

Federal Ministry for Economic Cooperation and Development Implemented by:





USING THE WORLD CUP TO HARNESS THE POTENTIAL OF SPORT FOR DEVELOPMENT

German development cooperation activities in the field of sport for development during the 2014 FIFA Football World Cup in Brazil

9 June to 13 July 2014

OVERVIEW OF ACTIVITIES

Brazil

CONFERENCE

"Moving the Goal Posts: Mega sporting events and sustainability" 15 June 2014 Salvador da Bahía

FAN FORUM

"Talk with us, not about us!" 3 July 2014 Rio de Janeiro

FOOTBALL FOR EQUALITY PLAZA

"Another football is possible" 4 June – 20 July 2014 Rio de Janeiro

SPORTS CAMPS AND FESTIVALS

"Festival da Bola" 9 June – 13 July 2014 Salvador da Bahía, Rio de Janeiro, Fortaleza, Recife, Porto Alegre



Fortaleza

USING THE WORLD CUP TO HARNESS THE POTENTIAL OF SPORT FOR DEVELOPMENT

It is not without reason that Brazil is known as football's spiritual home. The sport is deeply ingrained in the Brazilian way of life, culture and identity. It is played everywhere – be it with a ball or a tin can. In Brazil, even more than in other countries, football is seen as offering prospects for a brighter future. It brings a sense of belonging and arouses passion and hope. In the summer of 2014, the World Cup returned "home" after a 64-year wait. For four or so weeks, the eyes of the world were on Brazil, looking closely not only at events on the pitch, but also at the wider picture in the country as a whole.

Events like these may be a huge media spectacle, entertaining fans and pitting them against each other, but sport's impacts are much broader than this. It teaches tolerance, fair play, respect and discipline and encourages people to take responsibility for themselves and others. Sport also plays a role in peace-building, social integration and gender equality and helps strengthen civil society structures. Major events such as the FIFA World Cup are an ideal platform for harnessing the potential of sport for sustainable development and raising awareness of this potential among the public. This was especially true in Brazil, where the focus of attention was not only on sporting success but also on the debate surrounding the sustainable legacy of the World Cup. German cooperation with Brazil is focused on political and structure-building activities. Beside the improvement of the conservation and sustainable use of the rainforest in Brazil Germany is assisting Brazil in implementing a climateneutral, sustainable energy policy. For example – with German support, solar roofs had been fitted on the soccer stadiums in Belo Horizonte and other cities hosting the 2014 World Cup.

In addition, the German Federal Ministry for Economic Cooperation and Development is integrating the "Sport for Development" approach into development cooperation projects worldwide. Together with international and local partners, sports-based development projects had been presented to visitors from all over the world during the World Cup and made a concerted effort to raise their profile during the 2014 World Cup in Brazil.

BEM-VINDO AO FÓRUM DAS TORCID



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Foreword



The World Cup in the "spiritual home of football" may now be over, but it has left a lasting impression. This summer, fans across the world celebrated a festival of attacking football. In the host country itself, thousands of people came together to enjoy the spectacle: dancing and partying, cheering on their team, sharing in the thrill of victory and jointly enduring the pain of defeat.

The event demonstrated once again that sport has the power to unite people of all nationalities and cultural and social backgrounds in a spirit of positivity and good will. The pre-tournament fears about whether the stadiums would be completed on time and the predictions that mass protests and traffic congestion would overshadow events on the pitch ultimately proved unfounded. There are certainly questions to be asked about the longterm legacy of the World Cup in Brazil. The issue of largescale investment in new stadiums that may later struggle to attract capacity crowds will remain a significant challenge for the organisers of future mega sporting events. But alongside these legitimate concerns, we should also acknowledge the many positive projects that have come about as a result of the World Cup, and from which the host country stands to benefit. Germany has been cooperating with Brazil in the field of international development for a number of years, and the activities carried out in this context merit recognition. They are fine examples of how sport can be used to advance development goals in areas such as health promotion, education, economic development, prevention of violence and peacekeeping.

Following the decision of the Brazilian Government to close schools during the World Cup, sports camps were organised as part of Germany's development cooperation activities in Brazil. These included camps for disadvantaged children and young people and were carried out together with the German Football Association (DFB) and local partners. During the World Cup, I was able to visit a sports camp being held in the Morro dos Prazeres favela in Rio de Janeiro. The discussions I had with coaches and children there further deepened my understanding of the role sport can play – away from the media spectacle – in promoting social skills among young people.



