

Issue 1

INDIGENOUS MATERIALS

A Magazine with Varied Topics

Black Lives Matter

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115 Charges

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ENDING THE CONVERSATION



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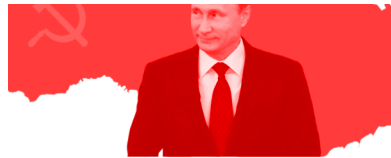


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Ending the Conversation

Has Messi surpassed Ronaldo?

Written by Kai First

Football is an extraordinary game, and the game has pulled many heartstrings, and it has enticed people to follow their team and players all over the world. The game has brought opportunities for both monetary and economic gains.

Football has reshaped the economy as spectators and football rights sold around the world have made the game lucrative, where FIFA and UEFA continue to dominate the sport with lucrative contracts for foreign screenings and streaming services.

The Champions League and FIFA World Cup generate billions, and millions of people follow their teams to different countries to watch the game every week, whereas the FIFA World Cup produces spectacular results in terms of financial gains and generates revenue for its stakeholders, boosting economic growth and development for the hosting country.

The understanding of the game does relate to the development of new players and talents who embody the spirit of the game, and they try to create something different; in other words, to be the best that ever played the game.

Football has always generated talent in every country, and internal footballing organisations in respective countries have provided grassroots football, and this has led to generational talent. On the global stage, these football players have performed very well, and they have shown that they are the best in the world.

The World Cup has enabled these players to showcase their talents through skills and dedication, and this has produced legends of the game. Every generation, a legend is produced, and this legend goes on to win every medal and trophy that the game has to offer.

These legends do not disappoint, as they know what it takes to be the best. Although it is difficult to win a FIFA World Cup on the international stage, some of these legends go on to win all the medals and trophies in their domestic league.

Pele is known to be the best player ever to lace his boots on the green turf, even though his global successes have surpassed his domestic career.

Pele brought a different perspective to the sport, wherein his skills and bursting pace set the tone for football, as players want to add speed to their arsenal. Pele understood how to play, and he made goal-scoring an art that many footballers wanted to emulate.

Maradona had a different approach, but he still emulated some of Pele's attributes, whereby his short and stocky frame gave him agility that made him glide with the football at his feet, and dribbling became his trademark.

Even though many people might say he is not right for the game due to his deceitful ways, he still brought something to the game that Pele did not do, which was controlling the game and dribbling from one end to the other.

Maradona's successes in both club and international football put his name among the legends of the game, and he has written history with the 'hand of God' and his big personality on and off the pitch.

Johan Cruyff was the skill specialist, and although the Netherlands did not win any major trophies in his tenure as a player, his dominance in European football with Barcelona and Ajax made him a folk hero.

The Cruyff turn is still being implemented by today's players and up-and-coming football players.



The Cruyff turn innovated the game, as this skill is still being used to manoeuvre past opponents, and when it is carried out properly, it has commentators on their feet.

No matter how the game keeps on changing, one thing is for sure that the game keeps on producing a lot of talent, and this is the case for Ronaldo and Messi. These two players have taken the game to a whole new plateau, and they have broken records in both club and international football. Messi has been an outstanding footballer, and so has Ronaldo; the competition has been remarkable, with both players competing at the highest level.

With eleven Ballon d'Or trophies between both players, surpassing all the legends that were mentioned earlier, and over three thousand goals scored between both players, they continue to control the game and become the main players that other players look up to.

They have achieved everything that is meant to be achieved in this game. The question has always been, who is better between these two players? And the question has been answered after Messi won the World Cup in 2022. Before the 2022 FIFA World Cup, it was hard to say that Messi was better than Ronaldo and vice versa, but now the answer is straightforward, and no one would question that Messi is the greatest footballer of all time.

However, we should not disregard or disrespect the achievements of Ronaldo on the pitch and some of his highlight reels that he has brought to many football fans around the world. But in terms of achievements and accomplishments, Messi has won that battle.

Both players have achieved a lot, and no other footballer in this generation can emulate their achievements and successes.

Messi is not a better player than Ronaldo, and Ronaldo is not a better player than Messi, but if the question is based on accolades, then Messi is ahead of Ronaldo. Ronaldo will still be a household name for years to come, and Ronaldo will forever be a bigger celebrity than Messi.

