



## Seminar

# World Cup 2010 in South Africa – Perspectives for the World Cup 2014 in Brazil

### World Cup 2010 in South Africa – Who got the profit? Experiences from South Africa – Perspectives for the World Cup 2014 in Brazil

#### Focal point: Civil Society Commitment

Those responsible for the coordination and organisation of the Soccer World Cup in South Africa had promised a »World Cup for everybody«. Most probably, the same message will be told with regard to the World Cup 2014 in Brazil.

#### Organizers:



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Westfalen, KASA, Misereor



Prior to the World Cup in South Africa, a few critics pointed out that the money spent on stadiums and infrastructure should rather be invested in education or social housing for the poor. Already before the World Cup it became probable that a large proportion of South Africa's population, among others small traders and informal street vendors, would not economically profit from the World Cup. Accordingly, about one year after the World Cup, the preliminary balance is quite disillusioning. The South African state invested more than 3,2 billion euro in stadiums, telecommunication and transport infrastructure. Analysts calculated that only around 1,3 billion euro could be generated through foreign visitors (FAZ, July 2010) – not enough to balance out the economy. Some of the stadiums between Cape Town and Nelspruit will most probably never be filled anymore. Therefore South Africa's population has to cope with the rest of the bill.

In Brazil, a debate about the yet missing integration of civil society groups and unions has been started. There are first reports about forced evictions in Rio de Janeiro, Sao Paulo and Porto Alegre, some of the twelve World Cup venues. In April, the Building and Wood Worker's International (BWI) has, together with other Brazilian unions, launched the campaign »fair games fair play«, which supports decent working conditions in Brazil.



The FIFA on the other hand earned more money with this World Cup than ever. According to the magazine Focus, the amount adds up to 3,2 billion US\$ – 1,2 billion from sponsors and about 2 billion from selling broadcasting rights as well as VIP tickets. With costs of about 1 billion US\$, the FIFA made a profit of around 2,2 billion US\$ – a record result.

Against this background, we would like to discuss the following aspects with visitors from South Africa and Brazil, among others:

- What kind of value and importance do sporting mega events like the World Cup have, keeping the underlying circumstances in mind, for a country, its economic development and its people? Which risks do they contain?
- Who was actually able to profit from the World Cup in South Africa? Which population groups and which actors were put at a disadvantage? Regarding which aspects can the World Cup be seen as a success? Shouldn't the money have directly been invested in the fight against poverty?
- Can Brazil learn from the experience South Africa made? What kind of expectations do Brazil and especially civil society organisations have towards the World Cup? What can be demanded from the FIFA as well as the Brazilian government due to South Africa's experiences, so that disadvantaged population groups embedded in a specific economic structure can profit from the World Cup?
- What could civil society commitment (educational work, information provision and campaigns) in Germany look like? How could it make a contribution in order that poor/disadvantaged population groups in Brazil can profit from the World Cup and consequently participate in development processes?

## **PROGRAM**

### **FRIDAY Analysis**

- 10.00 **Arrival and Welcoming**
- 10.30 – 11.30 **World Cups in Southern countries – Opportunities and risks**  
*Prof. Dr. Norbert Kersting, University of Münster*
- 11.45 – 13.00 **»World Cup 2010 in South Africa. Who got the profit?«**  
*Eddie Cottle, Building and Woodworkers International (BWI), South Africa*
- 13.00 Lunch break
- 14.30 – 15.30 **World Cup 2014 in Brazil: What expectations do the people have?**  
*What are current problem areas, which problems loom ahead?*  
*Leonardo Vieira, Central Única dos Trabalhadores – CUT, Brazil*  
*Rossana Tavares, Federação de Órgãos para Assistência Social e Educacional – FASE, Brasilien*
- 15.30 Coffee break
- 16.00 – 18.15 *Panel discussion*  
**World Cups – A benefit for all? Experiences from South Africa – Perspectives for the World Cup 2014 in Brazil**  
*Gaby Bikombo, StreetNet*  
*Eddie Cottle, BWI, South Africa*  
*Prof. Dr. Norbert Kersting, University of Münster*  
*Rossana Tavares, FASE*  
*Leonardo Vieira, CUT, Brazil*  
Chair: *Sigrid Thomsen, journalist*
- 18.30 Dinner
- 19.30 – 21.30 Movies from South Africa and Brazil  
Exchange

