

SOFT POWER CONTENT PLAN

FOR THE EVENT OF
CANADA’S 2026 FIFA
WORLD CUP SOFT POWER
IMPROVEMENT



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
<u>OPENNESS & DIVERSITY</u> Launch campaign slogan “Open Field. Open World.”; global social teaser videos; spotlight Canada's multicultural identity.	<u>INDIGENOUS LEADERSHIP</u> Meet Indigenous creators & athletes; storytelling series: “Roots of the Land”; collaboration with Indigenous artists for campaign motifs.	<u>INNOVATION & SUSTAINABILITY</u> Post about green stadium practices; feature Canadian tech startups; VR teaser of host cities.	<u>SPORTS DIPLOMACY</u> Content series on sport as peacebuilding; video: “Why the World Meets in Canada.”	<u>GLOBAL COOPERATION</u> Announce international cultural partnerships; behind-the-scenes at diplomatic prep sessions.	<u>CANADA’S VALUES</u> Create a digital advent calendar revealing a photography tip each day.	<u>CANADIAN ARTS & MUSIC</u> Collaborations with Canadian musicians; playlist “Sounds of Canada 2026.”
<u>SUSTAINABLE HOSTING</u> Behind-the-scenes look at climate initiatives; “Green Goals” infographic series.	<u>SAFETY & INNOVATION</u> Explain cybersecurity, crowd tech, mobile app features—framed as Canadian excellence series.	<u>PUBLIC DIPLOMACY PROGRAMS</u> Content promoting cultural exchanges, global roundtables, Indigenous-led panels.	<u>CULTURE ON DISPLAY</u> Press preview of cultural festivals, digital exhibitions, global pavilion tours.	<u>WELCOME MOMENTS</u> “Meet Your Host” videos featuring Canadians from all backgrounds; airport welcome animations; behind-the-scenes of volunteer training.	<u>CANADA AS A PEACEFUL, WELCOMING NATION</u> Storytelling that captures Canadian politeness, hospitality, and volunteer culture.	<u>DIASPORA PRIDE</u> Feature diaspora communities: “My Canada, My Culture”; multilingual content drops.
<u>INTRODUCE CANADA’S GLOBAL IDENTITY</u> Visibility, national branding. “Open Field. Open World.” + multicultural teaser videos	<u>AUTHENTIC CULTURAL DIPLOMACY</u> Indigenous artist features, land-based stories, creator spotlights	<u>CLIMATE LEADERSHIP</u> Green-stadium practices, tech innovations, VR host city previews	<u>CANADA AS A GLOBAL CONNECTOR</u> “Sport as Unity” campaign, athlete diplomacy stories	<u>DIPLOMATIC VISIBILITY</u> Joint cultural programs announced with foreign ministries, G20 partners	<u>REAL-TIME SOFT POWER IN ACTION</u> “World in One Place” features, multicultural celebrations, fan stories	<u>YOUTH CREATIVITY</u> Launch #MyOpenField TikTok challenge worldwide; highlight youth ambassadors.

HASHTAGS

#Fifa
#Worldcup
#Openfield
#Openworld
#CANADAGO
#Theworldiswatching

Use the global visibility of the 2026 FIFA World Cup to enhance Canada’s soft power by showcasing the country as open, diverse, innovative, and globally engaged. Rather than promoting the tournament itself, the campaign leverages the event as a platform to strengthen Canada’s international reputation and build long-term connections with foreign publics, youth audiences, diaspora communities, and international policymakers. Through a coordinated mix of cultural diplomacy, sports diplomacy, and digital diplomacy, the campaign communicates a cohesive national narrative—“Open Field. Open World.”

Fifa World Cup 2026



FOR IMMEDIATE RELEASE

“Canada Launches 2026 FIFA World Cup Strategy: A Celebration of Openness, Security, and Global Partnership”

The Government of Canada today unveiled its vision for the 2026 FIFA World Cup, centered on the theme *Open Field. Open World*. The approach highlights Canada’s commitment to hosting a secure, inclusive, and globally collaborative tournament—leveraging the power of sport to advance international cooperation, sustainability, and shared prosperity.

Event Notes:

1

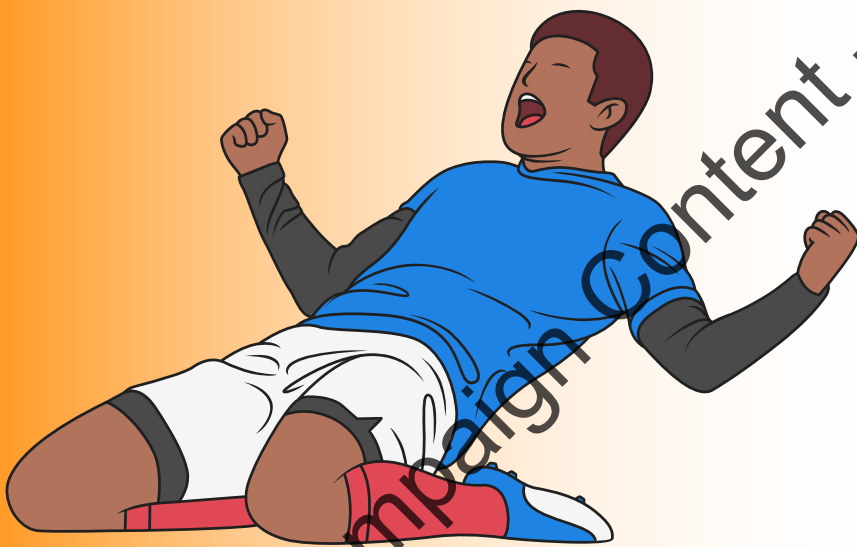
- The 2026 FIFA World Cup will be the largest in history, with 48 teams and global audiences reaching billions. he planet.

2

- Canada is committed to ensuring that this expanded stage becomes a catalyst for **diplomatic engagement, cross-border partnerships, and meaningful dialogue** about the future of sport, society, and the planet.

3

- “Canada is proud to welcome the world in 2026, not only to witness extraordinary sport, but to stand together in the spirit of cooperation,” said Canada’s Ministry of Foreign Affairs, Anita Anand.



Global Cooperation's

Canada will host a series of **ministerial-level forums, sport diplomacy dialogues, and cultural exchange programs** during the tournament.



World-Class Safety, Innovation

Canada is implementing one of the most advanced and integrated security frameworks ever deployed for an international sporting event.

The 2026 tournament will highlight cultural showcases, diaspora celebrations, and multilingual fan experiences. Canada's multicultural identity creates a unique environment where global visitors can experience the world within one country.



Canada invites international organizations, diplomatic missions, and global institutions to collaborate on events, initiatives, and programming leading up to and during the 2026 World Cup. Canada's multicultural identity creates a unique environment where global visitors can experience the world within one country.

Media contacts

For any queries or more information about the event, reach out to:

Noel Hernandez

PR Manager

nhern644@live.kutztown.edu

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