clubs or even athletes. And they know that they need to take their fans' concerns seriously. The Danish football association has felt this pressure, and they embrace it by creating a place for dialogue.

Authenticity is fading out of football, and it has for many years, in some areas. Commercialization of football is a major part of that. The leagues in Europe has seen an invasion of foreign players since the middle of the 90's and that has resulted in a globalized footballing Europe. In some countries some matches have been moved to other countries, like the Spanish Super Cup, being played in Saudi Arabia.

The most sacred event in football, the FIFA World Cup, is also in danger of losing its authenticity. FIFA must nurture this authenticity instead of letting commercialization take over. The choice of Qatar contradicts with what the World Cup and what FIFA stands for, but the choice will stand. DBU says that they will keep pressuring FIFA and Qatar ensuring that the conditions are as optimal as possible, and it sounds like they are not alone, as the pressure from fans has risen. In the words of Mr. Jacob Høyer and DBU: *"We do not threaten to stay away, we threaten to come"* (Appendix: II.III. Interview - Jacob Høyer).

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#### **I.IV. OTHER MEDIA**

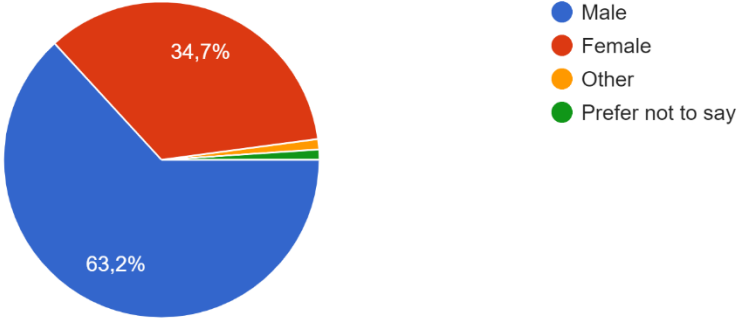
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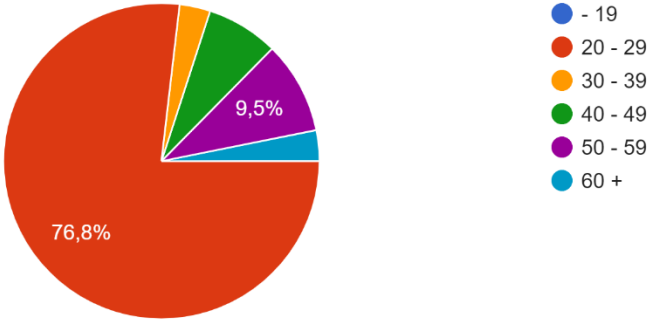
# II. APPENDIX

## II.I. ONLINE QUESTIONNAIRE

1. Gender  
95 svar

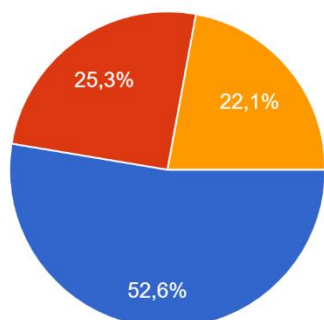


2. Age  
95 svar



### 3. Do you consider yourself a football fan?

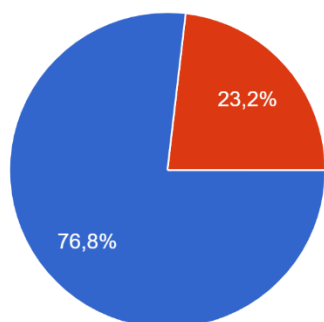
95 svar



- Yes, I consider myself a football fan
- I occasionally watch football
- No, I don't consider myself a football fan

### 4. Have you been watching previous editions of the FIFA World Cup?

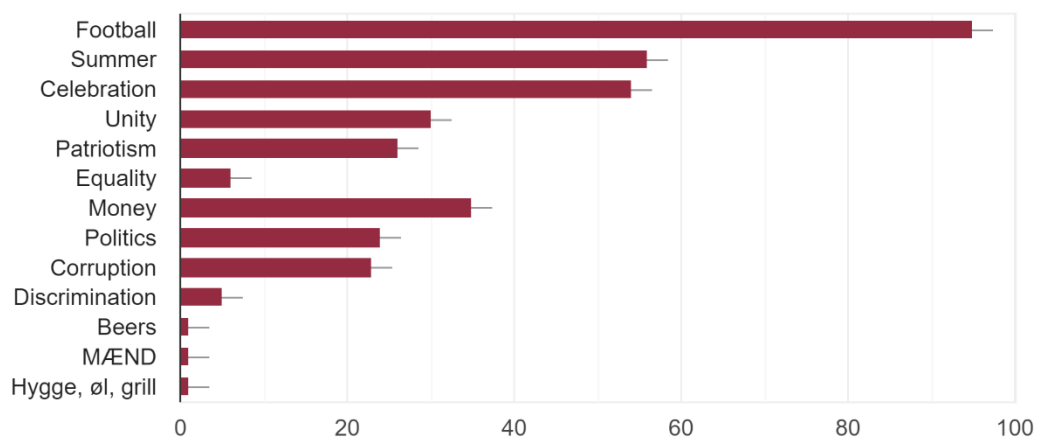
95 svar



- Yes
- No

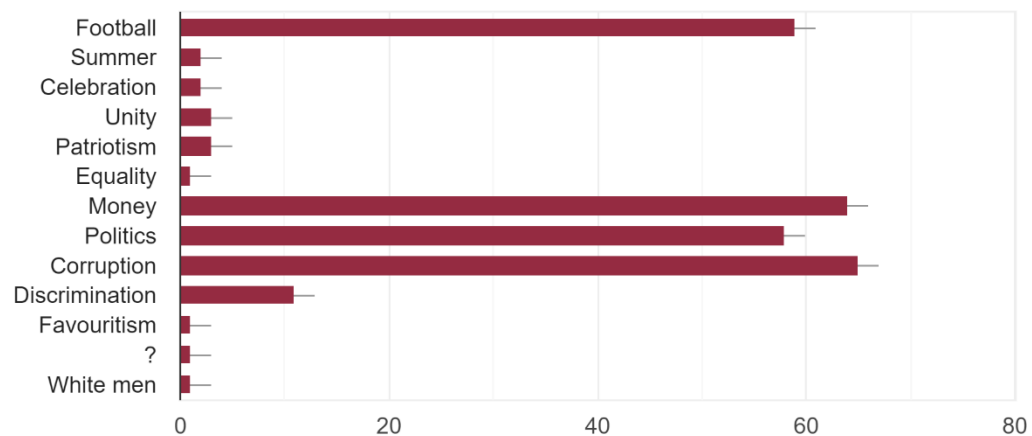
### 5. What do you associate with the FIFA World Cup?

95 svar



### 6. What do you associate with the international governing body of association football, FIFA?

95 svar





7. What are your thoughts on the international governing body of association football, FIFA?

40 svar

A bit corrupt, but flying under the radar for the time being.

Corruption, men,

They're extremely corrupt and nepotistic. But that's basically the quintessence of every major governing body. However, I'm not the most qualified to answer the question, it is solely based on my own initial thoughts at the time of writing this comment.

Seeks money too much without (seemingly) taking the core football fan into consideration. Favours too much sponsors and companies that helps them even more financially.

FIFA MAFIA

Det at det afholdes i Qatar, viser bare hvor meget det handler om penge og politik, og hvor lidt det i virkeligheden handler om fodbold. Hvis det havde handlet om fodbold, havde man aldrig afholdt det i Qatar!

They are preferring commercial events and sponsors over football

40 svar

It is an extremely corrupt organisation With a lot of old men getting high on power and money.

Corrupt organisation only focused on earnings rather than football

Don't know

Crooks. All of them.

Hungry 4 more money \*dab\*

Could do more - needs to better communicate all their (nice) social initiatives

Corrupt as fuck (pardon me) and more concerned with money than football itself, which is slowly ruining aspects of it

Korruption og aftalt spil hele lortet. Old boys Club.

Shows no responsibility only cares about money

40 svar

I think they are too big to change into a more democratic and trustworthy organisation

Corruption

Corrupt men

Corrupt.

Over-powered. Too focused on outcome. Discrimination of small-sizes clubs. Definitely not uniting football in terms of club football.

?

No comment

No thoughts

Magt gale gamle mænd.

40 svar

Utroværdige, topstyret,

Ikke til at stole på

Perhaps it could use some shaking up in its structure

Ikke statslig institution med disproportionelt meget magt grundet deres økonomiske styrke

So so so so so corrupt, values money over football

Seems like a lot of people looking out for their own financial interests, with little regard to whats best for the sport, the players and the fans.

I thought FIFA was a video game.

