

AN AFRICAN FOOTBALL WORLD CUP AT LAST!

But what will be the effects? Maximising positive
impact of the 2010 FIFA World Cup™



RESULTS OF THE INTERNATIONAL SYMPOSIUM
ON THE IMPACT OF MEGA SPORTS EVENTS ON
DEVELOPMENTAL GOALS

5TH - 7TH OF MARCH 2008 STELLENBOSCH, SOUTH AFRICA



TRIBUTE TO PROF. P. AVIS

The symposium was dedicated to Prof. P. Avis (1958-2006). Paul Avis was a professor of Sport Psychology in the Department of Sports, Recreation and Exercise Sciences at UWC. He was a committee member for the April 2006 conference "Unlocking the potential of Sport for Youth Wellness and development" hosted by UWC/VLIR. Paul was diagnosed with cancer prior to this conference but, true to his character, he honoured his commitment as a conference committee member.

In his youth Paul was a prodigious sports talent. He ultimately focused on tennis and became an international tennis star who represented SA at junior and senior levels including at Wimbledon. He dominated the SA tennis scene for several years and won every national tournament available including the SA closed and masters titles. After he retired from tennis he excelled in his psychology studies and became one of the few professors of sport psychology in SA.

In his tennis career Paul faced and beat many formidable international opponent. The newspaper accounts speak of his quiet and relentless determination which earned him the nickname 'Iceman'. Paul faced his final opponent with the same unflinching courage that marked his remarkable tennis career. He eventually succumbed in the final set in December 2006 after an epic battle.

The University dedicated the symposium to his memory.

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**CATALYST FOR COLLABORATION TO
MAXIMISE THE LEGACY OF THE 2010 FIFA
WORLD CUP™**

THE DIFFERENT FACES OF MEGA SPORTS EVENTS

Mega Sports Events have many different faces:

- /// The potential to initiate collective enthusiasm, a sense of belonging and identification.
- /// The importance of being backed by the population.
- /// The inducement of expectations that cannot be fulfilled.

The following quotes illustrate these different faces:

I have never heard a crowd coming from a theatre saying: "we have played well", I have heard this many times when their national soccer team is playing.
(Professor P. de Knop)

Mega Sports Events alone can not achieve change and major economic impact. Enthusiasm and involvement of the community is a necessity. (Mr. D. Casey)

The managerial objective should no longer be to stage bigger Games, because 'gigantism' is an everpresent threat, but to stage Games that are more unique and special, that have a lasting mark in the collective history of the nation and the human race.

Jean Loup Chappellet, Management of the Olympic games, The lessons of Sydney, in Olympic Review, October-November 2008

There is little evidence that hosting events has a significant influence on participation. Hosting events is not an effective, value for money method of achieving either a sustained increase in mass participation or sustainable international success.
Game Plan, DCMS/Strategy Unit, 2002

The London 2012 bid needs to be careful about how it presents the potential 'Olympic effect', avoiding raising expectations which it cannot fulfil. The Commonwealth Games made no measurable impact in immediate post-Games participation. Unless the Games are embedded in a longer term developmental strategy they are very unlikely to have any general...impacts."

After the Goldrush, IPPR and Demos, 2004

INTRODUCTION

A photograph of Dr. D. Jordaan, a man with glasses and a beard, wearing a dark suit, white shirt, and red patterned tie. He is standing behind a dark wooden podium with a microphone, gesturing with his right hand. The podium has a sign that reads "PROTEA HOTEL". The background features a patterned wall and a floral arrangement.

Dr. D. Jordaan, Chief Executive Officer: 2010 FIFA
World Cup Local Organising Committee, South Africa

Photo: Reino Andrews

IN SHORT

The International Symposium on the Impact of Mega Sports Events on Developmental Goals was hosted by the University of the Western Cape, the Flemish Government and the Flemish Interuniversitair Council (VLIR) partners. An increasing number of developing nations are competing in bidding to host these events without fully taking into account their potential socio-economic and community development consequences. The main objective of the symposium was to highlight socio-economic, health, and community development impacts of Mega Sports Events that will occur regardless any deliberate planning and to suggest strategies that will maximize the potential benefits and minimize negative effects. Although the symposium focussed on Mega Sports Events in general, specific reference was made to the 2010 FIFA World Cup™ hosted in South Africa. The main recommendation was to join forces and develop a sound strategy and implementation plan to use the event as a catalyst to facilitate the realisation of development goals, because that is lacking at the moment. Instruments to monitor impact on not only economic indicators but also social, cultural, political and environmental indicators should be designed. Measurement should not only take place before and during the event but also in the years to come because legacy is the most important development objective. If effects are not sustainable, high expectations of local disadvantaged communities will not be met and increasing chances of conflict instead of uplifting spirits and bridging gaps will be the outcome.

BACKGROUND

RELEVANCE OF SPORT AND DEVELOPMENT PROGRAMMES

United Nations (UN) reports on sport for development and peace and NGOs' sport programmes stress the potential of sport as a tool in the pursuit of the Millennium Development Goals. However, sport does not automatically produce positive or negative effects. Good planning, sustained reflective action and quality criteria for good delivery of sport are needed to unlock the potential of sport.

RELEVANCE OF MEGA SPORTS EVENTS SUCH AS THE FIFA WORLD CUP

Mega Sports Events are claimed to foster cooperation and dialogue among the world's peoples and nations. Their economic potential and their ability to attract foreign direct investment, to bolster tourism growth and to contribute to regeneration and broader developmental goals have been outlined. However, the staging of mega-events can also have the opposite effect: they can result in human rights violations, causing severe hardship and misery. This unfortunate, darker side of mega-events stands in stark contrast to the admirable universal ideals that are often cited at their opening ceremonies.

IMPROVEMENT OF MEGA SPORTS EVENTS FOR LEVERAGE

Successive hosts of mega events like to improve on previous events, making them bigger, better, ever more spectacular. It is crucial that this spirit of improvement is translated into a growing commitment to ensure that these events improve the human rights and wellbeing of the inhabitants of host cities and host countries. Past errors and experiences should be used to improve future conduct of host cities.

