



**Topic A “The Ethics of Celebrity  
Diplomacy: Should Influencers Be  
Ambassadors?”**



# Welcoming letter

We warmly welcome you to the CFMUN. We are very excited to celebrate the twelfth edition of this conference with you. This committee promises engaging debates and collaborative solutions to global challenges. We encourage you to contribute your dedication and opinions as delegates. Our committee will help you think critically, achieve goals, and embrace the spirit of diplomacy, learn from each other, and enjoy this MUN experience.



Delegates, be prepared, as there will be some obstacles in your path. However, we hope you overcome them with confidence and determination. You need to believe in yourself in order to succeed, and we hope that in this model you achieve success.

We wish you the best of luck.

With love,

Chair: Valentina Orendain

Moderator: Viridiana Sánchez

# Table of contents

- I. Committee Background**
- II. Introduction to the Topic (topic background)**
- III. Evolution of the Topic**
- IV. Relevant Events (General History)**
  - A. Panorama (perspectives / brief committee focus)**
  - B. Points of View (perspectives)**
- V. UN and External Actions**
- VI. Conclusion**
- VII. Committee Focus ( and guide questions)**
- VIII. Participation List**
- IX. Key Terminology**
- X. References**



# I. Committee Background

In recent years, celebrities and influential people on social media have been taking roles that were previously exclusive to subject matter experts, causing the latter to lose their jobs to people who are not qualified. This has become very common, as celebrities are public figures and remain in the public eye as influential voices on many topics. As a committee, we must reflect on how these individuals are qualified to assume such roles.

## II. Introduction to the Topic

I. Traditionally, in recent years, diplomacy has evolved beyond the framework of states and international organizations, giving rise to the participation of celebrities and influencers as influential actors on the global stage. trend, known as celebrity diplomacy, raises significant ethical questions: should public figures with high social visibility act as ambassadors or spokespersons on international issues? While their popularity and reach allow them to promote cultural and humanitarian messages effectively, there is also the risk that a combination of inadequate diplomatic training and a lack of a proper regulatory framework could lead to corruption, perceptions of bias, or conflicts of interest.

This raises the question of why untrained individuals should be doing the work of highly trained professionals. Exploring the ethics behind these practices is essential to understanding the limits and responsibilities of influencers in the context of global politics, communication, and public perception.



### III. Evolution of the Topic

Celebrity diplomacy has evolved throughout history as communication and international relations have changed. During the 20th century, famous public figures were mainly used in patriotic campaigns and fundraising efforts during wars and humanitarian crises. At this stage, celebrities served as symbolic representatives rather than active diplomatic participants.

From the 1990s onward, international organizations such as the United Nations began appointing celebrities as Goodwill Ambassadors. Their role expanded to include advocacy, international visits, and awareness campaigns on global issues such as human rights, poverty, and global health.

In the 21st century, the rise of social media transformed celebrity diplomacy even further. Influencers gained direct access to global audiences, increasing their impact on public opinion. While this has improved visibility for international causes, it has also raised ethical concerns related to misinformation, lack of expertise, and conflicts of interest, making regulation increasingly necessary.

## IV. Relevant Events

### A. Panorama

The ethics of celebrity diplomacy have evolved from the initial use of famous people in patriotic campaigns during the 20th century, through the tradition of goodwill ambassadors for organisations such as UNICEF, to the political influence of actors, musicians and activists on global issues since the 1990s, and finally the emergence of influencers as the new key actors. However, throughout this history, ethical dilemmas persist, such as the lack of experience and knowledge the influence these individuals have on human beings, fuelling the contemporary debate on whether influencers are qualified to take on diplomatic or business roles.

## B. Points of view

### United States of America

The USA supports the use of celebrities and influencers in public diplomacy, especially for cultural promotion and humanitarian campaigns, while also encouraging transparency.

### United Kingdom

The United Kingdom is in favour of using public figures, but with strong regulation, prioritising transparency in government communication and limiting the involvement of influencers in sensitive political issues.

### South Korea

South Korea uses K-pop idols and digital influencers as global cultural ambassadors to expand the market for clothing, accessories, and skin care products, under careful government direction.



## United Arab Emirates

The UAE frequently hires international influencers for tourism campaigns, cultural promotion, and global image - building also considers influencer diplomacy a strategic tool.

## Brazil

Brazil has always been open to the participation of influencers in public and social campaigns, but faces ethical concerns related to misinformation, politicisation, and a lack of consistent regulations.

## V. UN and External Actions

### A. UN Actions

The United Nations (UN) has recognised the potential of public figures and celebrities to support its initiatives and strengthen its public brand, especially in areas such as human rights, global health, and humanitarian action. Through programmes such as Messengers of Peace and other awareness campaigns, the UN uses the visibility and reach of these individuals to generate resources, raise awareness, and garner international support. These actions allow the organisation's messages to reach audiences that might be inaccessible through traditional diplomatic channels. However, this strategy requires careful selection of collaborators and clear alignment with the UN's values and objectives to avoid conflicts of interest, misinterpretations, or the politicisation of humanitarian causes.

In 2006 the GA expanded some mandates, so the CCPCJ was made an organ of the UNODC (United Nations Office on Drugs and Crime).

## **B. EXTERNAL ACTIONS**

There are organizations out of the UN treating organized crime, one is the Inter-American Drug Abuse Commission, this organization as its name aids against drugs but people in it also discuss related crimes, the Inter-American Drug Abuse Commission organization holds meetings 2 times a year, one in April and May, where they meet in the OEA and the other one in November where they meet at the country that is president that year.



