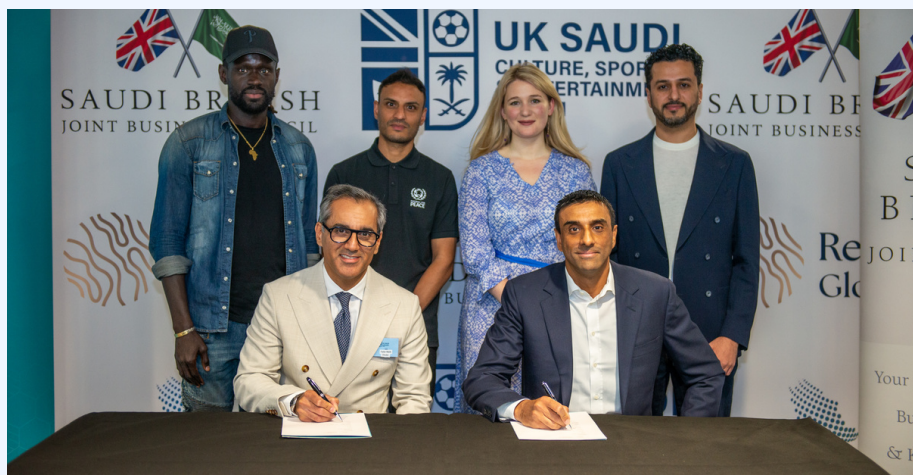




Uniting Through Sport Diplomacy:

THE SAUDI BRITISH JOINT BUSINESS COUNCIL (SBJBC) & FOOTBALL FOR PEACE (FFP) ANNOUNCE STRATEGIC PARTNERSHIP



In June 2025, at Chelsea FC's grounds in London, a landmark partnership was formalised between the Saudi British Joint Business Council (SBJBC) and Football for Peace (FFP). This collaboration marks a pivotal step in harnessing the power of sport as a catalyst for social change, both in the UK and Saudi Arabia.

WHO IS FOOTBALL FOR PEACE?

Football for Peace (FFP) is a globally recognised not-for-profit organisation that utilises sport as a diplomatic and unifying tool to improve international relations. By leveraging the soft power of football and NFL, FfP tackles critical challenges.

Based in London, FfP operates on the nexus of uniquely combining sports with diplomatic embedded programming. Established by professional athletes, the foundation has garnered endorsements from member states and support from royal family members, all committed to using the universal language of football to bring communities together.

As Co-Founder & Football Diplomat, Kash Siddiqi noted during the announcement on 26 June 2025:

"Football touches 5 billion people, it's the easiest to pick up, you just need a ball. We are using the beautiful game as our strategy for a united hydrated world."

This simplicity and global recognition make football a uniquely powerful tool for outreach, dialogue, and development.

WHY THEIR MISSION MATTERS

In an increasingly polarised world, Football for Peace's mission has never felt more urgent.

The organisation addresses critical global challenges, with a focus on peacebuilding, both nationally and internationally, as well as water and youth security.



Former Senegalese international and Everton Striker, Oumar Niasse highlighted the grassroots power of this work at SBJBC's UK Saudi Culture, Sport, and Entertainment Forum:

"Through football, youth understand the issues and actively listen to people. No matter how far they are, football can catch their attention."

Such testimonies underscore the role of sport as more than entertainment, it becomes a conduit for communication, education, and empowerment.

Former President of the NFL Washington Commanders, Jason Wright, speaking during the same forum, shared a compelling insight:

"Girls that take part in sports in the US report almost 0% domestic violence. There is a direct correlation between life outcomes and playing sport."

This data speaks to the tangible, long-term benefits of sports participation, particularly for women and girls, aligning with broader goals of inclusion and equality.



THE STRATEGIC IMPORTANCE OF THE SBJBC PARTNERSHIP

The Memorandum of Understanding (MoU) between SBJBC and Football for Peace represents a strategic alliance that aligns closely with SBJBC's broader mission to deepen UK-Saudi collaboration. The initiative also supports key priorities within Saudi Vision 2030, including youth empowerment, community development, and international cooperation.

The timing of the partnership is especially significant, as Saudi Arabia prepares to host the 2034 FIFA World Cup. As panellist Zach Weiss observed:

"We already have solutions to all the water issues... But few people know about them. It's about how we get that message out."

By leveraging football's global visibility, this partnership aims to raise awareness of urgent challenges and the innovative solutions that address them.



LOOKING AHEAD

The collaboration sets the stage for high-level initiatives aimed at strengthening bilateral ties and exploring further cooperation.

By bringing together SBJBC's strategic influence in UK-Saudi relations with Football for Peace's grassroots expertise, this partnership exemplifies how sport can serve as a transformative platform for development, dialogue, and diplomacy.

As the initiative evolves, it promises to create new opportunities for youth engagement, cross-cultural understanding, and community resilience, not only between two nations but also as a model for global collaboration through sport.