MEGA SPORTS EVENTS IN DEVELOPING COUNTRIES

Developing countries tend to use Mega Sports Events in ways which are highly distinct from those in developed countries. Apart from general objectives like image building and economic objectives that all hosting countries have, developing countries have additional objectives. In South Africa the general objectives are meant to communicate key messages to the populace and the wider international community, partly with the purpose of shaping a new South African society (nationbuilding and reconciliation in a society that remains nominally racially polarized), partly with the aim of bolstering the so-called African Renaissance and partly with the aim of revival of the wider African continent.

FIFA's regulations on how the event is organised may have repercussions on the South African government's objectives. There is also the fear that the commercialization of sport may result in a reduced benefit for host economies in favour of commercial sponsors.

WHAT WAS THE CONFERENCE ABOUT?



Photo: Sanna Couprie

MAIN AIM

Main objective of the conference was:

To unlock the potential of the 2010 FIFA World Cup™ to support social and economic development in South Africa and the revival of the wider African continent.

The conference results should stimulate the debate on how resources could be spent most judiciously to benefit the South African society. The way in which South Africa manages the event, its successes and failures in this regard, is widely regarded as an important test case, not only for the African continent, but for developing countries more broadly. South Africa's dealing with both -the legacy of Apartheid and the development towards a multicultural/multiracial society- is for the whole world an example of a major transition that is being implemented with high moral standards. South Africa can once again be an example for the whole world in

giving impetus to exemplary intervention strategies that aim at controlling the impact of Mega Sports Events.

MAIN QUESTIONS

THE CONFERENCE FOCUSED ON THREE MAIN QUESTIONS:

1. What will the socio-economic impact of the 2010 FIFA World Cup™ be and will the poor benefit?
2. Will the 2010 FIFA World Cup™ strengthen local community sport and more specifically football structures?
3. Is 2010 FIFA World Cup™ a vehicle for societal change in the area of health?

What will be the socio-economic impact and will the poor benefit?

A critical question remains as to the extent to which local companies and small businesses would be able to benefit from marketing, licensing and hospitality attached to the games, as these key revenue streams for FIFA are tightly controlled. Event organisers, destination marketers and the political elite have an obligation to deliver the best economic impact on short (duration of the event) and long term, broad-based development goals (flow of funds and poverty reduction).

- Can the flow of funds around the 2010 FIFA World Cup™ be identified?
- Who will benefit?
- Who will take the blows in both social and economic terms?

Will local community sport and football structures be strengthened?

The basis for utilising sport as a means for development is to strengthen sport itself. Only by having sustainable sports structures through sports associations, schools, NGOs, churches or local authorities, the benefit for society through sport can occur. The conference focussed on the exchange knowledge and experience in order to make suggestions for the strengthening of local community sport structures via the World Cup. Two major questions were:

- How can this event explicitly exemplify tolerance and continuous collaboration towards common goals (nation building and reconciliation)?
- How can the important new infra structure be used efficiently after the 2010 event?

Will there be benefits in the area of health?

Sport in general and the 2010 event in particular is an arena where people meet, either in active participation as managers, players, officials or spectators. Either way, sport offers an easy accessible arena where awareness can be raised, positive activities introduced, education offered and healthy habits developed. Major questions were:

- Given the concentration of sex workers around the stadiums during the FIFA World Cup™ in Germany, can't the 2010 World Cup induce a similar phenomenon and cause an increase in HIV/AIDS? What are appropriate strategies here?
- How can this unique sport event be used as leverage to sensitize players, fans and enthusiastic young people for the dramatic situation of Southern Africa as far as the HIV/AIDS problem is concerned?

IMPACTS AND BENEFITS

For clarity purposes, below a list of potential impacts is presented. In an events context impacts encompass a variety of positive benefits and negative impacts which might accrue as a result of an event taking place. These impacts and benefits may be apparent before the event takes place, during the event or after the event. They may be felt by a variety of stakeholders including participants, local businesses and the host community. An event will affect people in different ways, thus, there may be inequity in the distribution of impacts and benefits. Typically studies focus on one or more of the following impact areas:

- physical infrastructure;
- environmental impacts (often linked with physical infrastructure);
- economic impacts;
- tourism destination impacts;
- image enhancement;
- social impacts;
- cultural impacts;
- political impacts;
- urban renewal.

Source: The Resource Guide to the Impact of Events (2007). The Higher Education Academy, Hospitality, Leisure, Sport and Tourism Network. Authors: Richard Shipway and Janet Dickinson. Re-printed with permission. The full resource guide is offered on the enclosed CD-ROM.

METHOD

Taking into account the specific (South) African context, forty experts (twenty from the North, twenty from the South) were asked to respond to questions on the effects of Mega Sports Events on community development and crime, public health and socio-economic aftermath of a mega sport event. A list of organisers and participants is enclosed (see appendix). Furthermore, intervention strategies were explored involving all stakeholders, to maximize potential for benefits and to reduce or prevent the risks.

RESULTS AND DISCUSSION

Photo: Helga van Kampen

Construction work in the new Green Point World Cup Stadium Cape Town

In this chapter you will find an overview of discussions and opinions of experts around the central issues. The first question addressed by the experts, was:

WHAT WILL BE THE SOCIO-ECONOMIC IMPACT OF 2010 AND WILL THE POOR BENEFIT?

The expectations from the government and the Local Organising Committee are that on the short term 159.000 jobs will be provided, contribution of the GNP will be R 51.1 billion and tax revenues of R 7.2 billion (Thornton 2007). Six new world class soccer stadiums will be delivered and an additional four will be upgraded for the 2010 event. New infrastructure, an improved public transport and pedestrian network and metropolitan urban renewal are also expected positive effects.

Doubts about positive economic impact

Although estimates on the economic impact of Mega Sports Events are usually quite positive, most experts were cautious about the potential benefits of the 2010 FIFA World Cup™ on the South African economy. Experts point out that:

- 1) There is lack of comparative evidence.
- 2) Former Mega Sports Events show disappointing economic effects.
- 3) Potential negative side effects are not taken into consideration.