I dont give it thought

I dont care

I dont know

#Nice

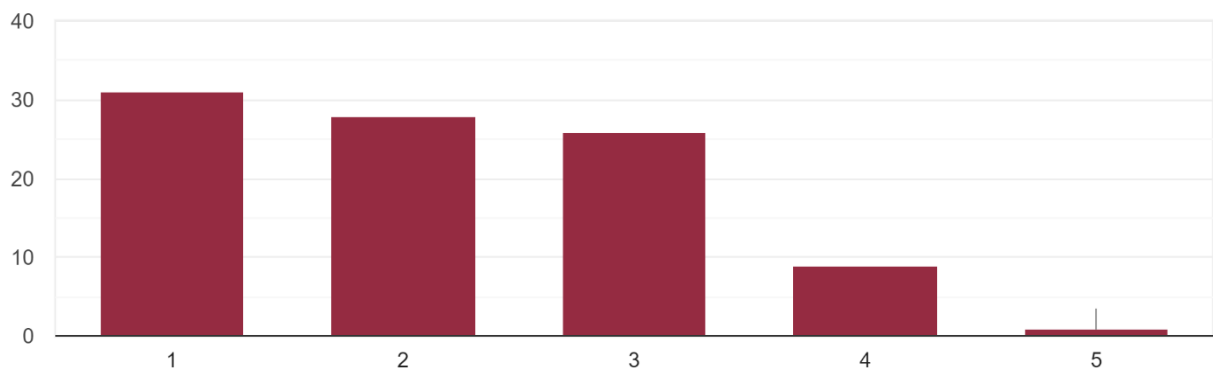
I think it is all politics and money, instead of being about the actual sport.

Corrupt assholes

Sullied reputation

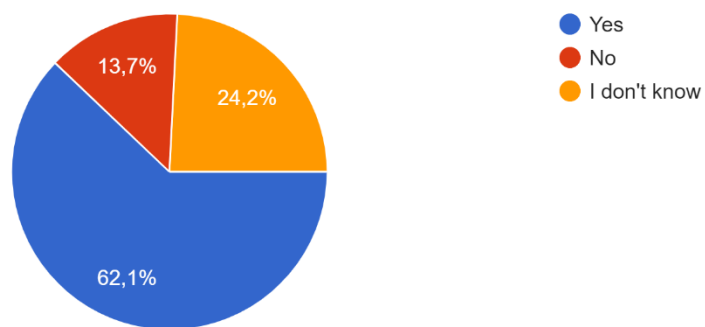
8. How do you rate FIFA's credibility?

95 svar



9. Has FIFA's choice to award Qatar the hosting of the 2022 FIFA World Cup affected your view on FIFA?

95 svar



(Continued) If you answered yes to question 9, please elaborate.

45 svar

A continued trend of corruption

I dont believe the decision was made in a fair way

Qatar is a country, which curbs its citizens and hampers the fundamental human rights - in particular the ones of the impoverished segment of workers. Therefore I cannot imagine the extent of mistreatment to which the hard working construction workers are subject to. In addition, the climate of the country is absolutely horrid in terms of playing football. Not to mention that December isn't exactly the ideal time to host a world cup in relation to the domestic seasons of the various national leagues across the world.

It's a country that does not have a strong football culture. The climate is extreme. The league is weak, therefore the assembly of new stadiums is worthless. Doing the world cup during winter will also affect the normal undergoing of the tournament and tradition.

Money talks.

Se spørgsmål 7.

45 svar

It is a clear indicator that money trumps everything. Hosting a World cup in a country With such gender inequality and poor conditions for the People working on the stadium is a disgrace.

Shown that breiberi works

WC in Qatar is selfish and do nothing for the football fans. Corruption.

In a negative Way due to politics

No normal person would pick Qatar as The location unless there is money involded

Pleasing Russia (2018) was one thing, pleasing Qatar is a whole new level of stupidity. While Russia was primarily stupid on the basis of ethics and politics, picking Qatar can hardly be defended in any regard. Ethics? No. Politics? No. Football interest and culture? No. Infrastructure? No. A climate suited for playing football? No. Money? YES!

They want money, so Qatar gives Them money. Cant deal with money hungry idiots

45 svar

Well.. yes might be stretching it. Past 2-4 editions have been corrupt

There was and still is NO way they can defend hosting it there. It is nothing but a clear cut example of how money can influence their decision despite the fact that club tournaments will be disturbed for many years. The moral of is just horrible. The fact that FIFA ignored and continues to ignore this among the dictatorship in Qatar has seriously discredited the entire organization in my view.

Dumt når der er så varmt

Didnt think it could get any worse after world cup in russia - i was wrong

Fordi det ikke er et land med en tradition for fodbold og har ingen historik ! Derfor hører det ikke hjemme at de får et værtskab

I seems either stupid or corrupt

Too drastic adjustments, World Cup in winter, Bad working conditions, corruption

45 svar

Åbenlys bestikkelse

Very untrustworthy decision

Money, money, money.

Da det ikkr er et land med de helt store fodboldtraditioner, så føler jeg lidt at de bare har købt sig til det. Derfor er min tiltro til fifa blevet forringet

Alt kan købes for penge

I view them as more corrupt than before. Which I didn't think was possible.

Bryder mig ikke om at FIFA er til fald for penge.

Overvejer stadig om jeg vil se med

Det er penge der gør de har fået værtskabet

45 svar

For varmt

The fact that they have chosen to host the world cup in a different time of the year, which disrupt the usual game plan for many teams in the world, makes me think that it's political and most definitely a money based decision.

FIFA awards the WC to the country who delivers the best "package" hence money, and take somewhat care to elect different continents, so i am not really suprised that qata got it.

Supporting dictatorships is not a good idea. First Rusia and now Qatar

This is insane and it is a disgrace that countries ignore the fact that obviously everyone should boycott it

I now see them as a corrupt organization that pay tribute to neglecting womens rights

It seems Odd to choose a country that has no real team or even a stadium - basically has little to no prior interest In football

45 svar

Meny dead

I'm rather sure that money was paid to someone high ranked in FIFA in order to get the world cup there. Also after seeing the conditions the workers making the stadiums for the tourney live under i lost everything for the association.

Obviously it's disgusting; they have chosen a country, and are hereby supporting that country, which is upsetting and sad since that country is corrupt, sexist and homophobic, etc.

Money above all. Even Human rights

I already thought it was corrupt, but choosing Qatar as the host of the 2022 World Cup, further proves that basic human rights, female empowerment, LGBTQI liberation and climate change are benched in favour of an artificial facade masking the greed, corruption and money that are inextricably linked to football.

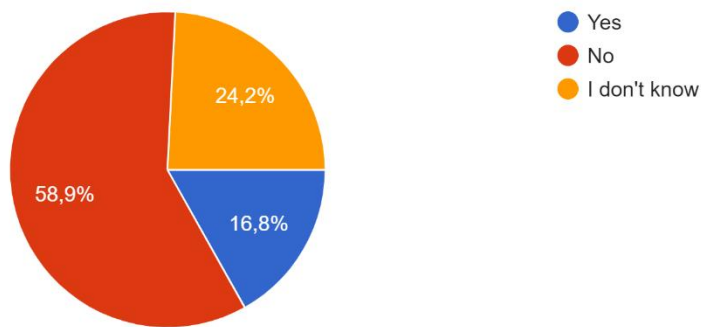
Some shady happened.

Seems corrupt

The entire tournament can only be hosted if Qatar builds a lot of infrastructure using questionable labour. Makes no sense with climate or football history, so only because of money.

Human rights

10. Has the controversy surrounding Qatar affected your will to follow the 2022 FIFA World Cup?  
95 svar





(Continued) If you answered yes to question 10, please elaborate.

16 svar

Probably will follow equally little.

I Wont go to Qatar, where if it had been i a country in europe i would have

You did spell "surrounding" wrong!!

I will never consider going there to watch a match, which I might have if it had been hosted elsewhere.

Like many i will still follow the world cup unaffected by the corruptive surroundings. If a decision is made at a high level for instance if DBU choose to cancel the national teams participation i think things will happen

Elsker fodbold så skal se det

Maybe not watching it with same optimism/positivity. Time will tell though

Kunne håbe på at hvis Fifa kunne se at seretallet blev dårlig så kunne det være at de vil droppe at lade et land som Qatar få værstrollen igen

16 svar

Should Denmark end up in the semifinals, heck ill watch it, otherwise i dont. No matter where the stuff is being held

I will watch, but the use and death og asian (slave) labour will stay in the back of my mind

I plan on not watching it

Qatar is a awful country in every way, so I'm gonna boycott the World Cup next year

I don't support Qatar as a country, and if I watch the World Cup 2022 I would be supporting Qatar indirectly, so I therefore choose not to watch it.