## PROGRAM

### SATURDAY **Focal point: Civil Society Commitment (old) campaigns 2010 – perspectives for 2014**

- 8.00 Breakfast
- 9.30 – 10.30 **»Fair games fair play« / »Campanha por trabalho decente«  
Campaigns from South Africa and Brazil –  
Rights for construction workers**  
*Eddie Cottle*, Building and Wood Worker's  
International (BWI), South Africa
- 10.30 – 11.00 Coffee Break
- 11.00 – 13.15 **»World-Class Cities for all«  
Forced evictions and relocations  
Street vendors and the informal sector**  
**Experiences from the South African campaign**  
*Gaby Bikombo*, StreetNet, South Africa  
**Civil society commitment in Brazil**  
*Leonardo Vieira*, Central Única dos Trabalhadores – CUT, Brazil  
*Rossana Tavares*, Solidariedade e Educação – FASE, Brazil
- 13.00 – 14.00 Lunch Break
- 14.00 – 15.00 **Work Groups**
- Poverty, Competition, Xenophobia  
Experiences from South Africa  
*Johanna Kistner*, Psychological Services, Sophiatown  
Community, South Africa
  - »Fair games fair play« | »Campanha por trabalho decente«  
Campaigns from South Africa and Brazil  
*Eddie Cottle*, South Africa  
*Leonardo Vieira*, Central Única dos Trabalhadores – CUT, Brazil
  - World Class-Cities for all – Campaigns from  
South Africa and Brazil  
*Gaby Bikombo*, South Africa; *Rossana Tavares*, FASE, Brazil
  - »kick for one world« – Outreach and educational work  
concerning the World Cup in South Africa /  
Experiences from Germany (World Cup 2006)  
*Dieter Simon (KOSA)*, Germany
- 15.00 Coffee Break
- 15.30 – 16.30 Evaluation of results, discussion of possible collective activities for  
the World Cup 2014 in Brazil, agreements
- 16.30 – 17.00 Evaluation and conclusion

## Costs and Travel Advise

Please register as soon as possible and by 13 September 2010 at the latest. Please use the registration form.

The participation fee is € 40 (double bedroom) or € 60 (single room). The fee for representatives of institutions is € 80 (double) or € 120 (single) and can be paid at the meeting place. Costs for accommodation and catering are included. The amount of rooms is limited. We recommend an early registration.

The participation of day guests is possible. The fee is € 10 per day.

Travelling costs are not refundable.

### Contact and Further Information:

KOSA Koordination Südliches Afrika e.V. | Dieter Simon  
August-Bebel-Str. 62, D-33602 Bielefeld, Germany  
Fon: ++49 521 - 9 86 48 51, Fax: ++49 521 - 6 37 89  
kosa@kosa.org | www.kosa.org

### Meeting Place:

Arbeitnehmer-Zentrum Königswinter (AZK)  
Johannes-Albers-Allee 3, D-53639 Königswinter, Germany  
Telefon: ++49 22 23 - 730

### Travel Advice and further information:

[www.azk.de](http://www.azk.de)

## Registration

I herewith make a binding registration for the seminar

**World Cup 2010 in South Africa – Who got the profit?**

**Experiences from South Africa – Perspectives for the World Cup 2014 in Brazil**

- I would like to book an overnight stay in a double room (€ 40 | € 80 institutions)
- I would like to book an overnight stay in a single room (€ 60 | € 120 institutions)
- I will not stay overnight and register as a day guest for
  - 23 September 2011 lunch included (€ 10)
  - 24 September 2011 lunch included (€10)

I will pay in cash at the beginning of the event.

Organisation .....

.....

Family Name .....

First Name .....

Date of birth .....

Street Address .....

Post Code, City .....

E-Mail .....

.....  
Date, Signature

**Please send back this paragraph by post or fax:**

**KOSA e.V.,**  
August-Bebel-Str. 62  
D-33602 Bielefeld  
Germany

**Fax: +49 521 - 6 37 89**