- 4) Hosting Mega Sports Events brings additional challenges for developing countries.
- 5) Impact studies that have been carried out are way too opportunistic.

Let's have a closer look at the issues discussed by the experts.

1) Lack of comparative evidence

As events themselves are often one-offs, so too are the studies of event impacts so a solid body of comparative evidence has been slow to develop. Given the difficulty of comparing different cases and a tendency to predict economic impacts rather than undertake confirmatory analysis after events have taken place, there are various claims to the reliability of economic impact studies (Resource Guide to The Impact of Events, Hospitality, Leisure, Sport and Tourism Network, 2007).

2) Disappointing economic effects of previous World Cups

Professor W. Maennig presented figures of ex post evidence of economic benefits of the World Cups in Germany and France. Not only were no effects measured on number of overnight stays, but also no effect on retail sales. In Germany the ex ante expectation was an increase of two billion euro in retail sales, but ex post sales in June and July 2006 had been lower than in 2005. Apparently consumers are diverted from their normal consumption behaviour by the FIFA World Cup™ itself, the matches in the stadiums, or the 'Fan-Mile' street markets.

3) Beware of negative side effects

Potential negative side effects of the 2010 FIFA World Cup™ are:

- The current state of the South African business cycle and property market might raise the costs of hosting the World Cup.
- During the entire 2010 World Cup period no construction work is permitted in the hosting cities. Additional consumption of electricity by the stadiums, media centres, and hospitality areas could cause problems
- There are doubts about post-tournament usage of the new facilities. The attendance at soccer matches in South Africa, even in the first league, is comparatively low at around 5,000 on average. So who will use the newly built stadiums after the 2010 FIFA World Cup™ ? The under use of new facilities is a reality for the twenty stadiums built for the 2002 FIFA World Cup™ in South Korea and Japan. Under these circumstances, it is understandable that there is hardly any private financing for the World Cup-stadiums in South Africa, and that they would not have been built without the 2010 FIFA World Cup™ tournament. In this case, the investment expenditure is equal or at least similar to investment costs, leading to problematic benefit/cost ratios.

4) Additional challenges for developing countries that host an event

Dr. D. Jordaan, CEO of the Local Organising Committee 2010 FIFA World Cup™ stated that hosting the World Cup is in essence not about economic growth, but about branding. The perception of South Africa was for a long time dominated by apartheid and the after apartheid era. During apartheid the whole world sympathised with the ones in the struggle. After apartheid, the whole world expected South Africa to collapse and many even expected a civil war. None of these things happened. South Africa is going strong. However South Africa needs to bring something new to the table in the international arena. The event offers a great branding opportunity. Through the 2010 World Cup South Africa seeks new partnerships in Africa and the rest of the world as South Africa will stage a unique and memorable event.

5) Economic impact studies in general to opportunistic

According to the experts, benefits are usually exaggerated and costs are usually underestimated. The study by the Grant Thornton consultant agency confirms this, as their forecast of direct expenditure was in 2003 R 12.7 billion, whereas the update in 2007 is 40-50 billion, four times higher than expected before the bidding process. Therefore, experts argue that more conservative economic impact studies are needed which are also linked to development goals.

After this quite pessimistic viewpoint of the experts on the estimated economic impact of the 2010 FIFA World Cup™, which positive effects can be expected?

Destination branding, national 'feel good' and other effects

The experts stressed that novelty effects are likely to occur, leading to an increased number of spectators and clubs income. Also destination branding, a more positive perception of South Africa and 'feel good' are expected results. The 'feel good factor' and celebratory nature of sports events engender space that can foster social value through a sense of community.

What do we know about socio effects from previous Mega Sports Events?

International perception and feel good effects were results of the FIFA World Cup's™ in both Germany and France. Germany went up in ranking on the Anholt Nation Brands Index as a result of hosting the World Cup. Barcelona also scored a lasting higher ranking on the perception of cities index after the Olympics in 1992. These results demonstrate the opportunity of image gains through hosting Mega Sports Events. The other aspect is a feel good sensation of inhabitants of a country because of

hosting the event. The Willingness to Pay (WTP) tool is a good example of how the 'feel good' factor can be measured. People tend to spend more when they feel good, and that in itself can create an economic impulse (Professor W. Maennig). An increasing number of mainstream economists (such as Stiglitz, Sachs and Sen) are expanding the horizons of the economic profession towards a modest inclusive and interdisciplinary stance. Also institutions like the World Bank are stepping up research on alternative development indicators. However, there are still limited tools available to measure the feel good factor. The 2010 FIFA World Cup™ is a unique opportunity to look for creative ways and to include 'soft indicators' on feel good and Millennium Development Goals; to use a framework which combines 'hard' economic factors with 'softer' socio indicators. Perhaps the LOC could initiate the development of such a combined tool. A suitable name would be the Ubuntu index. (The name Ubuntu is derived from the Zulu word for humanity, which has been incorporated into South African culture as "humanity towards others").

CONCLUSION SOCIO-ECONOMIC IMPACT

So after all these visions: what will the economic effects be and will the poor benefit at the end?

Most likely economic effects - if any- will be limited. And most likely the poor will benefit perhaps on the short term and perhaps close to the playing cities - construction work- but very little on the long term and nation wide. So, no high expectations should be raised about the actual economic effects and certainly not about the economic effects for the poor.

An interesting question is how to increase the impact of Mega Sports Events on socio-economic level in developing countries? Experts agreed that more research and impact studies should be done geared specifically towards the development context. There are however other effects, such as branding, international perception and feel good, that are perhaps less tangible at first but nonetheless quite meaningful and with a potential effect on the long term. Additional research and indicators are needed to include these aspects in an economic impact study.

Furthermore international sports bodies need to be educated when it comes to staging Mega Sports Events in developing countries. Pro-poor policies should be developed and the role of an international sport body should change in this case.

WILL 2010 FIFA WORLD CUP™ STRENGTHEN SPORTS- AND FOOTBALL STRUCTURES?