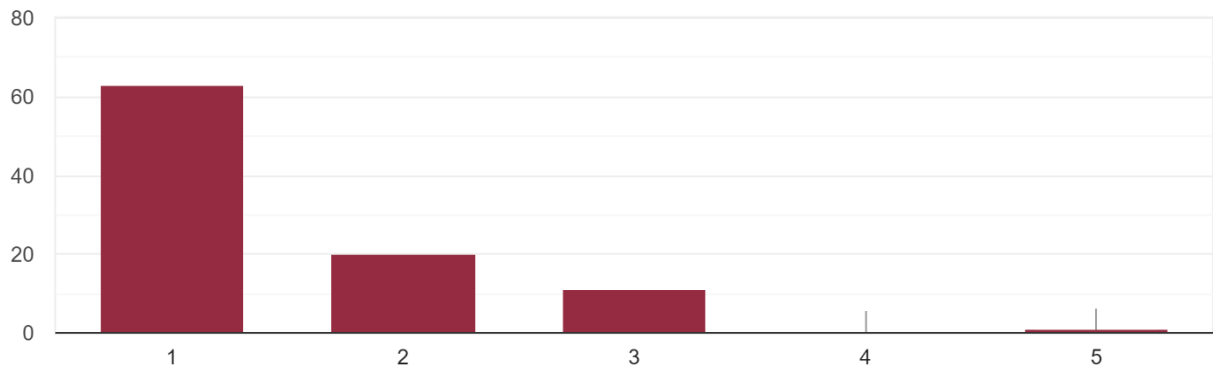
I Will not support slavery

I would only have watched a couple of matches, but now - out of principle and in solidarity with sidelined issues, I am now boycotting the World Cup altogether in protest.

Will likely not follow it

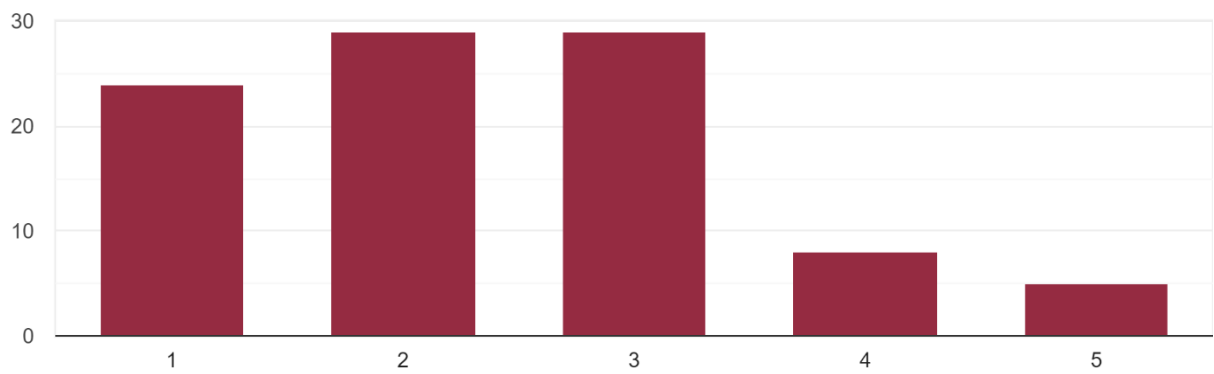
11. Qatar is a good choice for the hosting of the FIFA World Cup?

95 svar



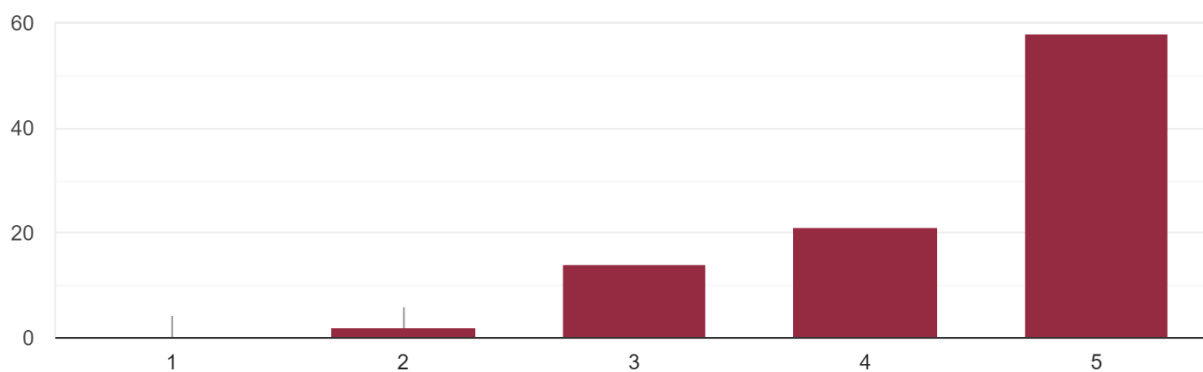
12. Russia was a good choice for the hosting of the FIFA World Cup?

95 svar



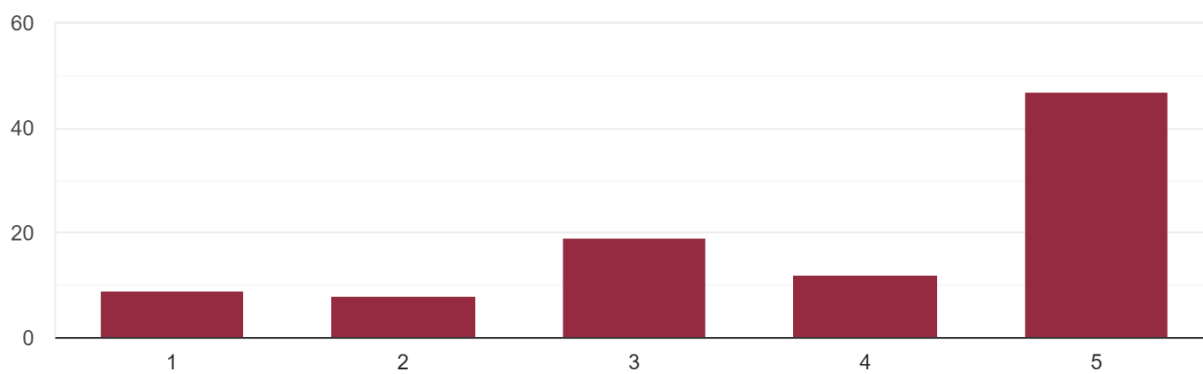
13. Germany was a good choice for the hosting of the FIFA World Cup?

95 svar



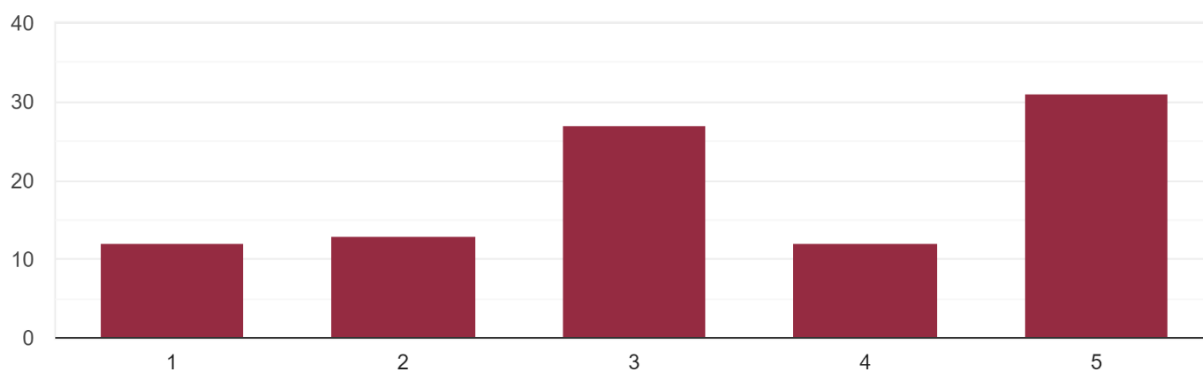
14. Sport and politics shouldn't mix?

95 svar



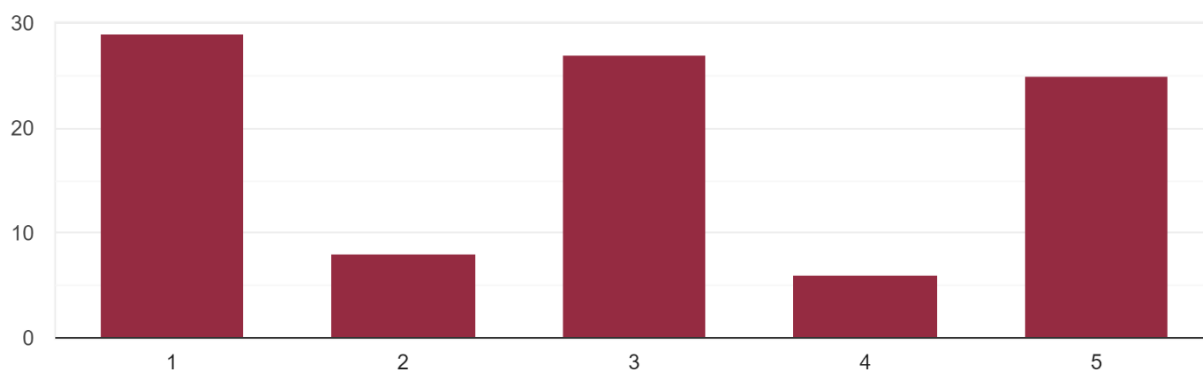
15. National governing bodies should boycott the World Cup in Qatar?

