# FIFA Club World Cup 2025™ SOCIOECONOMIC IMPACT ANALYSIS

March 2025

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### FIFA Club World Cup 2025™ impact analysis

Goaleconomy | March 2025

#### Scope

The new FIFA Club World Cup brings together the best clubs from every continent to compete for global glory. The groundbreaking tournament will feature 32 clubs and showcase an unprecedented level of competitiveness and diversity.

#### Goal

The primary goal of this study is to evaluate the event-related social and economic impact, capturing both tangible and intangible benefits through a structured and comprehensive analysis.

#### Methodology

The analysis adopts both the Impact Analysis methodology, Social Return on Investment (SROI) methodology aligned with <u>OECD guidelines</u>, to evaluate the value generated relative to the investments made. This methodology incorporates stakeholder engagement, outcome mapping, monetization, and the discounting of future benefits.

To provide a comprehensive picture, the socio-economic impact analysis uses an inter-country SAM matrix with a breakdown into 45 productive sectors and 76 different countries.

#### **Data sources**

Key data comprise expenditure and attendants forecast by FIFA, surveys on participants conducted by Nielsen, tourism expenditure reports, health impact studies, and international benchmarks from organizations such as the World Bank, OECD, ILOSTAT, UNECE, WTO and UNWTO.





**EVENT INPUTS** 

SOCIAL AND ECONOMIC OUTCOME



**3.7** M people EXPECTED TOTAL ATTENDANCE

**EVENT-RELATED TOTAL EXPENDITURE** 



#### **GLOBAL IMPACT**

ECONOMIC Direct and indirect financial gains from event-related expenditure and tourism

#### SOCIAL

Monetary value of all nonboth benefits and negative



**GROSS OUTPUT** Main economic impact \$ **41.3** B

**GDP Gross Domestic Product** 

\$**21.1**B

**EMPLOYMENT** 



**GOVERNMENT REVENUE** Direct and indirect taxes

\$**4.8**B



SOCIAL BENEFITS Extra-financial value

\$**3.36** B

SROI Social Return on Investment

4.34

FIFA

OPENECONOMICS



EVENT INPUTS

SOCIAL AND ECONOMIC OUTCOME

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## **3.7** M people expected total attendance

EVENT-RELATED TOTAL EXPENDITURE

#### **USA IMPACT**

**ECONOMIC** Direct and indirect financial gains from event-related expenditure and tourism

#### SOCIAL

Monetary value of all nonfinancial changes, including both benefits and negative GROSS OUTPUT Main economic impact \$ 17.1 B

GDP Gross Domestic Product

\$**9.6** B



**EMPLOYMENT** Full time equivalent jobs



**GOVERNMENT REVENUE** Direct and indirect taxes

\$**1.9** B

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SOCIAL BENEFITS Extra-financial value

\$ **3.36** B

**SROI** Social Return on Investment

4.34

# Methodology



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## **Economic impact**

The macroeconomic analysis aims to estimate monetary impacts the of spending, summarized in a set of standard indicators, the main ones being Gross output, Gross Domestic Product (GDP), Labor Income and Employment.

The analysis is based on the Inter-Country Social Accounting Matrix (SAM), with a breakdown into 45 productive sectors and 76 different countries. This economic model provides a representation of the economy based on international statistical data (sourced from The World Bank, ILOSTAT and OECD), allowing the simulation of the behavior of the value chains of an economic region in response to a spending stimulus.

Both the tourism and the event expenditures were used as shocks for the model to quantify the economic impacts. The outcomes include direct, indirect, and induced contributions to the United States and the global economy.





DIRECT Demand for goods and services by the sectors where the expenditure happens.

INDIRECT The impact resulting from the increased demand and supply in the activated supply chains.

INDUCED The effect of reiniecting income from labor and capital into the economic system.

#### **ECONOMIC IMPACTS**



GDP

EMPLOYMENT LABOR INCOME

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## FIFA EXPENDITURE \$

**DATA COLLECTION** Collection of input data, such as investments, to assess the shock associated with them.

STAKEHOLDER MAPPING Identifying and prioritize individuals or groups affected by or influencing the initiative.