To answer this question all speakers focussed their presentation on the key word during the conference: 'legacy'. Let's first have a closer look at what legacy means and entails:

Legacy is the actual impacts for the host destination of holding the event and is usually conceptualized as the positive benefits rather than the negative impacts that might arise. The legacy is commonly thought of in terms of tangible benefits such as physical infrastructure or new jobs. However, there may be other intangible benefits as Ritchie (2000 p156) indicates: "Regardless of the actual form that a legacy may take, the idea underlying legacy creation is that it represents something of substance that will enhance the longterm wellbeing or lifestyle of destination residents in a very substantial mannerpreferably in a way that reflects the values of the local population." There appears to be a widely held assumption that there is a legacy although, more recently, a number of studies have questioned the positive benefits and the equity of their distribution.

What positive tangible benefits will the 2010 FIFA World Cup™ leave behind?

Physical infrastructure

Physical infrastructure provision is often cited as a key benefit of major events. This encompasses transport infrastructure, stadium construction, landscape improvements and housing development. In South Africa five new world class stadiums will be built, existing stadiums will be upgraded, some of which are in disadvantaged communities such as Philippi and Athlone in Cape Town.

Besides the soccer hardware also the tourist industry (hotels, transport, tourist agencies) will benefit: IT infrastructure, transport (public transport and infrastructure such as the Gautrain) and hotels will be upgraded, new hotels will be built. In fact it is the first time ever that FIFA will use B&B's in the townships. And the 2010 World Cup will be the catalyst for Metropolitan Urban Renewal.

Also the potential power of Iconic architecture was stressed. Where Germany and France did not choose for iconic architecture, South Africa does. Iconic architecture leaves an architectural legacy behind with long lasting external effects for the regional economy and regional sports pride, identification and inspiration.

Social Legacy

In research, much less attention has been paid to cultural impacts such as the development of social interactions, traditions, community values and interests of local residents. The power of football for social change was stressed a number of times. During apartheid every aspect in society was divided on racial lines, and soccer was the black mans sport. According to Dr. Platzky, the 2010 FIFA World Cup™ offers tremendous opportunities to show that football is a non-racial, non-class and non-gendered sport and that football is not only played in disadvantaged communities such as the 'Cape Flats'. An example is the Green Point Stadium, an urban park for all (residents and visitors). The World Cup further has the opportunity to take kids of the street and engage them actively, teaching fair play and life skills.

The World Cup has lots of opportunities but to create change and to leave something behind, legacy planning and local involvement are crucial.

Crucial conditions: legacy planning and local involvement

Legacy planning

All experts agreed that legacy planning is crucial to create a lasting impact. A mega event does not automatically create sustainable social change. Mr. K. Fairweather defined legacy as:

- ensuring that as many sustainable benefits as possible are generated by the event for the host city, region and country;
- delivering these benefits well before, during and long after the event for all stakeholders and communities;
- having a legacy vision and plan to leverage every possible opportunity.

Unfortunately, often legacy tends to be an afterthought rather than planned. Legacy planning should start the very moment of deciding to bid and start with a philosophical base: why are we bidding? If the motives are wrong, it will be difficult to alter course in later phases according to Mr. D. Casey.

In this light, Dr. O. Bass pleads for national consensus about a realistic legacy of the 2010 FIFA World Cup™. She warns for an unsystematic focus on 'soft' infrastructure & legacies such as football development at grassroots level.

Focus on local involvement

Professor F. Coalter expects that the 2010 FIFA World Cup™ will increase social capital in South Africa, but only if relationships with a focus on local involvement are taken seriously. The LOC and everyone involved in the World Cup need to look

more careful at the value of relationships developed. The event has potential to bond, bridge and link social capital. The networks created have potential for lasting effects. The 2010 World Cup therefore needs to invest in social capital because systematic strategies are needed to unlock the potential.

Experts also stressed that enthusiasm and involvement of the community are key factors. Communities must play a role in the first stages of legacy planning, because “it is where you start, that’s where you will finish’ (Mr. D. Casey). Let’s therefore have a look at local people’s perspective:

Local perspective

Research has shown that people have high expectations of the 2010 FIFA World Cup™ (Pillay, 2006):

- 85% optimistic about job creation and economic growth;
- 33% expect to gain personally from 2010 FIFA World Cup™;
- 78% expect black economic empowerment to improve;
- 75% believe that rundown parts of the locality in which they live will be upgraded.

Mr. S. Howells (director SCORE) highlighted in his speech personal quotes demonstrating the beliefs about the effects of the 2010 FIFA World Cup™:

- Ntsou - Mapuve (Limpopo Province): *“It means a lot for me as we are going to benefit a lot, eg. meeting celebrities as they will come to visit our communities”.*
- Lebo - Apel (Limpopo Province): *“More things will happen in 2010, getting jobs and young people will be exposed in soccer”.*
- Phiwe - Libode (Eastern Cape): *“It is a showcase to the world what Africa can do... a boost in economy, more money for me”.*
- Nyezi - Nqamakwe (Eastern Cape): *“It’s development, it will give more knowledge into how to organise events”.*
- Songelwa - Khayelitsha (Western Cape): *“It means job opportunities, will change the life of youth. Lovelife use to say 2010, I want to be there. Every youth want to be part and parcel of this. It’s very exciting for me”.*
- Christine - Rivieronsderend (Western Cape): *“I’m excited, dis goed vir Suid Afrika. It will bring opportunities for the economy, big money even if we lose”.*

Managing expectations is crucial to avoid disappointment

According to the Bid book, the development agenda is focus during the 2010 FIFA World Cup™. Dr. K. Swart states that it is therefore vital to listen to the voices of the residents and involve them. Perception of unequal distribution of benefits between groups can contribute to increased conflict instead of bonding

(Professor D. Hendricks). So it is important for the LOC to manage expectations, reframe what is realistic and monitor the results.

What does legacy planning look like in South Africa?

Professor S. Cornelissen identified four major forces that shape legacy planning in South Africa:

- initial goals and proposals set out in the Bid document;
- FIFA preferences;
- incorporation by government of 2010 planning into macro-economic objectives;
- centring of provincial and urban policies around 2010 infrastructure developments and gearing of resources to tournament.