95 svar



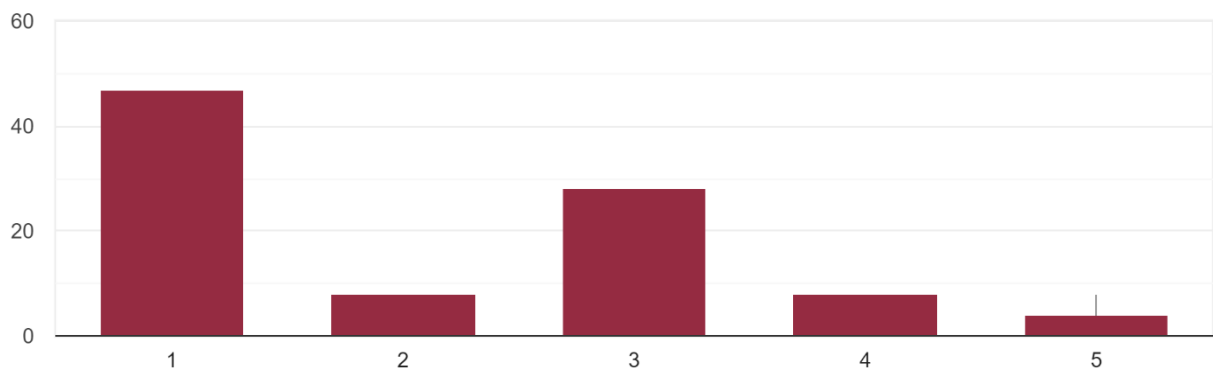
16. The players should boycott the World Cup?

95 svar



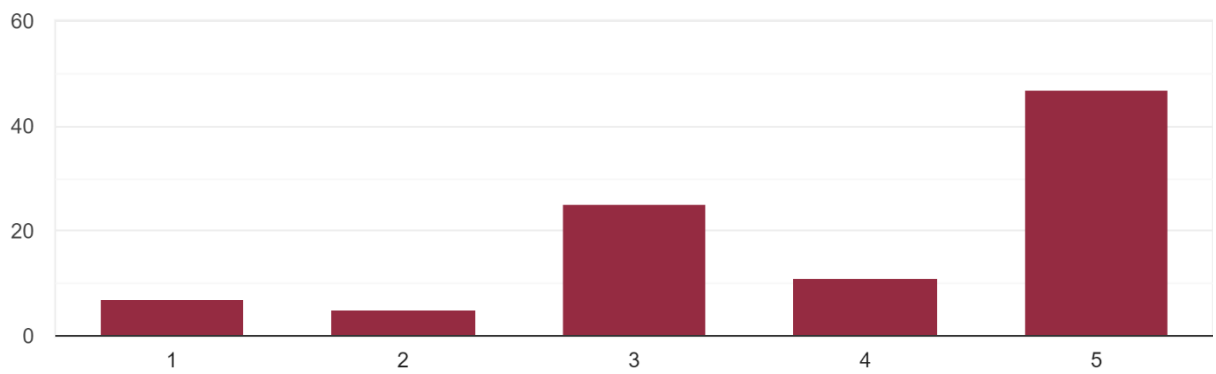
17. A winter world cup is a good idea?

95 svar



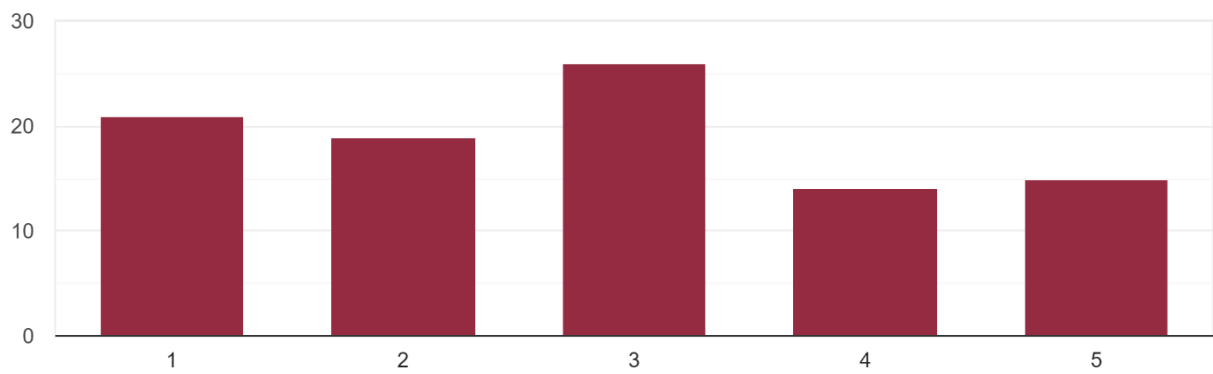
18. FIFA should find another host for the 2022 edition of the FIFA World Cup?

95 svar



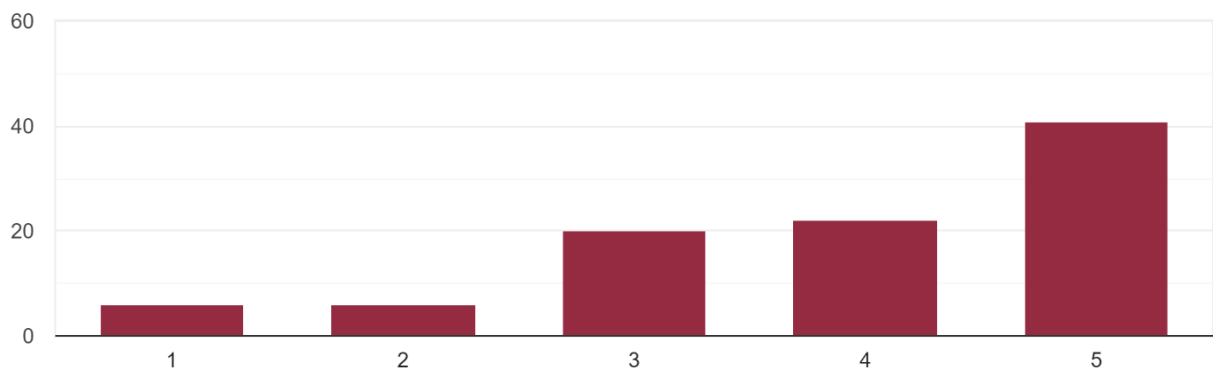
19. FIFA shouldn't consider a country's political beliefs when choosing the host of a World Cup?

95 svar



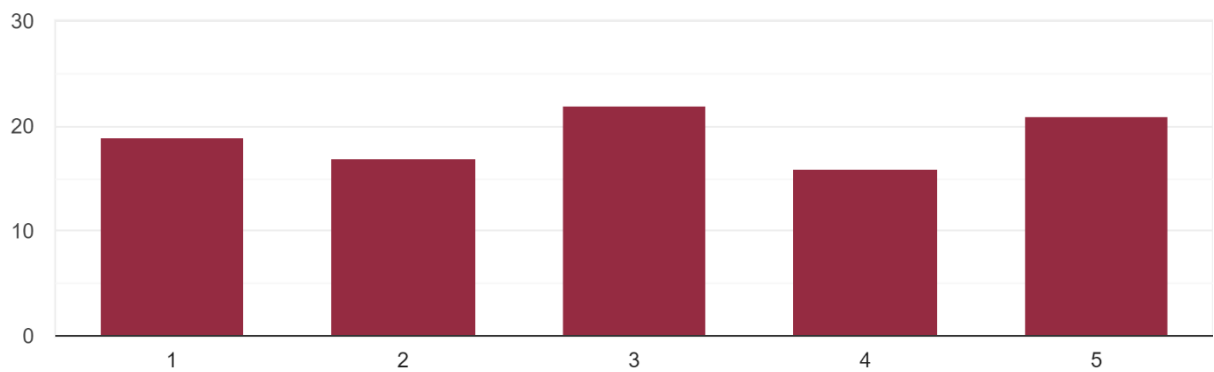
20. It's positive that the hosting of the World Cup is given to countries all over the world?