Both players should be applauded and appreciated while they are still playing because they are going to be hard to replace when they retire from the game. However, Messi has surpassed Ronaldo both on and off the pitch since Messi's move to the US. Messi has become a bigger household name than Ronaldo, and has notably won more trophies than Ronaldo.



No Third World War

Unjust ideological fantasies from Putin

Written by George Welshman-Keith

The Bretton Woods Conference of 1948 established three key organisations tasked with leading global economic sustainability and preventing the recurrence of global wars.

These institutions, the World Bank, the International Monetary Fund (IMF), and the United Nations were central to implementing international relations ideologies, fostering unity, and encouraging economic integration through the Marshall Plan, which sought to rebuild Europe and exploit Africa's natural resources.

Following the formation of these multilateral organisations, European leaders recognised the need for a robust framework to ensure the success of the Marshall Plan and to prevent future destruction from civil, global, or ideological wars.

This gave rise to a pro-European, pan-European approach, strengthening integration through initiatives like the twinning of towns across different European countries.

The foundational principles of what would become the European Union were rooted in the ambition to eradicate war on the continent. In parallel, the formation of NATO aimed to prevent any future militarisation on European soil.

The fall of the Berlin Wall and the end of Soviet occupation in East Germany marked the decline of one of modern history's most formidable regimes. The dissolution of the USSR signalled the demise of large-scale communism and ushered in a shift that Russia had not sought.

The collapse of the Soviet Union marked the beginning of a new era dominated by capitalism and an increasingly one-sided political and economic rivalry between the US and Russia. This imbalance has long irked President Putin and shaped his increasingly antagonistic worldview.

Putin's policies and ideological stances are often viewed as extreme, and his authoritarian governance raises deep concerns. Yet, some argue that Western hostility towards him may colour the commentary around his leadership. His admiration for Stalin-era policies is evident, with a leadership style marked by simplification and control.

While the reformation of the Soviet Union is unlikely, the idea lingers in political discourse within his regime. The USSR did not collapse solely because of external pressure, it fell due to internal failings, including weak leadership and the absence of sustainable policies capable of maintaining

parity with the US during the Cold War.

The relationship between communism and socialism is not merely ideological; both aim to create systems where cooperation supersedes greed. Yet socialism cannot thrive without cohesion and integration. The dissolution of the USSR stemmed from a belief that capitalism offered a better model, an idea pushed strongly by the United States.

The pain of that separation still resonates in Russia. While Putin may attempt to mirror Stalin's Soviet Union, his ideology is fundamentally incompatible with global democratic principles. The dream of a reconstituted Soviet bloc is unrealistic, former member states now hold vastly different values and priorities.

The spectre of war is not exclusive to communism; capitalism, too, has its entanglements with military conflict. But the romanticisation of war often stems from authoritarian leaders who believe they can dominate both people and geopolitics.

Putin has been portrayed as a destructive strategist, capable of large-scale militarisation. However, in reality, he is constrained. He knows the European Union is bound by treaties and agreements that prevent unauthorised conflict, and that multilateral frameworks exist to deter illegal wars.

For a war to be legitimate, it must be sanctioned; there must be legal justification. United Nations resolutions remain among the strongest tools to authorise the use of force in humanitarian or peacekeeping interventions.

The invasion of Ukraine and the ongoing conflict between Israel and Palestine are examples of unsanctioned military aggression. While force is being used, these wars lack international approval. Crucially, they are unlikely to escalate beyond regional borders, largely due to the threat of global sanctions.