#### **OUTCOMES OUANTIFICATION**

Outcome quantification analysis involves measuring value to the changes generated by a project, using data to assess the extent of its impact on stakeholder.

#### **BENEFITS MONETIZATION** Assigning an economic value to the changes derived from the implemented outcomes, translating them into social benefits.





## Social impact (SROI)

The Social Return on Investment (SROI analysis) aims to estimate benefits beyond economic impact including the improving on health, well-being, and social connections within communities.

This analysis is based on the Social Generally Accepted Accounting Principles (SGAAP) and relies on an input-output-outcome model (investments->benefits->actions).

The methodology adopts the Theory of Change approach, which emphasizes the links leading to the causal changes experienced by stakeholders.

The result of the analysis indicates how many dollars of social value are generated for each dollar invested. This extra-financial value is determined by the ratio between the total social benefits produced and the investment costs required to achieve them.

## Event framework



#### The event's main characteristics

The FIFA Club World Cup 2025<sup>™</sup> marks a significant evolution in the history of the competition. This new 32-team format aims to elevate the profile of club football globally, providing a platform for the best clubs from all six FIFA confederations to compete in a month-long tournament.

The United States will host the 2025 edition of the FIFA Club World Cup™, leveraging its robust infrastructure and passion for sports. The 63 matches will be held in major cities such as Atlanta, Cincinnati, Charlotte, Los Angeles, Miami, Nashville, New York/New Jersey, Orlando, Philadelphia, Seattle, Washington, D.C. These cities were chosen not only for their capacity to host large-scale events but also for their international accessibility and ability to offer visitors a unique mix of football and cultural experiences.



### Expenditure estimate by source

Tourism forecasts for the FIFA Club World Cup 2025<sup>™</sup> are promising. The influx of visitors will likely generate billions of dollars in economic activity, benefiting the hospitality, transportation, and retail sectors. Hotels in hosting cities are preparing for record occupancy rates, while local businesses stand to gain from increased foot traffic.

Beyond the economic impact, the event provides a platform to promote the host cities as global tourist destinations, enhancing their visibility and appeal to international travelers.



# Economic impact



## Impact propagation

GROSS **OUTPUT Economic impact** 

> **GDP Gross Domestic Product**

LABOR INCOME **Gross Salaries** 





**REST OF THE WORLD** 

USA

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Gross output is the total value of goods and services produced by an economy or sector. It measures economic output and reflects the scale of economic activity.

**GDP** is the total value of all goods and services produced within a country over a period, adjusted for intermediate consumption. It's a key indicator of economic growth.

Labor Income refers to the total earning of workers, including wages, salaries, and benefits. It represents compensation for labor services provided in production.

**Employment** represents the average number of employment opportunities, measured in full-time equivalents (FTE). One FTE equals one full-time position.

#### **GDP disaggregation**

The expenditures for the upcoming FIFA Club World Cup 2025<sup>™</sup> will generate an impact on Value Added that propagates along the value chains of the worldwide economy, with Wholesale & Retail and Real estate sectors benefiting the most (\$ 2.1 billion each), followed by the Accommodation & Food sector (\$ 1.7 billion), Defense & Security and Financial & Insurance (\$ 1.3 billion each). This impact will also extend to the world's major economies, with significant effects on the services sectors. Specifically, outside the U.S., the impacts are going to be most pronounced in China (\$ 2.1 billion), followed by Japan (\$ 0.9 billion), Germany (\$ 0.8 billion), and the United Kingdom (\$ 0.7 billion).



#### **Employment detail**



income from the FIFA Club Labor World Cup 2025<sup>™</sup> is expected to be higher in the U.S., the host country, at \$ 5.8 billion compared to \$ 5.1 billion in the rest of the world.

However, the event will generate relatively fewer jobs in the U.S. due to structural features of the labor employment market, where is predominantly concentrated among high-skilled, high-wage workers. The services sector will drive the most employment worldwide. In the U.S., the Accommodation & Food (19,426 FTEs) and Air Transport (12,475 FTEs) sectors will see the largest job growth due to hosting the tournament, while in other countries, the Wholesale & (38,148 FTEs) sector will Retail experience the greatest impact.