95 svar



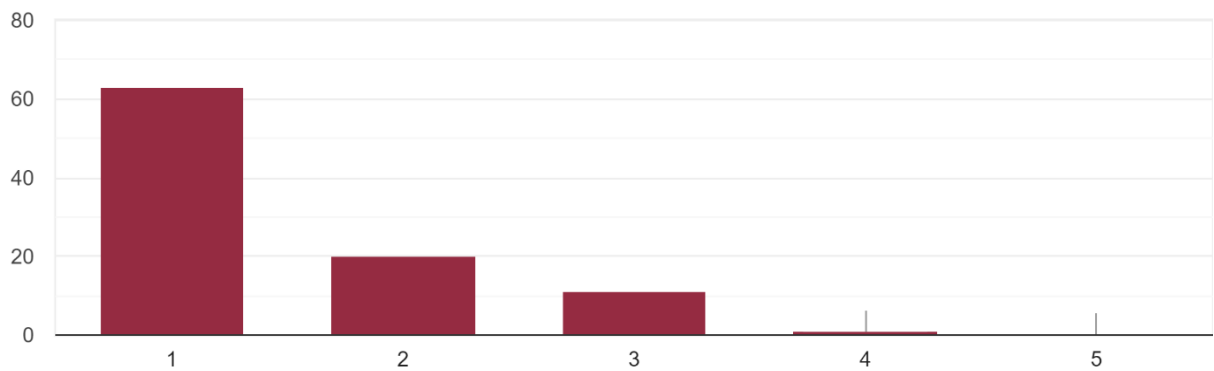
21. The World Cup hosting should only be awarded to countries where football is a popular sport?

95 svar



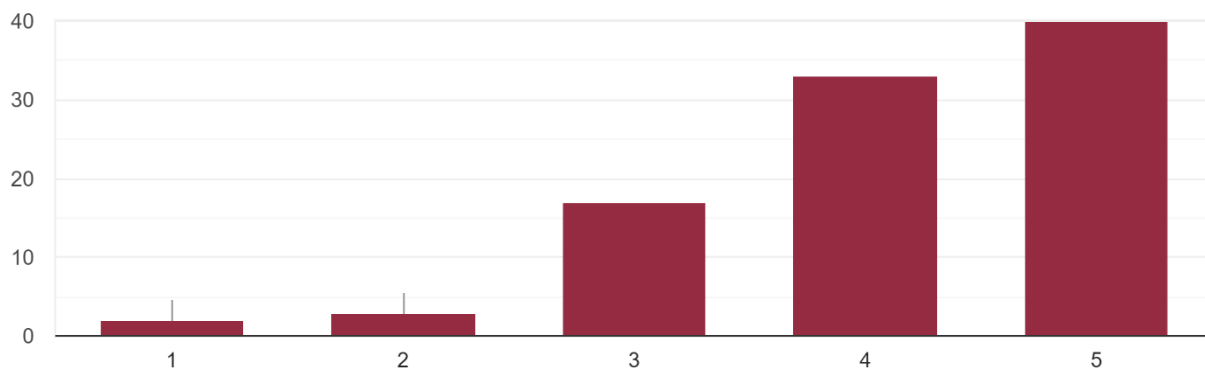
22. The FIFA World Cup hosting should be awarded to the candidate who are willing to pay the most amount of money for it?

95 svar



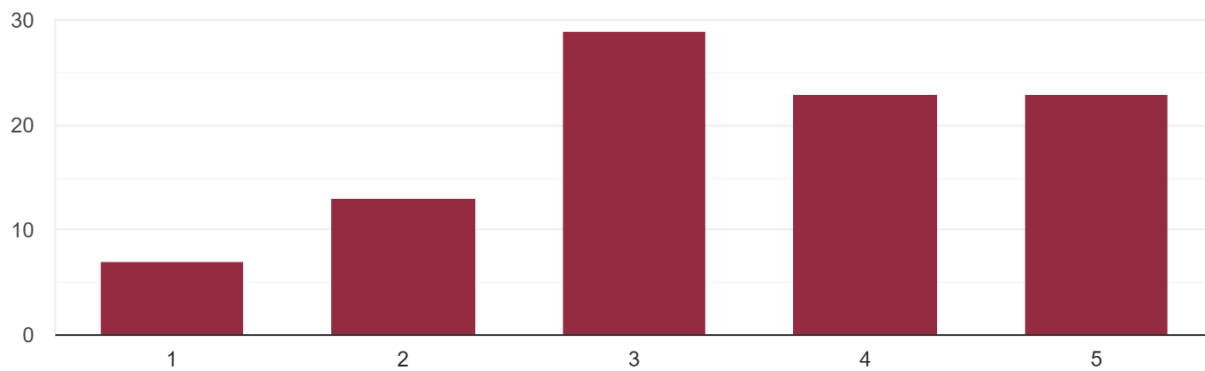
23. FIFA should choose hosts that fit their organization's principles and values?

95 svar



24. The choice to award Qatar and Russia with the hosting of the World Cup contradicts with what FIFA should stand for?

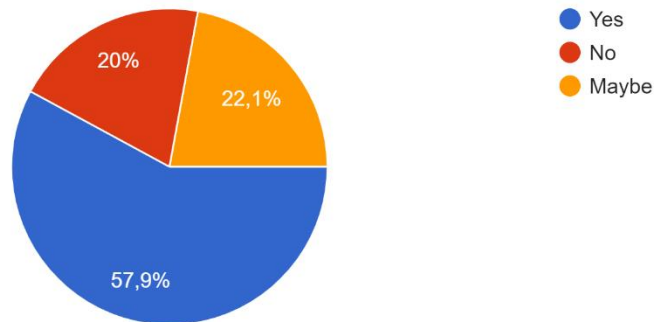
95 svar





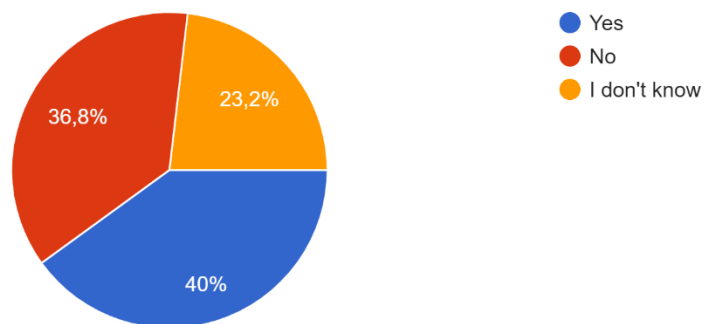
25. Will you be watching the 2022 Qatar FIFA World Cup?

95 svar



26. Would you be more willing to watch the FIFA World Cup, if FIFA chose a different host?

95 svar



(Continued) If you answered yes to question 26, please elaborate.

22 svar

I think fifa should ensure a system where they help the host countries way more than they do today. It's essentially Fifa's responsibility to ensure human rights in the World Cup , and they should collaborate with the hosts to ensure the values are upheld.

I think its outrageous that Qatar has been designated as the host. Russia was bad enough as it was, but Qatar is a whole other league of disparagement of human rights.

Not more willing but more passionate and less worried about the aftermath. What will happen with all the investment done?

The setup would en much more enjoyable in almost every other country. However i do Think that russia was an okay location. Dont think you Can compare it with qatar

I expect the atmosphere surrounding the games to be very bland, and would never contemplate being an on-venue spectator myself.

I will watch it but be more apprehensive and perhaps watch less games. But if they changed host country I would be more willing to watch it as I would feel as if I'm was supporting a host who loves football rather than then money of it.

22 svar

Mere sjovt at se fodbold på fyldte stadions med god stemning og om sommeren, og uden at vide at mange tusinde er døde under opførslen af stadions.

Would seem like money does not run football

I don't think bribery and slavery should be associated with football. However with Qatar as a host it is inevitably going to be the discussion all the way through the tournament. Likewise it would be interesting to follow up on the amount of female spectators at the games.

Fordi så ville jeg se fodbold og have godsmavitighed

Mainly because I associate the world cup with summer, public viewing events, bbq's, etc. This is not really an option with the world cup in quatar being hosted in the winter. Also, when is quatar into football?? The football culture behind the host country plays a big part of the event.

again, denmark in the semi finals, watch it even if it is played on antactica. Heck Let them play in antactica and i watch it anyway

Prevois answer to the similar

22 svar

Actions matter.

I am still going to watch it, because I connect it with Danish culture and I see it as a great social activity, that brings my friends and family together

Depends on what country would host instead

I believe that a key aspect of being chosen as a host nation is the existence of stadiums. Having to build stadiums in order to accommodate the teams is too capital heavy for some nations. This is why it makes sense for footballing nations to host the World Cup as they already have the facilities in place.