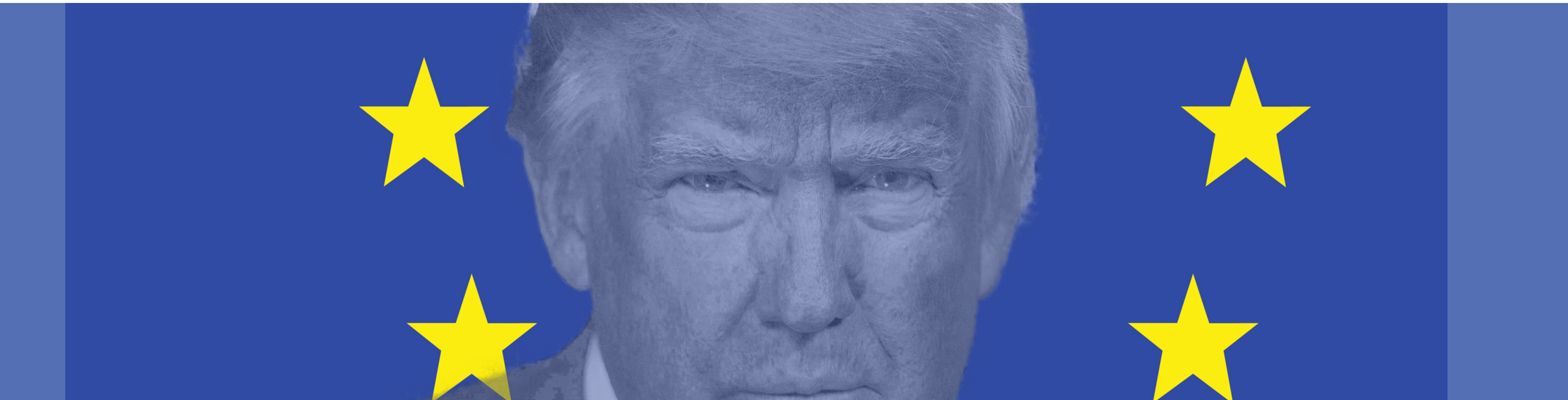
Waging war today is complex; it invites backlash from domestic populations and the international community alike.

The idea of a Third World War, once revived by commentators following Russia's invasion of Ukraine, should be discarded. Such a conflict is highly improbable in today's interconnected and regulated world. We live in an age defined by globalisation, and with it comes a system of checks and balances that renders full-scale global war a relic of the past.

EUROPE

Safe Haven for US Immigrants

Written by George Welshman-Keith



Over the last two decades, Europe has been crippled by a series of hardships. These challenges have weakened national economies and contributed to the gradual decline of European Union (EU) integration.

Among the most notable of these setbacks are the collapse of the Greek economy, resulting in the dramatic fall of the Euro, and the United Kingdom's exit from the EU, widely known as Brexit. While these events may not be universally seen as catastrophic, they have significantly tarnished the EU's credibility, prompting many member states to question the effectiveness of the Union's model of economic integration, originally designed to foster growth and prosperity.

Despite its relatively small geographic size, Europe remains one of the most economically developed regions in the world, and its single market is one of the largest global trading blocs. This positions the continent favourably in welcoming new citizens and participants into its economy.

Europe is once again gaining influence on the global stage, as it seeks to revitalise its identity through modernised globalisation and a redefined model of prosperity, one that does not necessarily depend on full EU membership. While the conflict between Russia and Ukraine continues to cast a shadow, Europe is strengthening diplomatic and economic ties with

countries outside the continent, reinforcing its role as a leader in international trade.

For many, Europe represents a sanctuary, a continent where diverse cultures coexist, and individual prosperity is within reach. The so-called "European Dream" draws inspiration from the American Dream, though it is often seen as more attainable and sustainable.

The promise of access to quality education, universal healthcare, and comprehensive social welfare is a major attraction, and Europe offers better accessibility to these services than many other regions. People from across the world migrate to Europe, particularly in pursuit of education and healthcare, hoping to elevate their quality of life and secure a better future.

In contrast, the United States under Donald Trump has taken a different path. His "Make America Great Again" slogan gained momentum during his campaign and secured him a return to the White House. Since his second inauguration, however, Trump's decisions have been widely criticised.

Many political analysts and publications including The Economist have described his first 100 days in office as erratic and hyperactive.

His administration's chaotic nature has generated fear and uncertainty among the American public, casting doubt over his legacy and placing him among the most controversial presidents since Franklin D. Roosevelt.

The early days of his presidency were met with disapproval, as the inauguration was perceived by many as an elitist gathering, with figures like Elon Musk re-emerging as political influencers.

Trump's policies have continued to cause concern. Key decisions include the deportation of immigrants crucial to the US workforce, the imposition of protectionist tariffs that alienate vital trade partners, cuts to government funding for higher education, especially Ivy League institutions, and restrictions on foreign students seeking advanced degrees.

Commentators argue these measures will have lasting negative effects on the US economy and global standing.