#### **USA**

#### **105** k FTE



#### **Rest of the World**

Administra

sectors

#### 327 k FTE

| Wholesale &<br>Retail        |       |     |      |  |        | 38,148  |
|------------------------------|-------|-----|------|--|--------|---------|
| Defense &<br>Security        |       |     |      |  |        | 24,379  |
| Agriculture                  |       |     |      |  |        | 23,681  |
| Construction                 | 1.2.2 |     |      |  |        | 20,988  |
| Education                    |       |     |      |  |        | 19,111  |
| Financial &<br>Insurance     |       |     |      |  |        | 18,873  |
| Real<br>Estate               |       |     |      |  |        | 15,080  |
| Health &<br>Social           | 111   |     |      |  |        | 14,282  |
| Administrative<br>Assistance |       |     |      |  |        | 11,033  |
| Technical<br>activities      |       |     |      |  |        | 10,390  |
| Other                        |       | ::: | :::: |  | ****** | 131.709 |

# Social impact



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## Social Impact: Non-financial benefits

Understanding the outcomes of the event involves evaluating the long-term effects that extend beyond the immediate outputs. The outcomes are monetized using best practices, considering proxies as increased physical activity levels.

This methodology is based on the theory of change.

Based on the forward-looking analysis, the FIFA Club World Cup 2025<sup>™</sup> is expected to generate a wide range of social benefits:

**Tourism Benefits**: tourism-related benefit is assessed in terms of consumer surplus, estimated using the "rule of half". This approach assumes a linear distribution of benefits and allows for the quantification of the economic advantage perceived by tourists relative to the price they pay. The analysis captures both the benefits arising from tourism during the event itself and the legacy effects in the following years.

**Sport Benefits**: The overall value relies on the estimated number of local spectators attending the matches, exceeding 1.8 million. This figure serves as the basis for applying proxies to calculate savings in healthcare costs, reductions in crime rates, and increased spending on injuries (negative benefit). The analysis spans a five-year period, incorporating the event's legacy, with a linear reduction in benefits over time.

**Entertainment benefits**: This value arises from consumer surplus, with the value of time allocated between US residents and tourists. Social media engagement also plays a significant role, calculated based on the value per click, estimated in \$2.1, on social media platforms.



| BENEFITS BY SECTOR | \$ B |
|--------------------|------|
| Tourism            | 2.43 |
| Sport              | 0.58 |
| Entertainment      | 0.35 |
| Total              | 3.36 |

#### Social impact: SROI

The total social return generated by the interventions is calculated by summing the monetary values of all changes, including both benefits and negative impacts. A comparison is then made between these outcomes and the total economic cost.

A 5% discount rate is applied, reflecting the five-years time horizon considered for all identified outcomes, resulting in a present value of social benefits amounting to \$ 3.36 billion.

To ensure a more robust analysis, a linear decline in the legacy effects on tourism is assumed over the years of analysis. This estimate accounts for the gradual reduction in the effectiveness and benefits of the interventions over time.

After accounting for the initial investment, the net present value of the social return is determined to be \$2.58 billion.

The social return on investment (SROI) for the interventions is therefore **4.34**, meaning that for every dollar invested, society as a whole is expected to benefit by \$ 4.34.

The Social Return on Investment value is significantly positive, comparable to the values observed for other international events including the Nitto ATP Finals.

## \$ **3.36 в**

\$**0.77 в** \$**2.58** в



| Comparable Event  | SROI Value |
|---|------------|
| Nitto ATP Finals 2023<br>FITP 2023                                      | 4.8        |
| <b>Sport and physical activity in England</b> <i>Davies et al. 2019</i> | 3.3        |

# Appendices



#### Social impact: methodology details

Our study aligns closely with the insights highlighted by the <u>OECD</u> and WHO, emphasizing the critical role of physical activity in enhancing individual well-being and addressing global health challenges. By assessing the social impacts of the event, we build on the established understanding that increased participation in physical activity not only promotes health benefits for individuals but also yields significant public health savings.

