



## Football for Hope – *20 Centres for 2010*

### Official Campaign of the 2010 FIFA World Cup South Africa™

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## **FIFA World Cup™: a history of commitment to social causes**

Besides being the world's most popular sports event – or precisely because of it – the FIFA World Cup™ is a unique communication platform for raising both awareness and funds for worthy social causes.

FIFA dedicated its flagship competition to an awareness-raising campaign for the first time in 2002. Together with UNICEF, the “Say Yes for Children” campaign was run to highlight the need to recognise and respect children's rights.

This was followed by two official campaigns at the 2006 FIFA World Cup™: a) the “Unite for Children, Unite for Peace” awareness-raising campaign which was also carried out in cooperation with UNICEF and highlighted the potential of football to promote values of peace and tolerance at international and national levels as well as locally, both within communities and between individuals; and b) the “6 Villages for 2006” fund-raising campaign in close alliance with SOS Children's Villages, which raised over USD 30 million for the construction and running costs of six SOS villages in Brazil, Mexico, Nigeria, South Africa, Ukraine and Vietnam.

Despite the positive results of those campaigns, football was not an integral part of either the partner organisations or the campaigns themselves.

## **2010 FIFA World Cup™: a critical momentum for social change**

With the decision of the FIFA Executive Committee to establish a rotation policy for the FIFA World Cup™ in 2000, the way was paved for the tournament to take place on African soil. On 15 May 2004, the FIFA President finally announced that the 2010 FIFA World Cup™ would take place in South Africa.

The pronouncement raised expectations in both Africa and all over the world. For the very first time, these expectations are very different from those of previous World Cups. Indeed, the objective this time is to leave a legacy not only for African football, but also for African society in general, and to achieve this with the partnership and active participation of the local population.

Today more than ever, public and private organisations are conscious of the challenges that our world is facing and are willing to accept the social challenge and act in a socially responsible manner. FIFA is no exception to this rule and – within the world of sport – is showing the way ahead through the Football for Hope Movement (in strategic alliance with streetfootballworld) which aims to increase the impact of football as a tool for social development, peace and social change, making a concrete and tangible contribution to the achievement of the UN Millennium Development Goals (MDGs). streetfootballworld is a global network of community-based development organisations that use football as a tool for social change in areas such as education, health care and environmental protection. The network connects relevant actors in the field of *Development through Football*, with the goal of promoting global partnerships for development.

The Football for Hope Movement reflects a clear shift in the way FIFA helps build a better future, from a previous passive “charity-driven” approach to a proactive, committed and socially responsible one. Its objective is to bring together, support, advise and strengthen sustainable social and human development programmes in the areas of *Health Promotion, Peacebuilding, Children's Rights & Education, Anti-Discrimination & Social Integration* and the *Environment*. These programmes must be aimed at children and young people and use football as an instrument to promote participation and dialogue.

In conclusion, the world's focus on Africa, the broad consensus on the need for action towards social change on a global scale and the acknowledgement that football itself is a powerful tool for development create a unique opportunity for the official campaign of the forthcoming FIFA World Cup™ to use football as its driving force.



### **The Football for Hope – 20 Centres for 2010 campaign**

The official campaign of the 2010 FIFA World Cup™ in South Africa will carry the name Football for Hope – 20 Centres for 2010. The concept of the campaign is to build 20 Football for Hope Centres in the period 2008-2010 (five in South Africa, 15 in other African countries) that should benefit 20 disadvantaged African communities, providing the local Football for Hope Implementing Partners with infrastructure in order to expand their successful work in the area of *Development through Football*.

### **Football for Hope Centres**

#### Infrastructure

The “hardware” of the centres will consist of a small-size pitch (40x20m) with one-star artificial turf, as well as educational and health care facilities. These centres will not only provide opportunities to play football, but will mainly serve as a place where the local community can gather and access counselling, health and education services.

The construction of the centres will follow a complex process and careful consideration will be given to the planning and design phases. In the long-run, the goal is to expand these centres into social development hubs for the training of social entrepreneurs and local ethical businesses.

The Football for Hope Centres will be realised with the support of a number of organisations with different and complementary expertise. They include FIFA, streetfootballworld, Architecture for Humanity and Greenfields, along with the relevant local Football for Hope Implementing Partner, municipal authorities, the football association and the local community.

The architectural design and construction of the centres will be carried out in cooperation with Architecture for Humanity, a charitable organisation that seeks architectural solutions to humanitarian crisis and brings design services to communities in need. The organisation believes that where resources and expertise are scarce, innovative, sustainable and collaborative design can make a difference. By tapping into a network of pro bono professionals, Architecture for Humanity supports community development, helps communities rebuild after disaster and provides design services to community partners around the world.

The design and construction of the small-size pitches will be carried out in cooperation with Greenfields, an organisation that has 20 years experience in the construction, installation, manufacturing and development of synthetic turf systems. Greenfields is the only producer of artificial turf pitches manufactured locally in Africa, thus an ideal partner in the project’s “Made in Africa” approach.

#### Content

The “software” of the Football for Hope Centres will be provided by on-site implementing partners who will strengthen their activities in the community in order to improve basic education, prevent diseases and promote health care as well as to encourage the social integration of minorities and disadvantaged populations.

FIFA and streetfootballworld are developing a range of programmes together with the host organisations to fill the centres with life. Plans include the training of staff, the implementation of different educational and health-care modules and curricula and the development of local networks and partnerships that will last far beyond 2010. One important aspect will be the use of the Football for Hope Toolbox; a series of manuals documenting know-how and best practice to support the work of the Implementing Partners of the Football for Hope Movement by providing an accessible, global platform for the practical exchange of information.