EXAMPLES OF LEGACY PROJECTS

Apart from the infrastructure projects (stadiums, transport etc.) there are quite a number of legacy projects that have started or are going to be started. Three examples:

FOOTBALL FOR HOPE - 20 CENTRES FOR 2010

The official campaign of the 2010 FIFA World Cup™ will carry the name Football for Hope - 20 Centres for 2010. The concept of the campaign is to build twenty Centres (five in South Africa and fifteen in other African countries) that should benefit disadvantaged African communities. The 'hardware' of the centres will consist of a small-size pitch with one-star artificial turf, as well as educational and health care facilities. The 'software' of the Football for Hope Centres will be provided by onsite local implementing partners who will strengthen their activities in the community.

DREAMFIELDS

The Dreamfields Project aims to bring soccer fields and equipment - as well as business skills and new social partnerships - to disadvantaged communities across South Africa. The project will raise money to upgrade existing sports facilities in townships and rural areas, and to build new fields in at least thirty two regional soccer centres by the end of 2010.

CUP OF HEROES

SCORE organises in the run up to 2010 the Cup of Heroes. The Cup of Heroes is an occasion to harness the power of the community through sport, particularly football and netball. The event showcases the use of sport as a driver and tool to achieve social transformation and personal empowerment, focusing on community youth.

CONCLUSIONS ABOUT LEGACY AND COMMUNITY SPORT STRUCTURES

The 2010 World Cup offers plenty opportunities to strengthen football structures in South Africa. There will be newly built and upgraded football stadiums after 2010. And legacy projects will be carried out such as the Football for Hope - 20 Centres for 2010. However building new stadiums will not be enough to strengthen football structures. In order to realize and maximise the opportunities, legacy planning and local involvement are key. So far, legacy planning seems to be mainly focussed on macro-economical level and on infra structural level. Strategies for the LOC and local governments are needed in order to develop clear legacy objectives, results, projects and strategies around the 2010 World Cup. Furthermore, the LOC and local government need a strategy to start a policy dialogue with communities so youth and women are truly involved. A strategy to engage the people is lacking at the moment. On local level the problems need to be identified and solutions need to be developed.



Photo: Rolf Schwery

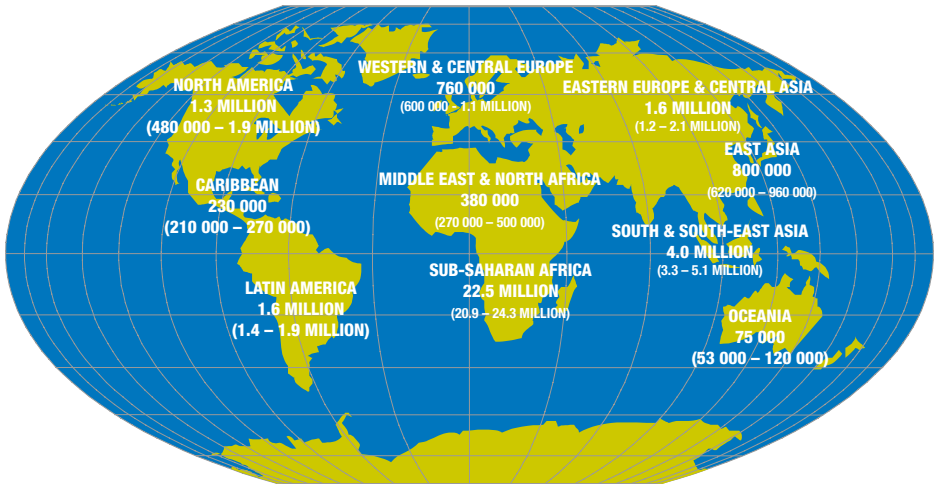
WILL 2010 FIFA WORLD CUP™ BRING BENEFITS IN THE AREA OF HEALTH?

Although some health indicators such as infant mortality rate show that South Africa's situation is improving, there are major challenging health problems like HIV/AIDS and TBC (which tripled the past 10 years). Other risks are the introduction of new diseases such as bird flu. South Africa also will be challenged because of its current high quality smoking regulations.

HIV/AIDS in South Africa: current situation

South Africa is a Third World country with high level of unemployment and poverty. It is surrounded by countries that are poor. The Southern African region has the highest rates of HIV/AIDS in the world. In 2007 in Sub Saharan Africa an estimated 22,5 million people are HIV positive and an additional 1,7 million get infected in that same year.

ADULTS AND CHILDREN ESTIMATED TO BE LIVING WITH HIV, 2007



TOTAL: 33.2 (30.6 – 36.1) MILLION

source: UNAIDS

Football and sex go together

There is a clear link between staging a mega event and risky sexual activity which might cause an increase in sexual transmittable diseases such as HIV infection. There will be many male fans travelling to South Africa during the 2010 World Cup, Africa's percentage of commercial sex workers is four times higher than the rest of the world and these sex workers are more than four times as likely to be HIV infected, so one can imagine the chances to shatter an epidemic's equilibrium.

What are the risks?

According to Dr. T. Vergnani it is very likely that 2010 increases the risks of HIV/AIDS infection. The other risk is the spread of infection from an area with one of the highest prevalence rates back to countries of origin of fans.

In the worst case scenario, a further spread and reinfection in South Africa will be a fact particularly with the influx of sex workers from high prevalence neighbouring countries.

At a Mega Event where people celebrate, drown sorrows and use alcohol, the chances of safe sexual behaviour are low. Fans might not even know about risk (unless aggressively educated and informed) and it is unlikely that sufficient condoms will be freely available.

Are there opportunities to improve the health situation in South Africa?

The question is: to what can extend the 2010 FIFA World Cup™ be a leverage to help dealing with this South African epidemic of HIV and TBC? Experts Dr. I. Tom and Dr. Kamungoma-Dada recognise that the 2010 FIFA World Cup™ is potentially a valuable event to address health issues, but point out that unfortunately so far health is not a priority around planning and policy making.