The OECD and WHO findings underline that raising physical activity levels could prevent 500 million new cases of non-communicable diseases by 2030, saving public health systems \$ 300 billion globally. Similarly, our analysis explores how sports participation during the event contributes to:

- Physical activity has significant health benefits for hearts, bodies and minds
- Physical activity contributes to preventing and managing non-communicable diseases such as cardiovascular diseases, cancer and diabetes
- Physical activity reduces symptoms of depression and anxiety
- Physical activity enhances cognitive health such as thinking, learning, and judgment skills
- Physical activity ensures healthy growth and development in young people
- Physical activity improves overall physical and mental wellbeing

## How to measure the impact of culture, sports and business events

A Guide Part I



MONODAY

### **Assumptions: FIFA expenditure details**

Total FIFA expenditures are currently estimated in the range of \$1.9 billion.

**Prize Money** (\$1 billion): The prize money will be distributed among the participating clubs based on their final positions.

**Operations** (\$ 0.37 billion): the operations cost cover event management, operational staff, temporary infrastructures, and the logistics required to ensure the smooth running of the event.

**Team Services** (\$ 0.27 billion): account for approximately 14% of the total budget, indicating that most resources are allocated to direct services for the teams. This include expenses for accommodation, transportation, technical support, logistics, and other needs of the participating teams.

**Venue & Competition** (\$ 0.14 billion): investments in venue pertain to the maintenance or rental of venues, sports equipment, and other direct costs for hosting the competitions.

**Administration & Finance** (\$ 0.03 billion): 2% of the budget is dedicated to administration and financial management, reflecting costs related to event governance, administrative staff salaries, and other management expenses.

**Communication & Marketing** (\$ 0.09 billion): 5% of the budget is allocated to communication, marketing and leveraging digital platforms like *FIFA*+.



| EXPENDITURE BY SECTOR     | \$ B | SHARE |
|---------------------------|------|-------|
| Prize Money               | 1.0  | 53%   |
| Operations                | 0.37 | 19%   |
| Team Services             | 0.27 | 14%   |
| Venue & Competition       | 0.14 | 7%    |
| Communication & Marketing | 0.09 | 5%    |
| Administration & Finance  | 0.03 | 2%    |
| Total                     | 1.9  |       |

#### **Assumptions: Detailed tourism expenditure**

Tourism expenditure is calculated using several key assumptions. Total stadium attendance is estimated at 90% of the stadium's full capacity, according to <u>FIFA data</u>.

Assuming that 40% of the total stadium attendance consists of foreign tourists, and that they are accompanied by additional companions (+10%), we estimate that each tourist attends an average of two matches.

To determine the total expenditure, the estimated number of tourists is multiplied by \$ 500, the average daily spending per tourist, and then by 10 days, which reflects a realistic estimate of the <u>average length of stay and expenditure in the USA</u> for such an event.

| 3.67  | M People                   |
|-------|----------------------------|
| 40    | %                          |
| 2     | Tickets                    |
| 10    | %                          |
| 10    | Days                       |
| 500   | \$                         |
| 4,032 | \$ M                       |
|       | 40<br>2<br>10<br>10<br>500 |

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## **Detailed Impact on USA and global economy**

| Impact      | Gross output (\$ M) | GDP (\$ M) | Labor income (\$ M) | *Employment FTE |
|-------------|---------------------|------------|---------------------|-----------------|
| USA         |                     |            |                     |                 |
| Direct      | 2,609               | 3,435      | 2,069               | 37,346          |
| Indirect    | 7,789               | 2,378      | 1,433               | 25,851          |
| Induced     | 6,734               | 3,819      | 2,300               | 41,514          |
| Total       | 17,132              | 9,632      | 5,802               | 104,711         |
| Multiplier  | 2.39                | 1.34       | 0.81                | 14.61           |
| Rest of the | World               |            |                     |                 |
| Direct      | 1,165               | 656        | 302                 | 19,508          |
| Indirect    | 733                 | 396        | 175                 | 10,502          |
| Induced     | 22,273              | 10,425     | 4,640               | 297,664         |
| Total       | 24,171              | 11,477     | 5,117               | 327,674         |
| Multiplier  | 3.37                | 1.60       | 0.71                | 45.73           |
| World       |                     |            |                     |                 |
| Direct      | 3,774               | 4,092      | 2,372               | 56,854          |
| Indirect    | 8,523               | 2,773      | 1,607               | 36,354          |
| Induced     | 29,006              | 14,244     | 6,940               | 339,177         |
| Total       | 41,303              | 21,109     | 10,919              | 432,385         |
| Multiplier  | 5.76                | 2.94       | 1.52                | 60.34           |