I would love to join in on the festivities that is watching the World Cup, but only if they host it in a country that isn't hateful.

Qatar is using slaves for building stadiums. This is 2019 not 1719

I might not watch it anyways, as the harm is already done. Important issues have been pushed aside, and FIFA have already shown that they do not care at all, but only care about their own profit.

The Qatar games will be at a bad time of year, and I don't support the work ethics of Qatar, which abuses workers and so on

I feel Qatar is one of the worst possible choices.

## II.II. INTERVIEW GUIDE – ANDREAS KRAUL (DR SPORTEN)

### Intro questions:

Question 1: May I record this interview?

Answer: “Yes, you may.”

Question 2: What is your name?

Answer: “*My name is Andreas Kraul.*”

Question 3: What is your title?

Answer: “*I’m what they would call a football commentator at DR Sporten. Journalist.*”

### Football and politics:

Question 4: Has politics become a bigger part of football, and thereby your job?

Answer: “*I wouldn’t say that it (politics) has become a bigger part of it (football), because politics for so many years has been a big part of football, and maybe even more clear if we go back to some of the first editions of the World Cup that were used directly as obvious propaganda. So I wouldn’t say that, no. Historically football and sport in general has been used politically a lot. So no, it hasn’t. You can say... the whole media attention around particularly football has exploded out of proportions, so that might make it more obvious, but proportional it hasn’t become bigger. It’s always been like this.*”

Question 4a: Then it just might be because it (the attention) has reached people in general?

Answer: *“Yes, and then there has been increased awareness that it’s problematic. Where previously it’s been like; well... that’s just how it is. If we go back to how Mussolini used the World Cup and how the Argentinian military dictatorship used the World Cup right up to 1978, there might have been a bigger acceptance among people in general, and maybe media too, that there was nothing to do about it, and that’s just how it was. Nowadays there a raised a lot more critical questions, and the focus is bigger on what the sport can be used to.”*

Question 5: F.C. Copenhagen has chosen to boycott Dubai for their winter training camp destination, partly because of pressure from their fans. Do you see a tendency for more dedicated “political fans”?

Answer: *“Yes, for sure. There’s a demand for the clubs, players, sports associations and their leaders to do ‘do the right thing’. Fans, media, sponsors are demanding this of them. That’s clearly a bigger focus area for clubs also, to have a certain profile that needs to be nurtured and looked after, how they wish to appear. So that’s definitely a tendency.”*

### **The international governing body of association football, FIFA:**

Question 6: Where does FIFA’s credibility stand in the year 2019 as in comparison to the start of the 21st century and prior?

Answer: *“I would actually say that they stand better, but then again the question didn’t ask if they stood good, just if they stand better. And I actually think that they do. There’s been a clear desire to clean up and create some transparency, create a better framework for making the right choices, in a way that doesn’t make it as obvious. E.g. the effort regarding corruption and individuals in FIFA’s executive committee and a lot of action that will make the situation better. And that has worked in some areas. And you get the feeling that it, maybe not fast, but in some way moves in positive direction.”*

Question 7: How do you see the evolution in FIFA’s selection of host nations for the World Cup?

Answer: *"Catastrophic! Well, hopefully catastrophic up until now. Hopefully something better to come. The choice to place the World Cup in Qatar, makes me very sad. That's a combination of several things, both the way that the specific election took place that didn't seem to go all that fair. Then there's Qatar's views on human rights and all that. But other than that, if we look past the political things. Qatar is a very very very small country, and yes, they try to create some nice stadiums and a World Cup atmosphere, but in my opinion the World Cup is the most sacred thing in the world of football. It's such a wonderful tournament, and there's so much tradition surrounding the tournament and I would rather like the World Cup, as it's only every 4 years, for it to take place in a 'real football country'. But then what is a real football country? For starters a country of a certain size where the tournament can come to its own. Some will then say that that's unfair for Qatar and other countries who doesn't have the size or history, but then it's also unfair for Denmark. We will likely never be the host of the World Cup. And my opinion is that, besides money and prestige, there's also the consideration of the tournament's anatomy that goes along with the hosts of the previous World Cups; Russia, Brazil, Germany, South Africa. Countries which have the land, the history, and in a way... Like South Africa. The World Cup in South Africa brought a continent together. It was Africa that hosted their first World Cup."*

Question 8: Where does the hosting of Russia and Qatar stand in connection with what FIFA stand for/should stand for?\*

Answer: *"Well that's an extremely difficult discussion, because... part of the argumentation is that a finals tournament, like the World Cup, can help develop things. Also Qatar. That by giving them increased focus on their country, and the country's methods, it develops the country. What we hear from Amnesty International is that in reality the World Cup has, in some sort of backward manner, helped develop and improve the working conditions for migrant workers. There's so much focus on Qatar that they've actually gotten better conditions and more rights. So, you can say, there's a reasoning in the fact that FIFA, by placing the World Cup finals in Qatar, creates increased awareness, in a positive direction. But then again, it comes in a backward manner, because should you be awarded for doing something bad at first that down the road becomes better. That's a completely different discussion. But I actually think that Russia... Well, Russia is a special case, because Russia is so many things, it's such a big country. And Putin and his way of running things is one thing, but there's also... For me it was a very shared experience to travel so much through*

*Russia, and also to travel outside Moscow and Saint Petersburg, in Kaliningrad, Volgograd, Rostov and the Novgorod Republic, to some of these provincial towns you never hear of, besides this (World Cup). To meet the Russians. So many people came from all over the world, so it's my impression that it actually changed something for the Russian people, the common Russian. Also in the way they look at the world, and in the encounter with other cultures, and other people. If you look at the whole of Russia's traditional attitude towards homosexuality etc. I just really think that there was a clash of culture that were really good for the Russians, and also for the rest of us, to meet the Russian on their premises."*

Question 9: In your opinion, what do you think an organization like FIFA needs to take into consideration when choosing a host for the World Cup?

*Answer: "I think they need a broad picture of what a World Cup host must be able to. Of course there's an economic perspective, volume, stadium requirements, infrastructure etc. But then there's also, like I spoke of earlier, a historical perspective. And I actually think that the choice to award South Africa with the hosting of the 2010 FIFA World Cup... There were also issues regarding townships and internal problems in South Africa. There were also things that didn't work optimally, but historically it made sense to open Africa for the World Cup finals at that point in time, and that's something I also feel belong in FIFA's obligation, to look at the big picture, while it also has to be a tournament that works."*

Question 9a: But isn't that one of the arguments for the decision to award Qatar the hosting? Opening up the World Cup to the Middle East, a place the World Cup has never taken place?

*Answer: "Yes! That is a valid argument, because it IS a tournament for the whole world. But I would say the choice of Qatar seem strange, in the way that Qatar doesn't have a place in the World Cup history. Qatar have never participated in the World Cup. Qatar doesn't have a particularly long football tradition. Then you should rather widen the 2022 World Cup to the whole of Middle East, some countries sharing the hosting of the World Cup. But of course, Qatar is a part of the world map that hasn't been involved in hosting a World Cup finals. I just don't think the argument holds throughout, to say that such a small country... and then again if we take all the*

*criticism of the politics surrounding Qatar out of the equation, I still think that the country is too small to host a World Cup finals.”*

### **The World Cup finals in Qatar:**

Question 10: How problematic is it that the 2022 FIFA World Cup in Qatar is set to be played in winter?

*Answer: ”Well, it is... in principle it’s not super problematic. In a way it’s more important that it’s played under optimal conditions for players and fans, rather than exact dates, because the World Cup has previously been executed on different dates. So that’s not, for me, the biggest problem. There is of course something romantic about the fact that the World Cup being held in the summer has become a tradition for many people, and that it associates with vacation, and for us in Denmark it’s about festival, summer cottage, midsummer which in some way goes hand in hand with the World Cup. So, in that way, you could say that there’s something in modern football history that squints in eyes and ears, but in my opinion it’s not the biggest problem.”*

Question 11: Do you sense a pressure from the fans regarding Denmark’s participation/boycott of the World Cup finals Qatar?

*Answer: ”Yes, I do. Not massively. I don’t predict a torchlight riots, but what we talked about earlier with the politic fan that demands, I’ve felt that. I’ve for example been in the national team training camp where they’ve hosted some Q&A-sessions with some of the players, and some of the questions that have been made have had to do with their attitude towards Qatar and if they even want to participate. And there were some of the same questions before the World Cup in Russia.”*

Question 12: Which considerations do you have regarding participation/boycott of the World Cup in Qatar?

