AMBASSADOR APPOINTMENT POLICY

Appointment Criteria • Responsibilities • Governance

1. Purpose of the Role

A CONIFA Ambassador is an individual appointed to represent, promote and support the mission, vision and values of the Confederation of Independent Football Associations (CONIFA). Ambassadors help raise CONIFA's profile, strengthen relationships with stakeholders and promote football as a means of inclusion, cultural identity, diversity, equality, peace and international friendship.

The title is honorary and does not automatically confer executive authority, decision-making powers or the right to legally represent or bind CONIFA.

2. Eligibility and Appointment Criteria

A. Nomination and Approval

- **Formal nomination:** The candidate must be proposed by a member of the CONIFA Global Executive Committee.
- **Executive Committee approval:** The appointment must be approved by the CONIFA Executive Committee in accordance with applicable governance rules.
- **Documented appointment:** The nomination, rationale and approval must be recorded in relevant CONIFA meeting minutes or official records.
- **Acceptance:** The candidate must formally accept the appointment and agree to comply with CONIFA's relevant policies, values and guidelines.

B. Reputation and Public Recognition

- **National or international renown:** The candidate should have national and/or international recognition in a relevant field, such as sport, culture, diplomacy, business, academia, media, humanitarian work or public service.
- **Credibility and integrity:** The candidate must demonstrate honesty, professionalism, respect and ethical conduct.
- **Positive public standing:** The candidate should not have a record of conduct that could reasonably cause significant reputational damage to CONIFA.
- **Relevant experience or influence:** The candidate should possess experience, expertise, networks or public influence that could benefit CONIFA and its member associations.

C. Alignment with CONIFA's Mission and Values

- **Commitment to CONIFA's mission and vision:** The candidate must understand, respect and actively support CONIFA's objectives.
- **Respect for diversity and inclusion:** The candidate must support equality, non-discrimination, cultural diversity, mutual respect and the right of communities to express their identities through football.
- **Commitment to peace and friendship:** The candidate should promote dialogue, understanding, cooperation and peaceful relations between communities.
- **Respect for all members:** The candidate must demonstrate impartiality, respect and fairness towards CONIFA member associations, players, officials and stakeholders.

D. Promotion and Engagement

- **Active promotion of CONIFA:** The candidate must be willing to actively promote CONIFA, its competitions, development programmes, initiatives and values.
- **Public representation:** The candidate should be willing, where appropriate, to represent CONIFA at events, meetings, conferences, competitions or other relevant activities.
- **Communication and visibility:** The candidate should support positive visibility through public appearances, interviews, social media, professional networks or other appropriate channels.
- **Relationship building:** The candidate should help establish or strengthen relationships with potential partners, sponsors, institutions, media organisations, public figures and other stakeholders.
- **Support for development:** The candidate should contribute, where possible, to CONIFA's growth, membership, youth and women's football, grassroots initiatives and international cooperation.

E. Professional Conduct and Accountability

- **Compliance with CONIFA policies:** The Ambassador must comply with applicable CONIFA statutes, regulations, codes of conduct, safeguarding policies and communication guidelines.
- **Protection of the CONIFA brand:** The Ambassador must use CONIFA's name, title and visual identity responsibly and must not make unauthorised commitments or statements on behalf of CONIFA.
- **Confidentiality:** The Ambassador must respect confidential information obtained through their association with CONIFA.
- **Conflicts of interest:** The Ambassador must disclose actual or potential conflicts of interest that could affect their role or association with CONIFA.
- **No unauthorised authority:** Unless separately authorised in writing, an Ambassador may not enter into contracts, commit financial resources, make binding decisions or present personal opinions as official CONIFA positions.

3. Appointment Procedure

1. **Nomination:** A member of the CONIFA Global Executive Committee submits a written nomination, including the candidate's background, qualifications and reasons for the proposed appointment.
2. **Assessment:** The candidate's reputation, suitability, alignment with CONIFA's values and potential contribution are assessed.
3. **Approval:** The CONIFA Executive Committee considers the nomination and approves or rejects the appointment in accordance with applicable governance rules.
4. **Appointment:** Following approval and acceptance, CONIFA issues an official appointment letter or certificate specifying the role and any applicable terms.

4. Term, Review and Revocation

- **Term of appointment:** The appointment should be for a defined period, for example two years, with the possibility of renewal following review.
- **Performance review:** CONIFA may periodically review the Ambassador's engagement, contribution and continued suitability.
- **Resignation:** An Ambassador may resign by providing written notice to CONIFA.
- **Revocation:** The CONIFA Executive Committee may revoke the appointment if the Ambassador acts contrary to CONIFA's mission, values, policies or interests, engages in serious misconduct, or fails to maintain the standards expected of the position.
- **Use of title after termination:** Upon resignation or revocation, the individual must cease presenting themselves as a serving CONIFA Ambassador and discontinue any unauthorised use of the title.

Any revocation should follow a fair process, with the opportunity for the individual to respond where appropriate.

5. Additional Principles

- **Honorary and non-remunerated:** The role is honorary and unpaid unless separate written terms are approved by CONIFA.
- **No automatic membership or governance rights:** The appointment does not grant membership, voting rights or a position within the Executive Committee.
- **No automatic exclusivity:** Any restrictions on representing other organisations should be expressly agreed rather than assumed.
- **Measurable engagement:** Ambassadors should be encouraged to agree on practical annual contributions, such as promoting events, attending selected activities or facilitating relevant introductions.
- **Diversity of representation:** CONIFA should seek Ambassadors from different regions, professional backgrounds, communities and areas of expertise.
- **No political endorsement:** Ambassadors must not imply that CONIFA endorses a political party, candidate or personal political position unless an official position has been expressly authorised.

6. Official Policy Statement

A CONIFA Ambassador is an honorary representative appointed to promote the mission, vision, values and activities of the Confederation of Independent Football Associations (CONIFA). Candidates must be nominated by a member of the CONIFA Global Executive Committee and approved by the CONIFA Executive Committee. Candidates should demonstrate national and/or international recognition, a strong reputation for integrity, a commitment to CONIFA's values and the ability and willingness to actively contribute to the organisation's visibility, development and international relationships. All Ambassadors are expected to uphold the principles of inclusion, diversity, equality, cultural respect, peace and international friendship; act in the best interests of CONIFA; protect its reputation; and comply with its applicable policies and guidelines. The appointment is honorary and does not, in itself, confer executive authority or the right to legally represent or bind CONIFA. Appointments are subject to periodic review and may be revoked by the CONIFA Executive Committee in accordance with applicable governance rules.

7. Adoption and Review

This policy should be reviewed against CONIFA's statutes and applicable Executive Committee regulations before formal adoption. The adoption date, responsible body and review date may be recorded below.

Approved by	**CONIFA Executive Committee**
Date of approval	To be completed
Next review	To be completed