These missteps, however, may present opportunities for Europe. As Trump's policies close doors, Europe is opening them, welcoming foreign students, skilled immigrants, and extending trade agreements beyond its traditional partners.

European countries are positioning themselves as stable alternatives in education, labour, and

international diplomacy.

The deepening relationship between the EU and China could transform the global trade landscape. Together, they could challenge the economic dominance of the United States. Europe's strong educational systems, particularly in the UK, where degrees offer global recognition and value for money, are becoming increasingly attractive.

Despite its exit from the EU, the UK's ongoing interest in rejoining the EU's Single Market reflects a strategic opportunity to capitalise on the fallout from Trump's policy decisions.

In short, while the EU faces its share of internal challenges, the missteps of others, particularly the United States, are creating new avenues for growth and reinvention. Europe may yet emerge not as a declining union, but as a revitalised force in global affairs.

The Authenticity of ESG

The Initiative doesn't exist

Written by Veronica Lustino



The European Green Deal has placed environmental, social, and governance (ESG) principles at the heart of business strategy. However, as more companies claim to be sustainable, concerns about greenwashing have also increased. Sustainability has become a central theme in corporate strategy since the launch of the European Green Deal in 2019. Companies are now expected not only to maximise profits but also to reduce their environmental impact and promote social good.

ESG has emerged as a popular framework to guide and assess these efforts (European Commission, 2019). Not all corporations follow ESG, and a lot of greenwashing strategies are implemented as a way to deceive the masses. Delmas and Burbano (2011) noted that greenwashing has been used by corporations to create a false narrative about their environmental achievements.

Lyon and Montgomery (2015) explain how the use of greenwashing has been widely spread, whereby corporations are using environmental achievements to gain new customers and attract new shareholders. Lyon and Montgomery (2015) also mention how authentic ESG is not measured accurately, and corporations are using environmental initiatives

which are unjust to sustain their competitive advantage.

Walker and Wan (2012) outline the mechanisms of greenwashing and how vague slogans are used, and eco-labels which are not verified by third-party manufacturers. Greenwashing creates a lack of transparency and destroys the reporting of ESG.

The European Green Deal aims to make Europe the first climate-neutral continent by 2050. It pushes companies to reduce emissions, invest in clean technologies, and report on sustainability efforts (European Commission, 2019). The EU Taxonomy Regulation and the Corporate Sustainability Reporting Directive (CSRD) are examples of policies designed to increase transparency and prevent greenwashing (EU, 2020; EU, 2022).

These regulations help create a common language for sustainability, making it easier to compare companies and assess real progress. Kotsantonis and Serafeim (2019) note that corporations continue to avoid this directive and publish false reports which show the authenticity of their ESG efforts.

To distinguish greenwashing from authentic ESG, it is

important to use standardised and reliable metrics. Key performance indicators (KPIs) can include carbon footprint, waste reduction, gender diversity, and board independence. These indicators should be audited by third parties to ensure accuracy (Eccles, Ioannou and Serafeim, 2014). However, companies are carrying out inaccurate audits which present false claims about its ESG performance and how it is used to track KPIs.

Freeman (1984) indicates that stakeholder engagement, including feedback from employees, customers, and communities, is also essential for a full picture of ESG performance.

Digital tools like ESG dashboards, data analytics, and blockchain can also support better tracking and reduce the risk of greenwashing (Lozano, 2012). In addition, ESG ratings by independent agencies can provide useful insights, although rating methods still vary widely.

One of the main challenges in measuring sustainability impact is the lack of global standards. Different countries and industries often use different definitions and methods, which makes comparison difficult (Sullivan and Mackenzie, 2017). Another issue is the voluntary nature of many ESG disclosures, which allows companies to hide poor performance.

To solve these problems, stronger enforcement and clearer guidelines are needed, and trading blocs such as the EU need to implement strong penalties for companies that do not comply with their directives. Investors and regulators must demand more transparency and accountability. Dyllick and Muff (2016) highlight the importance of education and training, which can also help managers understand what authentic ESG looks like and how to achieve it.

The rise of ESG in the post-Green Deal era presents both an opportunity and a risk. While many businesses are taking real steps towards sustainability, others are simply using ESG as a marketing tool. Measuring the true impact of corporate sustainability requires reliable data, clear standards, and honest reporting. Only through transparency and accountability can we move beyond greenwashing and build a greener, fairer economy.