*Answer: ”Well, I have an opinion which ties together with my role as a journalist and an employee at DR (Denmark’s Radio), which can be split into two parts: DR’s role as mediator of the World*



*Cup finals is pretty clear in the way that we follow the Danish government and parliament's recommendations. Which means that if the politic Denmark choose to boycott (the World Cup), we have a new situation for us. Our job is not to be political ourselves in this case. That's the way we do. And as a journalist, I have to put my own views further behind, meaning that whatever my personal view doesn't really matter. My job is to cover what happens. A big part of that is of course to cover the matches, but, as we did in Russia, another big part of it is to also cover the event on the premises that it has, meaning that... a big part of having the finals in Russia, a big part of having the finals in Qatar, is the country itself, and how the country appears and treats its guests etc. and we cover that too. That's an important task, like it is to cover the finals. So that's something we must take on as skilled journalists, to try showing the full picture."*

Question 13: You wrote an analysis of the Mathias Zanka case (Kraul, 2019), and in continuance of that analysis, I think it would be interesting to ask you, in the case that a decision is made about a boycott, who do you think should make that decision? Is it even DBU or the government or do you think it should be a collective decision between multiple parties?

*Answer: "You're often stronger when you stand together with others, demanding that individuals have to fight for the rest of us, I have a hard time dealing with. If someone does at of their own free will, I respect that, but I don't think we can demand that individuals, like in the Zanka case, that he must carry it all on his shoulders, but you can still demand/hope for some positioning, some athletes with opinions. But the big decisions should be taken from above. For starters, FIFA and international sports associations, and thereafter, the Danish government and parliament, and DBU (The Danish football association). And then it's up to DBU to evaluate how they can be the best influence, and how the make the best improvements. They've clearly chosen to do that from the inside, rather than standing outside saying that they won't be a part of it."*

Question 14: Do you think it's damaging for football if football doesn't take its fans worries into consideration (The FIFA World Cup in Qatar, FC Copenhagen in Dubai etc.)?

*Answer: "Yes, I think so. I think it has already been damaged. So yes, I definitely do think it is. And I think it's important to talk about it. Also by saying that a position has been taken. That you don't*

*just show up and say; 'Well okay, now we're here'. It's important to be very clear in your communication about how things are going to happen."*

Question 15: Is authenticity fading out of football?

*Answer: "Yes. I'm afraid so. I think it's already happened... that we've seen it. You can see it in e.g. the Premier League (FA Premier League). It has changed in authenticity and classic football culture. To find that, you have to go to the lower English leagues to find what ones were, and that's happening other places as well. I think that Germany still has some of the history left, but it changes, and does in many ways, like all sorts of things in this world, nothing stands still, and maybe you shouldn't always wish for it to be otherwise. But some of the soul that many of us know has faded."*

Question 15a: Do you think that's damaging for football, or do we just need to get used to it?

*Answer: "It depends on how romantic of a football fan you are. Football is living more than ever, and becomes an increasingly bigger business, but I guess we can say that it's damaging, because it, in some way, seems like corruption thrives better now."*

**Finishing:**

Question 16: May I use your name in my masters?

*Answer: "Yes, you may."*

## **II.III. INTERVIEW GUIDE – JACOB HØYER (DANSK BOLDSPIL-UNION)**

### **Intro questions:**

Question 1: May I record this interview?

Answer: *“Yes, you may.”*

Question 2: What is your name?

Answer: *“My name is Jakob Høyer.”*

Question 3: What is your title?

Answer: *“My job title is Head of Communications at the Danish national football association, DBU.”*

### **Football and politics:**

Question 4: Do you sense an increased interest in the work you do from people in general?

Answer: *“That’s a very general question. Yes, we can. On two levels: Football is, and will continue to be, the biggest sport, with by far the biggest fan base, both in Denmark and in larger parts of the world. So when the national team is performing well or when something controversial happens, there is great interest. It’s something that a lot of people can talk about. The other aspect, which you’re maybe interested in, is that through the years there’s come so much financial and commercial interests in the world of football, resulting in a lot of cases which makes the placing of a World Cup politically controversial. But also creates a discussion of footballs role in the case of racism, homophobia, in the society we are part of. For DBU, where I’m Head of Communication, we’ve come forward with the vision that we’re ‘a part of something bigger’ (The slogan of DBU).”*

*We communicate that we want to take responsibility in the society, therefore we interfere and try to take responsibility in the fight against homophobia and racism, and so on. Football is in the larger picture a mini society on its own. That's why the cases and conflicts we experience in the world are also present in the world of football in a smaller, but in some cases a proportional bigger scale. So yes, there's a bigger interest. That was a long answer."*

Question 5: Do you sense a more politically commitment from fans?

*Answer: "Well, I think I sense two things: We've ourselves opened a dialogue with our fans the last year after we had this very regrettable conflict with the men's national team. It was obvious that our fans both thought that the players and DBU were dumb and dumber, and there were hashtags called #NotMyNationalTeam trending. So we felt the need to say; 'this can't be right, we've got a national team we believe in sports wise and has fantastic personalities'. We need to get closer to the fans, so we've done a lot of things with them. Made some workshops, created an atmosphere stand in the national football stadium etc. When we do that, the fans expect us to listen to them, and we of course do that. They express themselves louder and more frequently than earlier, and at the same time there's no doubt that the world of football and the culture therein thrives on social media. I'll go out on a line and say that that the majority off content on Twitter belongs to politics and football, and comes from politicians, media people, football and sports fans and commentators. They use twitter an awful lot, and we feel an incredible attention and debate on Twitter regarding, among other things, the FIFA World Cup in Qatar."*

Question 6: F.C. Copenhagen has chosen to boycott Dubai for their winter training camp. Has politics become a bigger part of football?

*Answer: "Yes, you can say that. It's also an expression of the club listening to its sponsors and fans, and I think that's very good. I think it's important. I don't think it can be called a boycott, as they always have a choice to place their training camp in Turkey or Spain instead. When we participate in the World Cup in Qatar in 2022, which we hopefully qualify for, we don't have the opportunity to play the tournament somewhere else, the World Cup is in Qatar. We've engaged in a critically dialogue, actually on the basis of recommendation from Amnesty International, we'll go to Qatar and try to affect the situation in Qatar. We've had the opportunity to send our U-21*

*national team to Dubai and Qatar on training camp in January. We've chosen not to and sent them somewhere else instead. So, we in DBU also make these choices in that area."*

Question 7: You mentioned Amnesty. What feedback have you gotten from fans regarding your cooperation with Amnesty and the renewal of your cooperation with Amnesty?

*Answer: "I think we've gotten positive feedback, it's positive that we can... We've just had some events both with the sporting press and fans, where we sit down with Amnesty and try to explain the situation, and then they can hear Amnesty's view on the matter, who are the experts on human rights, then they can hear how we act as a sports body. We aren't experts in foreign affairs or human rights, and therefore we listen to what Amnesty has to say, and on the basis of that we make our decisions. So, I think we get positive feedback. We can see that Denmark's Sports Federation (DIF), which is our umbrella organization, has made a deal with Amnesty after we did, they've been inspired by the way we work. So, there're a lot of positive feedback."*

### **FIFA and their choice of hosts for the World Cup:**

Question 8: How do you (DBU) see the evolution in FIFA's choice of hosts for the World Cup?

*Answer: "We've for the last couple of years underlined that the choice to award Qatar the hosting of the 2022 FIFA World Cup is controversial, we also believe it's wrong, but it's been made within the past rules of FIFA. Back then it was an executive committee that made the decision. Nowadays when a decision is made on the hosting of a World Cup, it's all the member countries, the 209 member countries of the International Federation of Association Football, FIFA. Because the decision has been made within the rules at that time, we must respect the decision. I think it seems like there has been made a protection of interests, which haven't been by the book, but no one has been able to prove it to such an extent that it has been changed by the judiciary. Now, the French have just filed a lawsuit against FIFA, in relation to this placing of the World Cup. So, now we just have to wait and see if that lawsuit finds out something else, but no one has been able to legally reverse it, and as long as no one has been able to do that, we have to respect the decision. But I think it's controversial and wrong. But FIFA has changed the process since, so the latest selection*

*was between Morocco and the North American alliance on the other side, with Mexico, USA and Canada, where it was the latter that won, and we think that's very positive that it went that way, and that all the member countries were in the voting. I'll quickly say that just because all the member countries have their say, it's not a given that we won't see controversial decisions, we may very well end up in the Arabic countries again, or in far eastern states that too have problematic views on human rights, because there are just different values present. It's just like in the UN. The UN can't always follow Scandinavian values either, there's also a world community that needs to agree. So, in that way, we're a mini society."*

Question 9: You touched upon it here, but what do you think an organization like FIFA needs to consider when choosing a host for their World Cup finals?