**Fund-raising mechanism**

The estimated costs of the construction, management, communication and the programme activities amount to USD 10 million. In order to raise those funds, a tailor-made mechanism will be put in place whereby football fans worldwide will be able to donate for each goal scored by their national teams in the FIFA World Cup™ qualifiers (and possibly any professional or amateur football match worldwide).

FIFA set the example by committing USD 1 million (or USD 500 for each goal scored in the qualifiers and final phase of the FIFA World Cup™) to the campaign.

This mechanism will again be closely tied to football and the efforts of the football family itself. The overall fund-raising campaign will be hosted on FIFA.com and can be linked to several FIFA activities around the 2010 FIFA World Cup™, such as FIFA.com Club registration for ticket purchase.



Example of a Football for Hope Centre (in cooperation with Architecture for Humanity)

**Awareness and communication: the Football for Hope Tour**

The Football for Hope Tour is meant to be similar to a torch relay with strong focus on the legacy aspect of the FIFA World Cup™. Instead of carrying a torch, a ball will be dribbled and goals will be scored along the way in connection with “20 Centres for 2010”.

The tour is planned to start in the year before the 2010 FIFA World Cup™ kicks off and would visit the Football for Hope Centres on its way to Johannesburg (venue of the opening match of the 2010 FIFA World Cup™ and host city of the Football for Hope Festival 2010).



A series of publications, e.g. books, films, TV series, will be produced during the Football for Hope Tour and can be distributed in parallel to the tour or during the 2010 FIFA World Cup™ or the Football for Hope Festival 2010. The FIFA World Cup™ trophy, integrated as a highlight of the Football for Hope Tour, could certainly help achieve massive media coverage.

### **The campaign's centrepiece: the Football for Hope Festival 2010**

The Football for Hope Festival 2010, which for the first time is an official event of the 2010 FIFA World Cup™, will showcase and promote best practice in the field of *Development through Football* and encourage exchange and intercultural dialogue between participating delegations as well as with local grassroots organisations in South Africa.

The tournament will take place during the final week of the FIFA World Cup™, from 3 to 10 July 2010 in Alexandra, Johannesburg. The experience of the streetfootballworld festival 2006 in Berlin showed that not only the timing but also the fact that it took place in the Host City where the final of the FIFA World Cup™ was held, was crucial for its attractiveness, impact and media outreach.

Thirty-two teams, representing Football for Hope Implementing Partners worldwide, will not only compete for the title of the second Street Football World Champion, but will also reflect the achievements of the Football for Hope Movement in the run-up to 2010. Two South African and 30 international delegations will take part composed of 8 players (boys and girls between 15-18 years) accompanied by 3 coaches and representatives of their organisation. All of them will be selected in recognition of their personal commitment in the framework of the local programmes' work. A preliminary phase involving the same 32 teams will take place before the Festival, in which the young delegates will interact and exchange with their counterparts from South African *Development through Football* organisations. Sustainability, as well as active participation and empowerment of the local communities are key principles of the Festival 2010.

The Football for Hope Festival 2010 will highlight the social responsibility of football and thus represent a milestone on the way to achieving the UN Millennium Development Goals. It will also be the culmination of the Official Campaign of the 2010 FIFA World Cup and will provide the best possible platform for the presentation of the campaign's results. The Festival 2010 will also provide the perfect platform for the FIFA Partners to showcase their CSR practices and their commitment to social development in Africa and the rest of the world.

### **Timeline**

The "20 Centres for 2010" campaign was officially launched at the Preliminary Draw in Durban on 25 November 2007 when FIFA President Joseph S. Blatter invited all participating member associations and the worldwide football community to support this initiative and participate in the fund-raising effort.

The first 5 centres are to be located in the following countries and run by the following Football for Hope Implementing Partners (FFH IPs): South Africa (Grassroots Soccer), Rwanda (Espérance), Kenya (MUSA), Ghana (Play Soccer) and Mali (AMPJF). The partners and locations of the next 15 sites will be decided over the course of the next few months. Football for Hope Implementing Partners across Africa will be invited to submit their applications to host a centre.

At the Final Draw in 2009, youth from various African countries will be on stage with models of their local Football for Hope Centres in order to represent the many achievements to date and encourage more to be done in the years to come.



During the 2010 FIFA World Cup™, special reports on the project work and on the construction of the centres will be distributed so the general public and donors can learn more about the ongoing work. The Official Campaign of the 2010 FIFA World Cup™ will become visible to a wide audience and its results tangible.

The ultimate message of the 2010 FIFA World Cup™ is that the football family's commitment and work will not stop on the final whistle on 11 July 2010 and that it will continue to support sustainable development projects to build a better future in Africa and in the rest of the world.

**Key dates**

November 2007	Official campaign launch at the Preliminary Draw in Durban
September 2008	Fund-raising launch
2008-2012	Progressive inauguration of Football for Hope Centres involving member associations and/or national teams
December 2009	Preliminary report to be presented at the Final Draw
2009-2010	Football for Hope Tour through Africa visiting the Football for Hope Centres (finished and in construction) and reporting on the campaign's achievements
July 2010	Football for Hope Festival 2010 and presentation of tangible results around the FIFA World Cup™ final
2010-2015	Ongoing project work through the Football for Hope Movement on the African continent