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115 Charges

The Profound Corruption in the Premier League

Written by Kai First

In the last two decades, the rise of both Manchester City and Chelsea within the English football pyramid has raised serious questions.

The growth of their market capitalisation has been dramatic, but the vast sums spent on players reflect how clubs have been misled by non-footballing figures.

Billionaire ownership and incompetent CEOs have disrupted the traditional structure of Premier League clubs. Among those, Chelsea and Manchester City stand out as having been mismanaged in terms of both finances and human resources.

While their physical infrastructures have been maintained, their financial conduct has drawn increasing scrutiny from analysts and supporters alike.

The inception of the Premier League in 1992 allowed former Division One clubs to expand their global reach and secure capital from multiple investors.

The introduction of sponsorships enabled clubs to increase their assets and improve infrastructure.

Broadcasting rights sold to international markets extended their influence further and gave the Premier League an economic mandate that stretched beyond football, becoming central to commercial decision-making.

These media rights effectively granted the Premier League monopoly powers, where matches were often made available abroad at a lower cost than in the domestic market via services like Sky Sports.

This shift marked the start of what many view as a corruptive culture; one that individual clubs have since emulated.

Roman Abramovich's purchase of Chelsea in the early 2000s marked a clear turning point. The lack of due diligence during the transaction highlighted flaws in Premier League regulatory oversight.

Abramovich swiftly built a footballing powerhouse, signing elite players and managers, with little scrutiny over the origin of his wealth.

It wasn't until November 2023, two decades later, that financial breaches under his ownership were officially acknowledged, yet by then, the damage had already been done.

Chelsea was then sold to an American consortium led by Todd Boehly. Since that acquisition, the club has spent over £300 million on players, and yet again, the Premier League has taken no significant disciplinary action. For many, this feels like history repeating itself.

In contrast, clubs like Everton and Nottingham Forest have been sanctioned for financial fair play (FFP) breaches, with points deductions and fines imposed.

However, rather than reinforcing trust, such measures are viewed by some as strategic optics, designed to create the illusion of accountability while avoiding action against the biggest offenders.





Manchester City's case is the most egregious. Long overshadowed by rivals Manchester United, City's meteoric rise to global dominance has unsettled traditional powerhouses.

The acquisition of the club by a Saudi-backed consortium occurred at a time when FFP rules were either absent or loosely enforced.

Since then, Manchester City has operated with relative impunity. The 115 charges currently levelled against the club are not only justified—they are essential to preserving the integrity of the sport.

These allegations suggest market manipulation and systemic rule-breaking designed to stockpile trophies and distort competition.

If Manchester City escapes with only fines, it will send a message that financial misconduct is tolerable, as long as the success it brings is profitable. True accountability would involve relegation, not merely from the Premier League

but to the third tier of English football.

Their financial resources should be redistributed to the grassroots level to restore balance and nurture the next generation of talent.

On the pitch, the weight of the investigation is already visible. Pep Guardiola and his squad appear distracted, perhaps bracing for the inevitable.

Chelsea, under Abramovich, escaped significant consequences, and that precedent has weakened confidence in English football governance.

Should Manchester City avoid meaningful punishment, it will tarnish the global reputation of the game. No club should be allowed to operate above the rules set to protect football's spirit and fairness.

If action is not taken, other wealthy clubs

such as Newcastle United may be tempted to exploit similar loopholes in pursuit of glory.

Manchester City must serve as a cautionary tale. Only through strong and transparent enforcement of financial regulations can football remain a meritocratic and dignified sport.

“
No football club
in this world
should be bigger
than
the organisations
that exist
to protect
the integrity of football.”

Black Lives Matter

A Distant Movement

Written by Kwaku Sade-Gyamfi

The Black Lives Matter (BLM) movement once stood at the centre of global attention for racism and inequality. BLM was a symbol of hope, change and resistance, and the movement sparked into existence when the video of George Floyd's police brutality became viral.

Five years after George Floyd's death sparked global protests, the momentum behind the movement has sharply declined. The global public has lost its trust and faith, and donations have decreased dramatically. Even people from the Black communities around the globe have given up on the movement and expressing their frustration and concerns about the purpose of the movement.