In order to use the World Cup to tackle health issues such as HIV/AIDS, a clear policy and action plan needs to be developed that includes:

- effective preventive education - particularly targeting young people;
- early and sound situation assessment - regional experts (police & NGOs);
- need co-ordinated advocacy and effective public awareness campaigns -also targeting arriving fans- (one could think about using celebrity sports stars and coaches as role models, using sport to break down stigma and discrimination, using sports media profile to communicate and promote AIDS messages to a wider audience);
- availability of condoms;
- information kiosks and training of staff.

Furthermore Ms. C. Kondo stresses that it is important to beware of stigma and discrimination, key issues in the fight against HIV/AIDS. Many awareness campaigns are stigmatising and therefore contra productive. Ms. Kondo: "Imagine how a HIV positive boy or girl would feel on a soccer field where coaches talk about avoiding infection, playing tagging games where a tennis ball is 'the virus' and you win when you don't get it?" She stresses the importance of the involvement of youth in planning and decision making. What is the role of the Youth during the 2010 World Cup? "If youth is not involved, we won't know what the needs and key issues are."

CONCLUSIONS: BENEFITS AND RISKS FOR HEALTH

The 2010 FIFA World Cup™ could be a valuable event to address health issues. However so far health has not been a priority in policy making and planning around the event. Risks for not including health issues in the World Cup policy making and planning are the increase of transmittable diseases such as HIV/AIDS and TBC for residents but also for visitors. Planning and policy making is key now and should not happen in a vacuum. The target group (youth and sex workers) should be included in this process. Furthermore roles and responsibilities of the different stakeholders in the health sector should be clarified.

ATTITUDE AND THE EXPECTATIONS OF INTERNATIONAL SPORTS BODIES IN DEVELOPING COUNTRIES

FIFA owns the rights to the most lucrative income generating instruments of the event: Marketing, Accommodation, Ticketing, Information Technology, Hospitality.

Accommodation establishments pay 30% of their gross income to MATCH when registering in exchange for accreditation, rating, exposure and potential reservations as official vendors (Professor D. Hendricks). According to Drs F. van Eekeren we have two options: we either encourage FIFA to develop pro poor policies and change their role when organising a FIFA World Cup™ in a developing country. Or we accept the rules of the game defined by FIFA, play by them and maximise effects in the current context.

DOUBLE STANDARDS

With regard to the assessment of Mega Sports Events in developing countries, it appears that international sports bodies and Western Countries apply different standards to the developing world. Mr. Seymour, SAFA Western Cape: *“Germany still had to finish of painting the changing rooms the day before the openings game of the 2006 FIFA World Cup™. Just imagine that this would be the case in South Africa, we would not get away with that.”* D. Jordaan, CEO Local Organising Committee 2010 FIFA World Cup™ stated: *“South Africa’s bid for the 2006 FIFA World Cup™ was technically equal to Germany’s bid and superior to the UK’s bid. Still the demands of South Africa are much higher. South Africa needs to prove double.”*

Challenges

The presentations and discussions identified the following challenges of the 2010 FIFA World Cup™:

Maintenance and usage of newly built and upgraded stadiums

South Africa invests heavily in six new stadiums. How will these stadiums be used and maintained after the World Cup? As the future of these stadiums is not clear, it is hard to secure private funding for these stadiums. In the light of the aim for legacy, the LOC needs to make plans for usage and maintenance of the stadiums after 2010.

Opportunities and stress for South African sport development NGO's

The World Cup increases interest in sport and development programmes in South Africa. The consequence is that governments, donors and private companies all of a sudden look for opportunities to cooperate with them. While numerous new sport and development organisations begin working in South Africa, other sectors begin to include sport. New projects are initiated from within South Africa. But also new and increased corporate and donor funding becomes available. There are chances for exploitative and unequal partnerships now there is a strong increase in North driven initiatives competing for local resources.

Local expectations seem to be unrealistic high and need to be managed.

A clear and realistic development mission, strategy, objectives and activities is now lacking and should be developed in order to manage expectations and realize legacy plans.

SOUTH AFRICA'S REALITY: A COUNTRY OF TWO NATIONS

Thabo Mbeki (1998): *"South Africa is a country of two nations - one white and wealthy, the other black and poor"*.

South African Institute of Race Relations (2007): *"the number of people in South Africa living on less than \$1 per day has increased from 1,9 million in 1996 to 4,2 million in 2006"*.

www.epi.org: *"South Africa is ranked as the most unequal country in the world (as measured by the GINI coefficient) having recently overtaken Brazil"*.

Statistics South Africa (2008): *"the wealthiest 10% of South Africans are 94 times richer than the bottom 10%"*.

Museum in the old Green Point Stadium in Cape Town



CONCLUSIONS: JOINT EFFORT AND IMPACT STUDIES NEEDED

Photo: Samie Couprite

In this chapter the conclusions are presented about the main topics of the conference: socio-economic impact, social fabric impact and health and wellness impact. The conclusions are drawn from the discussions contained in the previous chapter.

SOCIO-ECONOMIC IMPACT

High hopes or High noon?

Expectations are high amongst residents. To make sure that expectations are realistic the LOC needs to involve the residents in the planning processes and manage these expectations as non-delivery of the espoused benefits of the 2010 FIFA World Cup™ can even contribute to increased conflict.

Economic evidence is paradoxical

Some of the expected economic effects will most likely not be realized. This is concluded on the basis of impact studies after the Olympics in Sydney and Barcelona and World Cups in Germany and France. However the World Cup in South Africa also offers positive circumstances such as the fact that negative crowding out effects might not occur because the World Cup is held in the low season, tourists might stay longer in South Africa because of the distance, iconic infrastructure is built that might leave a lasting impact and because it is less likely that the 'couch potato effect' will occur in South Africa.

Tailor made strategies needed for Mega Sports Events in developing countries

Because there are and will be an increasing number of developing countries competing to bid for Mega Sports Events, strategies are needed to increase the impact on socio-economic level.