*Answer: "What we've emphasized, which also have become better, is that there's also focus on sustainability, and that's both a question of climate, but also that you don't start building 6, 8, 10 new stadiums which no one will use after the tournament has finished. That you base the tournament on stadiums that exist and possibly modernize them or maybe build one new stadium. But that you don't, as we've seen time and time again, build several stadiums that will be left unused. But also an economic sustainability, so that there's balance. I also think, and that's actually one of the criteria, a look at both human rights and labor rights. That there, in the connection with the buildings, are people who uphold the elementary labor rights. And that's become better in FIFA auspices. In the new setup it will probably be even better prospectively."*

### **The 2022 FIFA World Cup in Qatar:**

Question 10: How close of a cooperation does DBU have with the Danish government and parliament regarding the World Cup finals in Qatar?

*Answer: "From the beginning we've had a close dialogue with the parliament's culture committee and the ministry of culture who's in charge of sports and actually also with the ministry of foreign affairs at some times. We recently had audience for the culture committee as one of the first guests after the general election and its opening. We were together with the director of DIF (The Danish*

*Sports Federation) in audience, and we told them about the thoughts we have when participating in international sports tournaments, and it is especially football, which you are interested in here, but what's interesting is that there, in Qatar for the past 10 years, both have been big events in cycling, handball, swimming, athletics and a many others that there aren't being talked about, as there is surrounding the football World Cup in Qatar. We've tried to explain them the situation. We've had meetings with several of the rapporteurs, who want to know why we act like we do, and of course also ask why we aren't boycotting, but it's also a discussion of why it's the sport that needs to boycott if the society doesn't. The Danish state hasn't boycotted Qatar. There're still diplomatic connections and many big businesses that have big investments and business in that area. So, it's a cooperation where we appeal to that the parliament must be the ones who take the grand political decisions, like boycotting, and then we'll follow, but as long as the state, government, parliament don't boycott we don't think it should be sports job to lead with a boycott. It would mean putting too big a responsibility on the shoulders of sports."*

Question 11: How close of a cooperation does DBU have with other national football associations in the conversation about Qatar?

*Answer: "We've talked this through with the Nordic football associations. We have a very close cooperation with them and our directors meet once every three months as a minimum, and talk about everything from ladies football to the conditions in Qatar. We also discuss how we can have an equal say on this matter. Not everything we do in Denmark are equal to them, but they agree with a lot of it. Together we try to create a conference in Qatar, probably in the beginning of 2021, where we with 'a Nordic voice' will highlight some of the things we believe are important in the last preparations of the World Cup."*

Question 12: Do you feel a pressure from the fans regarding participation/boycott of the World Cup finals in Qatar?

*Answer: "Yes, absolutely. Crazy! There's been times where no matter what we Tweeted from my account or DBU's account, people just wrote; 'Yeah yeah alright, but what about the World Cup in Qatar?'. So, especially some fans are extremely preoccupied with this. And it's also like that with social media that it's very easy to write something with a harsh tone and be maybe a bit simplistic*

*in ones choice of words, and we notice that. We also see people asking of curiosity and then we enter a dialogue, either on Twitter or... We've also had a fan event where around 60-70 fans participated and questioned our director about all things regarding Qatar, so he had the opportunity to answer directly."*

Question 13: Do you think that it's the sign of the times that because of social media and the great media coverage, the general public are more invested in the conflict?

*Answer: "I think it's a mix of a political consciousness in the Danish society which I think is very positive, but also with social media which makes it faster, and a bit more sharp and tending to shrill in the public debate. I think that sometimes the comments are quite oversimplified, and that it's hard to reason with when we try to explain ourselves. So, it's not about everyone agreeing with what we're saying, but if you don't even have a sincere interest, if you don't really want to know what's going on, then I don't think social media contributes to dialogue in an optimal way."*

Question 14: Do you think that it's damaging for football if football doesn't take its fans worries into consideration (The World Cup in Qatar, FC Copenhagen in Dubai etc.)?

*Answer: "Yes, of course. The fans are the support. Without fans in sports, there is no sports. So, if you lose the public interest, you could potentially lose the whole economical foundation in TV-deals, in sponsors. In reality there might be less people that starts doing that sport, if people aren't interested in it as fans. So, it's extremely important to listen to fans. That being said, you have to listen in a conversation, and my feeling is that not all fans of the national team suggest that we should boycott tomorrow, I actually think more and more listen to what we say, also when bring Amnesty in or others. We've had contact with both the union and we are at the moment in dialogue with several of the parliament parties about how they can join the discussion as well. And if the discussion is broader, there will also come nuances and an understanding of that... Roughly speaking, if we chose to boycott tomorrow and said; 'We won't go to the World Cup, which we haven't qualified for yet', no one would listen to us. Then Qatar and UEFA etc. wouldn't listen to our arguments. We have a much better opportunity of speech when we say that we wish to participate, than if we just stay away. In that way, we have the opportunity to affect. I'm not saying that everything will be fine in Qatar, but some things have improved in just the 2-3 years we've*



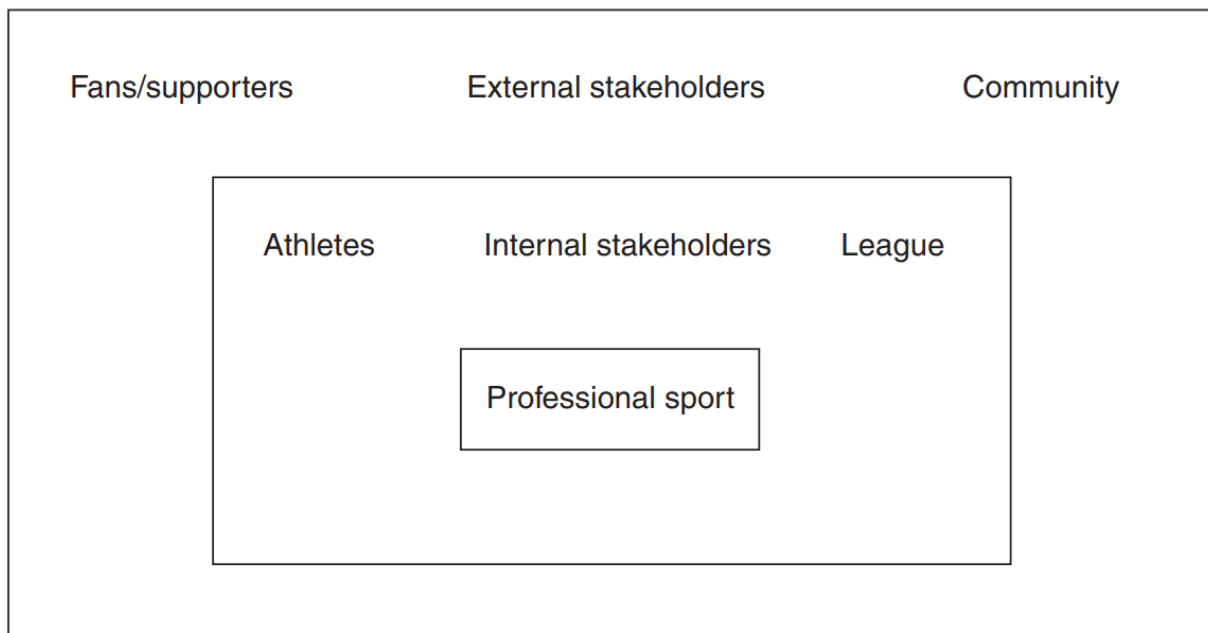
*pressured FIFA, and we hope that if we continue the pressure together with the Nordic countries, and maybe several European countries, we can change some of the fundamental things that should be better, both in regards to this World Cup, but just as important that it will be followed up after the World Cup. Because the biggest risk with those big sports events is that you've got an organizer so preoccupied with publicity that they make everything look shining bright, and then when the spotlight disappears after the Olympics or the World Cup or whatever, then the whole thing is left unused, with empty stadiums. We've seen that before in Brazil and several other places. So, my hope is that the attention we've created and are keen to maintain, can create change. We've said multiple times that; 'We do not threaten to stay away, we threaten to come', and I think that's a very, simplistic as it might be, a good way to put it."*

**Finishing:**

Question 15: May I use your name in my thesis?

Answer: "Yes, you may."

***II.IV. THE PROFESSIONAL SPORTSCAPE (BRADBURY & O'BOYLE, 2017)***



***II.V. THE JULES RIMET TROPHY***



*II.VI. SILVIO GAZZANIGA'S WORLD CUP TROPHY*



## II.VII. TWEET: FIFA WORLD CUP TROPHY



FIFA World Cup  
@FIFAWorldCup



Beginning of  
the decade

End of  
the decade

Oversæt Tweet



12.55 PM · 31. dec. 2019 · Twitter Web App

781 Retweets 6,7 t Likes



FIFA World Cup @FIFAWorldCup · 31. dec. 2019



Svarer @FIFAWorldCup

A good look never goes out of style 😊

3

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*II.VIII. THE 2022 FIFA WORLD CUP EMBLEM*