The Inter-American Drug Abuse Commission discusses in the meetings programs to stop crimes, the accessibility of drugs, prevention of drug trafficking and other related crimes, and as already mentioned, organized crime networks made these types of crimes, that's why while preventing these crimes people are also preventing organized crime. (De La República, n.d.)

## VI. Conclusion

Celebrity and influencer diplomacy offers a powerful way to amplify humanitarian, cultural, and political messages on a global scale. The visibility of public figures allows international causes to reach broader audiences and mobilize public support.

However, this influence also presents ethical challenges, including insufficient professional preparation, personal interests, and the risk of oversimplifying complex global issues. For this reason, the role of celebrities and influencers must be carefully managed.

The United Nations has attempted to balance these opportunities and risks through structured programs such as Messengers of Peace. Clear guidelines, transparency, and accountability are essential to ensure that celebrity diplomacy remains responsible and effective.

## VII. Committee Focus

The committee should focus on analysing celebrities and influencers, evaluating whether their 'fame' justifies their role in diplomatic and humanitarian initiatives, examining the potential benefits, seeing potential fame can help to promote the programme

such as how fame can help promote programmes the ability to influence in public opinion, the diffusion of incorrect or falsified information, conflicts of issues related to sponsors, political exploitation, and the possibility of disrupting local voices. The objective is to determine if and under what conditions the role of influencers as official ambassadors or international issue advocates should be regulated or legitimised. It should also be determined if their fame justifies the use of trained personnel.



Should influencers and celebrities be allowed to represent governments or international organizations in official diplomatic roles?

What level of expertise or training should be required for influencers before participating in diplomatic or humanitarian initiatives?

How can the committee ensure transparency regarding sponsorships, political ties, or financial incentives behind influencer advocacy?

Do influencers risk oversimplifying complex international issues, and how should this be regulated or prevented?

How can we protect affected communities from being overshadowed or misrepresented by celebrity voices?

## VIII. Participation List

- Argentine Republic
- Canada
- Commonwealth of Australia
- Federal Republic of Germany
- Federal Republic of Nigeria
- Federative Republic of Brazil
- French Republic
- Italian Republic
- Japan
- Kingdom of Saudi Arabia
- Kingdom of Spain
- Kingdom of Sweden
- People's Republic of China
- Republic of India
- Republic of Indonesia
- Republic of Kenya
- Republic of Korea
- Republic of the Philippines

- Republic of South Africa
- Republic of Turkey
- State of Qatar
- United Arab Emirates
- United Kingdom of Great Britain and Northern Ireland
- United Mexican States
- United States of America

## VIII. Key Terminology

### Celebrity diplomacy

The use of famous public figures to promote international causes, humanitarian issues, or diplomatic objectives.

### Influencers

Individuals with a significant number of followers on social media who shape public opinion through digital content on social media, often in collaboration with brands or institutions.

### Digital diplomacy

The use of digital platforms for diplomatic communication and public outreach.

## Goodwill ambassador

A representative appointed by an organization to raise awareness of humanitarian or cultural causes.

## Soft power

A country's ability to influence others through attraction and reputation rather than force.

## Public diplomacy

Efforts by a state or institution to communicate with foreign audiences.

## Ethical responsibility

The obligation to act transparently and without conflicts of interest.

## IX. References

- USC Center on Public Diplomacy. (n.d.). The public diplomacy role of celebrity diplomats. USC Center on Public Diplomacy.  
[https://uscpublicdiplomacy.org/research\\_project/the\\_public\\_diplomacy\\_role\\_of\\_celebrity\\_diplomats](https://uscpublicdiplomacy.org/research_project/the_public_diplomacy_role_of_celebrity_diplomats)
- (Autor/es si están disponibles). (2024). [Título del artículo]. [Nombre de la revista].  
<https://www.tandfonline.com/doi/full/10.1080/0163660X.2024.2434357>
- (Autor/es). (n.d.). Ethics of celebrities and their increasing influence in 21st century society. ResearchGate.  
[https://www.researchgate.net/publication/227197452\\_Ethics\\_of\\_Celebrities\\_and\\_Their\\_Increasing\\_Influence\\_in\\_21st\\_Century\\_Society](https://www.researchgate.net/publication/227197452_Ethics_of_Celebrities_and_Their_Increasing_Influence_in_21st_Century_Society)
- Diplo Hub / GIP. (n.d.). Celebrity diplomacy. Diplomacy.edu.  
<https://www.diplomacy.edu/topics/celebrity-diplomacy/>
-



- (Autor/es). (n.d.). Talking to the enemy: The role of celebrities in highlighting humanitarian tragedies in conflict zones. IRPJ. \_\_\_\_
- (Autor/es). (n.d.). [Título del artículo]. ScienceDirect. \_\_\_\_
- (Autor/es). (n.d.). [Título del documento PDF]. \_\_\_\_
- (Autor/es). (2023). Digital celebrity diplomacy in the UN. University of Edinburgh / Pure. \_\_\_\_
- (Autor/es). (n.d.). The evolution of brand ambassadors: From celebrities to everyday influencers. Tomkin Outreach.
- Cooper, A.F. (2007, 1 de Octubre). Celebrity diplomacy. Centre for International Governance Innovation.