Research is needed to understand drivers and barriers and identify effective means. FIFA and other mega sports bodies such as IOC should study more thoroughly the implications of hosting a mega event in a developing country and act accordingly. The question was raised: are these organisations sufficiently aware of the unequal nature of the relationship? What steps could be taken by FIFA to improve their role? Research needs to be conducted and strategies developed to optimize the benefits for developing countries when hosting a Mega Sports Events.

Strategy to maximise legacy

Although the LOC and government focus on legacy, it seems to some to be in an ad hoc way, concentrating on soccer infrastructure and soccer development. A clear mission, vision and objectives are lacking. National consensus on a realistic legacy is needed, as well as legacy strategies, legacy planning and activities. Residents should be involved in the legacy planning process. And it is key to start legacy planning right from the start.

Need for thorough, longitudinal and broad impact studies

- **Integrated Time Framework:** The LOC needs to look at pre-, during- and post events, right from the start. This includes for instance looking at usage of stadiums after the World Cup. Since an event takes place at one point in time, most impact studies rely on predicting impacts and there has been a tendency to focus on the impacts that occur as the event takes place. There has been little testing of post-event outcomes that were predicted. The opportunity

should be sized to monitor post-event effects.

- **Comprehensive nature of Legacy Effects:** Legacy aspects need to be taken into account right from the start up till the end and thereafter.
- **The Hard Issues:** Quantitative data need to be collected (infrastructure, tourism, jobs, railways, stadiums, small and medium enterprises, et cetera). These indicators have been measured before, so there should be no obstacles for research on the hard issues.
- **The Soft Issues:** Event impact research has focused on analysis of immediate impacts and outcomes. Less tangible socio-cultural impacts have been measured which creates various research opportunities and challenges. There is case evidence however, and these cases could be generalized. Furthermore instruments to measure soft factors should be developed. Researchers should be challenged to come up with creative tools.

SOCIAL FABRIC IMPACT

The 2010 FIFA World Cup™ has the ability for cultural transformation. To measure social impact, research needs to be conducted. We need to realize that Mega Sports Events do not only have positive impact potential, but could also result in tensions, such as: global needs and interests versus local needs and interests, market forces versus civil society, hard economics versus social impact, high expectations versus realistic expectations, global power (FIFA) versus powerless host community and big 2010 agenda's versus small local agendas. The unequal distribution of benefits can lead to frustration and aggression. Tensions need to be identified, recognised, analysed and understood; strategies need to be developed and measures should be taken to address these tensions.

HEALTH AND WELLNESS IMPACT

The 2010 FIFA World Cup™ offers an opportunity to accelerate sustainable health solutions for HIV/AIDS and TBC. However, there is no proactive plan or program aimed at the reduction of risk for HIV infection at the World Cup, neither is it clear who is responsible for this (South Africa government, FIFA, LOC, Participating teams, the Health sector etc.) Youth should also be involved in the development of a risk reduction strategy because they are the most vulnerable. They know the issues can be instrumental in finding the potential solutions. Solutions should be sensitive to the issue of stigmatization. A strategy is needed to limit the transmission of diseases during the 2010 World Cup. FIFA, the LOC and SAFA need to be informed and involved.



**RECOMMENDED NEXT STEPS: RESEARCH
METHODS, STAKEHOLDER ANALYSIS AND
MANAGEMENT OF DIVERSITY**

Photo: Aleksandar Kunuzija

Organisers of Mega Sports Events both on the international and local level must take into account (via the bidding procedure) that their planned event doesn't take place in a 'social vacuum'. This is all more the case when this event is organised in a developing country. The challenge is to realise in and via this event, sportive performances of the highest level, worldwide promotion of sport and legitimate but realistic well documented and justified legacy expectations (whether of economic, social or health nature) of the country of the participating teams, but above all of the organising community (city or country).

As stressed throughout the publication, coordination and leadership is needed to guide the development strategy for Mega Sports Events in developing countries. To take the 2010 FIFA World Cup™ as an example the following steps are suggested:

SET A CLEAR DEVELOPMENT AGENDA RIGHT FROM THE START

The development agenda should be set at the beginning of the bidding process or even before. The development agenda should include:

- construction of facilities in disadvantaged areas;
- sports programmes;
- job creation;
- provision of affordable housing;
- small business support;
- transport integration;
- township renewal;
- black economic empowerment initiatives;
- community participation, starting with a stakeholder analyses.

CARRY OUT A STAKEHOLDER ANALYSIS

This might seem simple but is not an easy task: there are many different stakeholders and FIFA has strong influence. The first question to be answered is which stakeholders are needed to carry out this development agenda? In the light of the 2010 World Cup these might be FIFA, Local Organising Committee (LOC), South African government, provincial government, SAFA, academics, international stakeholders, sports bodies, NGO's, local organisations, sponsors and so on. A proper stakeholder analysis involves an analysis of the ambitions, objectives, interests and constraints of all parties involved and helps to create a clear organisational chart.

MANAGEMENT OF DIVERSITY

The second question is: what is the state of the art with regard to cooperation and

leadership between the different stakeholders? The international and local CEO's task is to include the different interests of 'all' stakeholders in order to create a win-win in diverse and heterogeneous situations. A sound strategy and management of diversity are needed.

RESEARCH AGENDA'S AND METHODS NEED TO BE DEVELOPED

Organising a Mega Sports Event in a developing country requires different research methods and agenda's. The South African Local Organising Committee could be a leader in carrying out an impact study specifically designed to research the socio-economic impact on a dual economy and to research how the poor will benefit. Also the realisation of the Millennium Development Goals through the 2010 FIFA World Cup™ could be included. Results of this study should include pro poor policies in order to maximise the effects and impact for the poor. Brazil could use the same tool in 2014. NCDO has proposed a specific impact study to the LOC that focuses specifically on the dual economy and the realisation of the Millennium Development Goals. Results of these researches also help to educate international sports bodies such as FIFA in staging a mega event in a developing country.

Academic researches should also take into account the development agenda, sustainable effects and the realisation of the MDG' s through the 2010 World Cup and include expectations and views of local residents.

The organisers of the 'International Symposium on the impact of Mega Sports Events' will communicate the conclusions to all relevant stakeholders: FIFA, SAFA, government bodies, NGO's and academics. A follow up conference is considered Autumn 2008.