\*For the purpose of calculating employment, given the limited time frame of the investments, it has been assumed that a significant share (40%) of the employed workforce consists of temporary, low-skilled workers with an average wage cost lower than the national average.

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### Social Impact: from financial to economic cost

The transformation of financial costs into economic costs is a critical step in accurately estimating the value created by investments. This methodology addresses market price distortions, enabling a realistic evaluation of net benefits to society and the local economy. By applying shadow prices and eliminating distortive factors such as taxes, tariffs, and subsidies, economic analysis provides a more accurate representation of the cost-benefit relationship.

To ensure consistency in converting financial costs into economic costs, given the scale of interventions, the process was structured around the five previously defined macro-areas. This approach enabled the precise application of conversion factors.

Once the total investments at 'market prices' have been determined, it is necessary to convert them into 'economic value' following the methodological practice of 'shadow prices' to eliminate any distortions.

Thus, the total investments and general expenses are adjusted. The table show the slightly difference between countries.



| Venue & Competition          | 0.37 | 0.32 |
|------------------------------|------|------|
| Operations                   | 0.27 | 0.23 |
| Teams Services               | 0.14 | 0.12 |
| Communication &<br>Marketing | 0.09 | 0.08 |
| Administration & Finance     | 0.03 | 0.02 |
| Total Costs                  | 0.9  | 0.77 |

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## Social Impact: Detailed cost-benefit cash flow

| INPUT   | Present Value(\$) | YEAR 1(\$)    | YEAR 2 (\$) | YEAR 3 (\$) | YEAR 4 (\$) | YEAR 5 (\$) |
|---|-------------------|---------------|-------------|-------------|-------------|-------------|
| Investments                                     |                   |               |             |             |             |             |
| Venue & Competitions                            | 315,970,000       | 315,970,000   |             |             |             |             |
| Operations                                      | 229,400,000       | 229,400,000   |             |             |             |             |
| Teams Services                                  | 118,640,000       | 118,640,000   |             |             |             |             |
| Communication/Marketing                         | 85,130,000        | 85,130,000    |             |             |             |             |
| Administration/Marketing                        | 24,090,000        | 24,090,000    |             |             |             |             |
| TOTAL COSTS                                     | 773,220,000       | 773,220,000   |             |             |             |             |
| Benefits  |                   |               |             |             |             |             |
| ENTERTAINMENT BENEFITS                          | 354,248,320       |               |             |             |             |             |
| Value of time for tourists attending the Event  | 4,562,320         | 10,265,220    |             |             |             |             |
| Value of time for local attendees of the Event  | 41,060,880        | 25,663,050    |             |             |             |             |
| Value of time during other FIFA events          | 32,588,000        | 25,663,050    |             |             |             |             |
| Value of time for TV and media spectators       | 292,657,000       | 292,657,000   |             |             |             |             |
| SPORTS-RELATED BENEFITS                         | 589,909,036       |               |             |             |             |             |
| Savings on healthcare expenses                  | 621,502,058       | 338,780,209   | 203,268,125 | 81,307,250  | 16,261,450  | 1,626,145   |
| Reduction in crime rates                        | 14,890,153        | 8,116,609     | 4,869,966   | 1,947,986   | 389,597     | 38,960      |
| Increased spending on injury-related treatments | -46,483,175       | -25,337,936   | -15,202,762 | -6,081,105  | -1,216,221  | -121,622    |
| TOURISM BENEFITS                                | 2,415,785,886     |               |             |             |             |             |
| Indirect benefits from foreign tourists         | 1,833,075,000     | 1,833,075,000 |             |             |             |             |
| Legacy  | 582,710,886       |               | 274,961,250 | 183,307,500 | 91,653,750  | 91,653,750  |
| Total Benefits                                  | 3,359,943,242     | 2,508,882,202 | 467,896,579 | 260,481,632 | 107,088,576 | 93,197,233  |
| TOTAL NET BENEFITS                              | 3,359,943,242     | 2,508,882,202 | 467,896,579 | 260,481,632 | 107,088,576 | 93,197,233  |
| NET PRESENT VALUE                               | 3,359,943,242     |               |             |             |             |             |
| NET INVESTMENT                                  | 773,443,429       |               |             |             |             |             |
| NET ECONOMIC PRESENT VALUE                      | 2,586,499,812     |               |             |             |             |             |
| SROI RATIO                                      | 4.34              |               |             |             |             |             |