In 2013, BLM was formed when the police officer, George Zimmerman, was acquitted of the murder of Trayvon Martin. This caused millions of people across the globe to protest against police brutality, justice, reforms in policing and accountability from public services within the police force.

The words "Black Lives Matter" became a rallying cry in every corner of the world. Social media turned black in solidarity on "Blackout Tuesday." People held signs, knelt in silence, and demanded change.

Almost overnight, BLM became a part of everyday life. Sports leagues allowed players to kneel during national anthems. NBA courts and Premier League football kits featured the phrase "Black Lives Matter."

Big companies joined in. Ben & Jerry's, the ice cream company known for its activism, released statements supporting BLM and even created flavours linked to racial justice campaigns. Nike made bold advertisements with slogans like "For Once, Don't Do It," urging people not to ignore racism.

Tech giants like Apple, Google, and Amazon donated millions to racial equity causes. Netflix pledged \$100 million to support Black-owned banks and businesses.

At the height of the movement, it was not just about protest. It had become culture, fashion, politics, and marketing. BLM was everywhere, and macro and micro influencers used the movement to strengthen their marketing to gain new followers and subscribers.

But as time passed, questions began to surface. Where did the money go? What exactly was the movement trying to achieve?

In 2020 alone, the BLM Global Network Foundation raised over \$90 million. But critics, including some early supporters, began asking how much of that money reached the communities it was meant to serve. Reports emerged that some of the leaders used funds

to purchase expensive homes and misused the funds by investing in projects that aligned with the BLM's objectives.

Patrisse Cullors, one of the movement's founders, stepped down amid criticism. She defended her actions but acknowledged that the movement had no central structure for managing its sudden growth. But her claims were dismissed, as many thought that she and the other founders could have created a sustainable structure when they had a lot of funding.

The movement also became politically polarising. Some Americans saw BLM as a threat to law enforcement. "Defund the police" became a slogan associated with BLM, even though not all supporters agreed with that approach. Supporters noted that defunding the police could result in high crime rates, especially in 'ghetto' America.

Polls reflected the change. In mid-2020, a Pew Research poll showed 67% of Americans supported BLM. By 2022, that

number had dropped below 50%. Among white Americans, support dropped significantly. Even among Black Americans, enthusiasm has faded.

Many Americans, particularly white moderates, grew tired of hearing about race in every context, from corporate boardrooms to award shows. Some felt forced into supporting a cause they didn't fully understand. Some black and white moderates felt that racism should be part of the conversation rather than being forced to support the narrative, which wasn't having an impact.

Some activists within the movement argued that BLM had been hijacked by corporations using it for branding. Others said the movement had become too focused on slogans and not enough on real policy change, as the founders of BLM never forced the US government to pass a bill (the failure of the Policing Act) or went to Congress with their issues. Even cities that promised to "defund" police departments mostly reversed those decisions. Violent crime in some cities increased, and opponents used that to discredit the movement.

Internationally, the support for BLM also faded. In the UK, the movement saw a brief peak of support after the toppling of a slave trader's statue in Bristol. But even there, the mood shifted as people started to grow in disbelief about what the core values of the movement were.

Some British people felt the US-based movement did not reflect the country's racial issues. Politicians distanced themselves. Broadcasters, including the BBC, reduced the visibility of BLM slogans on Match of the Day. The Premier League slowly faded the possibility of players taking the knee before the start of a league match.

In Australia, Indigenous activists argued that while BLM helped shine a spotlight on local issues, it did not lead to lasting change on the national stage.

So what remains of Black Lives Matter in 2025?

The movement is no longer front-page news. The black squares on Instagram are gone. Celebrities have moved on to other causes. Big brands no longer mention BLM in advertisements.

But the legacy is complex. BLM did change the conversation. It made millions more aware of systemic racism. It introduced new terms like "anti-racism," "white privilege," and "racial equity" into the mainstream. But the fragments of racial injustice still dominate today, with less diversity promoted in wider communities.

However, hope met reality. Movements are difficult to maintain. They need structure, leadership, and trust. BLM struggled with all three.

Still, some local chapters continue their work. Grassroots organisers push for housing justice, better schools, and community safety. Their work is slower, quieter, but possibly more lasting.

The fall of the Black Lives Matter movement is not the end of the fight for racial justice. It is a lesson that many need to learn, as racism will not be eradicated if conversations are not forthcoming in schools and other public places.