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The papers and resources listed below are available on the enclosed CD-ROM.

2010 FIFA World Cup™ and HIV/AIDS. Football and sex belong together.

T. Vergani, University of the Western Cape, HIV & AIDS programme, South Africa. *Presentation.*

2010 FIFA World Cup™, Cape Town and the Western Cape.

Dr. L. Platzky (Deputy Director General, Western Cape Government), South Africa. *Presentation.*

Assessing Development of the 2010.

Soccer World Cup Cora Burnett, Department of Sport and Movement Studies, University of Johannesburg, South Africa. *Paper & presentation.*

The Impact of Mega Events.

Mr. D. Casey, Interim Chief Executive, Glasgow 2014 Commonwealth Games, Scotland. *Presentation.*

The Impact of Mega Sport Events on Development Goals.

Stefan A. Howells, SCORE, South Africa. *Presentation.*

The Impact of Mega Sport Events.

Kelly Fairweather, CEO of Stellenbosch University Sports Performance Institute, South Africa. *Paper & presentation.*

The Impact of Mega Sport Events. The 2010 FIFA World Cup in South Africa and developmental goals.

Dr. Jim Parry, Department of Philosophy, University of Leeds, UK. *Presentation.*

The Impact of Mega Sports Events on the social fabric of developing communities. "Dreamfields": Exploiting the potential of the 2010 FIFA World Cup™ to impact positively on South African society.

Denver J. Hendricks, University of Pretoria, South Africa. *Paper & presentation.*

Mega Events as a Response to Poverty Reduction: the 2010 FIFA World Cup and its Urban Development Implications.

Udesh Pillay and Ori Bass, Human Sciences Research Council (HSRC), South Africa. *Paper.*

Mega Sports Events: Catalysts for Structural Social Interventions. Response to 'Sports initiatives for the socially deprived youth in Flanders (Belgium): the impact of Euro 2000 on the 'Neighbourhood Sports Project of Mechelen' by Marc Theeboom. Frank van Eekeren, Utrecht University, Utrecht School of Governance (USG), The Netherlands. *Paper.*

Mega Sports Events and Community Health and Wellness: The Case for Investing in Youth.

Dr. I.M. Kamungoma-Dada BSc. HB; MBChB; MA; APR. UNFPA, South Africa. *Presentation.*

Reframing the urban development implications of the 2010 FIFA World Cup. Response to 'Mega-events as a Response to Poverty Reduction: the 2010 FIFA World Cup and its Development Implications' by Udesch Pillay and Orli Bass.

Frank van Eekeren, Utrecht University, Utrecht School of Governance (USG), The Netherlands. *Paper.*

Resident Perceptions of the 2010 FIFA World Cup Stadia Development in Cape Town.

Dr Kamilla Swart (Cape Peninsula University of Technology), Prof Urmilla Bob (University of KwaZulu-Natal-Westville Campus), South Africa. *Paper.*

South Africa 2010: economic scope and limits.

Swantje Allmers and Wolfgang Maennig, University of Hamburg, Faculty Economics and Social Sciences, Germany. *Paper & presentation.*

Sports and Development: An Economic Perspective on the Impact of the 2010 World Cup in South Africa.

Jo Swinnen and Thijs Vandemoortele, LICOS Centre for Institutions and Economic Performance, Katholieke Universiteit Leuven, Belgium. *Paper & presentation.*

Sports initiatives for socially deprived youth in Flanders (Belgium): the impact of Euro 2000 on the 'Neighbourhood Sports Project of Mechelen'.

Marc Theeboom, Vrije Universiteit Brussel (Belgium) - Department of Sport Policy and Management, Belgium. *Paper & presentation.*

The social significance of sport.

Professor Paul De Knop, Vrije Universiteit Brussel, Belgium. *Paper.*

Translating impacts into development: what pointers from scholarship?

Scarlett Cornelissen, University of Stellenbosch. *Presentation.*

The World Cup and social cohesion. Bread and circuses or bread and butter? Too many coats of convenience hanging on too many conceptually loose pegs.

Professor Fred Coalter, University of Stirling, Scotland. *Presentation.*

Other resources

Droom en vrese vir 2010, 23 April 2008, Die Burger.

Newspaper article.

Football for Hope, Football's commitment to social development,
Brochure about the Football for Hope Movement. FIFA, streetfootballworld. *Brochure.*

Official Campaign of the 2010 FIFA World Cup™ - "Football for Hope - 20 Centres for 2010,
Brochure about the campaign. FIFA, streetfootballworld. *Brochure.*

The Resource Guide to The Impact of Events (2007). The Higher Education Academy, Hospitality,
Leisure, Sport and Tourism Network.

Authors: Richard Shipway and Janet Dickinson. *Resource Guide.*

CD-ROM

Contents:

- Program symposium.
- Organisers & participants.
- Papers & presentations (see appendix1)

To view this CD-ROM, you need an Internet Browser. The CD-ROM starts automatically.

If not, select and open the file index.html in your Browser.

All papers and power point presentations will also be available on
www.toolkitsportdevelopment.org/mega-events.

Some papers on this cd-rom have been published in the special issue
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- the valuable input of all participants!

All papers and power point presentation that have been delivered on this conference are available on the attached CD-ROM and on the website:

www.toolkitsportdevelopment.org/mega-events

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Bulletin, June 2008

NCDO (Dutch National Committee for International Cooperation and Sustainable Development) strengthens and highlights public support for international cooperation and sustainable development and achievement of the Millennium Development Goals. NCDO's sports program is the Dutch knowledge and information centre on the power of sport to help reach these goals and social change (www.sportdevelopment.org).

An increasing number of developing nations are competing in bidding to host Mega Sports Events without fully taking into account their potential socio-economic and community development consequences. The main objective of the International Symposium on the Impact of Mega Sports Events on Developmental Goals was to highlight socio-economic, health, and community development impacts of mega sports events that will occur regardless any deliberate planning and to suggest strategies that will maximize the potential benefits and minimize negative effects.

Hosted and organised by:



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