### Social Impact: the benefits (I/II)

The analysis starts by identifying stakeholders and collecting data to evaluate the event's impact across key dimensions. NIELSEN survey data provided a comprehensive understanding of the event's impact. Researchers identified three categories of data:

**Social media listening**: a predictive examination of the event's cumulative audience, online discourse, and sentiment is conducted, based on analyses of comparable events. Then, these metrics are translated into projected monetary terms using a social engagement coefficient, which is estimated with a pay-per-click metric of \$2.11 per click.

**Event legacy in tourism**: the long-term impact of the event on tourism was notable, with a legacy effect of 65% across the years analyzed, highlighting its success in fostering sustained interest and economic benefits for the host regions.

**Percentage of change at practicing induction**: this metric was particularly significant for understanding how the event influenced the population of the host country, providing insights into behavioral and attitudinal shifts.

#### Assumption set

**ESTIMATED ONLINE + SOCIAL MEDIA VALUE** 

| 3+2    | Estimated reach (B People) |
|--------|----------------------------|
| 1.19%  | Engagement coefficient     |
| 2.11\$ | Pay per click              |

**65%** USA



**3**%

Local population start practicing football due to the event



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#### Social Impact: the benefits (II/II)

**Entertainment benefits**: the calculation of entertainment benefits considers the attendance at stadiums during the event, estimated using an 90% occupancy rate across various venues in the US. The monetary valuation applies the value of time as a reference, establishing a standardized metric to ensure consistency.

**Sport benefits**: the analysis includes savings in healthcare costs due to increased physical activity among the population, a reduction in crime rates attributed to greater community involvement and engagement in sports, and an increase in injury-related expenses associated with higher levels of physical activity. These factors are quantified using data from surveys and other relevant sources. The monetary value is determined through proxies widely recognized in the literature, adjusted to account for variations in socio-economic and demographic conditions of the host country.

**Tourism benefits**: tourism benefits rely on the average daily expenditure per tourist, using data from the World Bank and UNWTO. Surveys also provide data to estimate the legacy effect, capturing the lasting impact of the event on tourism for the years that follow.

#### Assumption set

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|                 | ENTERTAINMENT      |
|-----------------|--------------------|
| <b>3.7</b> M    | Stadium attendance |
| <b>200</b> \$ M | Social engagement  |

|                | SPORT                               |    |
|----------------|-------------------------------------|----|
| 5 <b>.7</b> M  | Stadium attendance                  | رت |
| <b>00</b> \$M  | Healthcare & crime cost savings     |    |
| <b>5</b> \$M   | Increase in injury-related expenses | U  |
|                | TOURISM                             |    |
| <b>500</b> \$  | Average daily expenditure           |    |
| <b>500</b> \$M | Legacy effects                      | Ĩ  |
|                |                                     |    |



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#### GoalEconomy

The WTO Secretariat and FIFA work together in the development of joint studies on the economic impact of football. The collaboration explores how sport can serve as catalyst in unlocking global trade and economic growth, as well as tool supporting women's empowerment.



Ngozi Okonjo-Iweala WTO Director-General



**Gianni Infantino** FIFA President

GoalEconomy is a research program promoted by FIFA and the WTO and realized with the support of OpenEconomics



FIFA