Movements must be transparent. They must deliver real outcomes. Public support can rise, but it can also fall. Symbolism must turn into action with core values that represent the community that is widely affected by this issue.

For some, BLM was a trend. For others, it was a voice. For many, it was both. But the pain and the problems that gave birth to BLM remain at large. BLM was a catastrophic failure, and their actions have hindered any progress. BLM has given a bad name to the movement, especially other racial movements that want to start an uprising against racial injustice.



Rebranding Globalisation

The Context is now different

Written by Kwaku Sade-Gyamfi



The transformation of global entities has made globalisation a force within the geopolitical landscape of this contemporary world. The ideals upon which globalisation was founded have revealed the essence of capturing imaginative scenes that spring from how scripts of globalised synergies are intertwined.

Although globalisation has undergone many surgical operations and been reborn in different forms, this demonstrates how powerful globalisation can be if the concept is turned into a formula. Globalisation, on its own, can be dangerous; that is why it needs other factors to make it a complete concept.

The idea becomes brutal when the master plan of globalisation is handed to someone with an evil mindset. Globalisation cannot act when destruction is looming; however, that destruction can be stopped if the right principles are applied correctly.

From the outset, globalisation is not everyone's cup of tea, and it is certainly not the beverage one would choose to serve at a tea party. However, an individual might serve selected elements of globalisation at a tea party when the beverage is cold and full of sugar, because it gives the kind of buzz or hypnosis that some people might feed off.

The changes globalisation has undergone

over the decades have not always been positive, and it does not cry out for more. The fearless approach that supranational governments have taken with globalisation has empowered the idea to such an extent that it now seems untouchable.

The prism of globalisation presents different colours, making it difficult to predict what national governments will do with its features. The exploitation of wealth has created a distinctive culture of greed. The extraction of natural resources has brought about inequality in societies where the inclusion of wealth creation remains at net zero.

Globalisation needs rebranding and re-engagement so that a form of enlightenment can be created. Refocusing globalisation is no easy process, as market structures are designed to exploit emerging and developing countries.

The ideals are not as straightforward as they appear, as the sources of globalisation are deeply rooted in making corporations richer and increasing poverty in non-Western countries. Rebranding a system is notoriously difficult, and it requires a reshaping of global ideologies into a collective concept.

The core issue is that not all global leaders may be receptive to such change, which can result in the rise of global superpowers that ultimately prevent globalisation from being rebranded.

The different realities that give globalisation its hegemonic status are profound, and the ideas behind these realities are even more powerful than globalisation itself. The competing ideologies of capitalism and modern-day communism or socialism make rebranding near-impossible.

For example, China's contemporary socialist model is so intertwined with globalisation that reshaping the concept would dismantle the very system underpinning China's influence on the international stage, particularly its role in Africa. Similarly, democracy and capitalism have become deeply aligned with globalisation, which means rebranding would threaten the identity of both systems.

The coupling of various elements has made globalisation an idealistic concept, but in truth, its constant regeneration is becoming more apparent to the public. People are gradually absorbing the subtle suggestions that globalisation projects, yet the underlying principles it was built are now expanding and rebranding the ideology itself.

This rebranding is taking shape in various formats and configurations, making globalisation a powerful subject of debate in major forums. Its simplicity is deceiving. The notion of it being

purely good or bad is blurred. What globalisation does is reform itself like multilateral organisations do, all while enforcing higher tariffs that prevent underdeveloped countries from trading with developed or developing nations.

The systemic failures adopted by globalisation make its framework increasingly implausible. Continuous mechanical negligence has triggered a sequence of events, leading to concerns over privacy and autonomy. Despite this, the public still views globalisation as a forerunner of contemporary civilisation, a perspective some may find ludicrous, but it remains a valid assessment, given how far globalisation has been embedded in modern society.

Rebranding globalisation sounds like a commendable idea, but in reality, it may not be, because its underlying concepts and sources are far more entrenched than they appear. The truth is, globalisation will go through many phases, as it is a concept we now live with.

Currently, the ideology is developed enough to maintain its credibility, even if its basic elements have shifted over the years. Rebranding globalisation may result in a true or false narrative, but ultimately, the way it is contextualised will always differ, and always will.

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