Training courses carried out in cooperation with partner organisations aim to give local coaches the skills they need to successfully run socially beneficial sports projects. These coaches serve as role models and inspire trust and respect. By participating in sports camps, children and young people learn the importance of social values. They can then take these values into their communities and, in turn, become role models for others. The involvement of the municipal government of Rio de Janeiro and local non-governmental organisations in running the Festival da Bola shows how sport can be successfully linked with the spheres of politics, culture and the media to achieve multiplier effects.

One of my key tasks as Special Adviser to the Secretary-General of the United Nations is to promote the use of sport in efforts to implement the Millennium Development Goals. The sports camps in Brazil are an excellent example of how this can work. Used in this way, sport instils values such as tolerance, fair play, respect and discipline, and teaches participants to assume responsibility for others and for themselves. The United Nations has recognised this potential in a number of documents and statements, including Resolution 67/17 "Sport as a means to promote education, health, development and peace". This publication contains an overview of the activities that the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) carried out on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) in the field of sport for development during the 2014 World Cup. It highlights the important role that innovative sports concepts can play in achieving development goals.

Readers will gain a valuable insight into the way German development cooperation projects carried out during this mega-event were able to use sport to create impetus for positive change in the host country. This approach remains highly relevant in the context of the upcoming Olympic and Paralympic Games 2016 in Rio de Janeiro.



© UN Photo – Mark Garten

Wilfried Lemke Special Adviser to the United Nations Secretary-General on Sport for Development and Peace

CONFERENCE "MOVING THE GOAL POSTS: MEGA SPORTING EVENTS AND SUSTAINABILITY"



15 JUNE 2014 Goethe-Institut | Salvador da Bahía, Brazil



Federal Ministry for Economic Cooperation and Development Implemented by: **Giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (612) 6mbH





Carl von Hauenschild, Forum Representative of "A Cidade Também É Nossa"



Seeing mega sporting events as opportunities

Sporting events like the World Cup and the Olympic Games generate excitement around the world. In addition to having appeal as competitions, they usually attract interest in the countries and people taking part. With the whole world watching, host nations have the chance to present a positive image of themselves to an international audience. A huge opportunity then?

Not everyone thinks so, as made clear by the protests in the run up to the World Cup in Brazil. There is also the question of what needs to be done to ensure that mega sporting events leave a legacy that benefits all population groups in the host country. How can they benefit from the vast amounts of investment? How can social, economic and environmental sustainability feed into the planning and implementation of major sporting events from the outset? How can an appropriate level of civic involvement be achieved?



These were some of the questions tackled by the guests at the conference. At the end of the day, representatives from the Brazilian Government, national and international sports associations, civil society, and past and future host countries of major sports events were all in agreement: Major sporting events have an almost unparalleled ability to excite and mobilise people all around the world and offer huge opportunities to the host country and its population, not least in terms of social, economic and environmental sustainability. "Ensuring equal stake-holding by the population and securing its broad approval are essential to the delivery of sustainable mega sporting events."

Dr Wolfgang Maennig, Professor of Economics at Hamburg University







Sport is not an end in and of itself, but rather can be a great catalyst for progress and development in the host country.

If a strategy is to be successfully implemented by all the relevant actors, the aspect of sustainability must be effectively incorporated into all planning processes well in advance of any mega event. In a video message, United Nations Environment Programme Executive Director Achim Steiner even goes so far to predict that only cities and countries that are explicitly committed to principles of sustainability, thereby acting as role models for the rest of the world, will be considered as hosts in future.

Most host countries lack experience of delivering mega sporting events and are under enormous time pressure to meet the requirements. This is where German development cooperation actors can provide support and advice, as they have already done at the 2010 World Cup in South Africa.

Page 6-9: © GIZ/Léo de Azevedo



FAN FORUM "TALK WITH US, NOT ABOUT US!"



3 JULY 2014 Museu da República | Rio de Janeiro, Brazil



Implemented by:

Giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

aft Ministério do Z) GmbH **Esporte**



Secretaria Nacional de Juventude

Secretaria-Geral da Presidência da República









Exhibition by fan organisation Young Flu of Fluminense, Rio de Janeiro's oldest football club

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Socio-pedagogical work with football fans as part of development cooperation

On 3 July 2014, the focus was firmly on fan culture, as groups of Brazilian fans from Fortaleza, São Paulo and Rio de Janeiro and two German fan projects presented their work at brightly decorated exhibition stands and discussed topics including fan culture and their socio-pedagogical work with football fans. The fan forum was a cooperative venture organised by German development cooperation, the Office of the President's National Youth Council, the Brazilian Ministry of Sport and KOS, the Fan Project Coordination Centre of the German Sport Youth (DSJ) and part of the "Football for Equality Plaza" in Rio de Janeiro. The forum was based on the successful exchange that took place between German and Brazilian football fans and experts at the beginning of 2014.



The event revolved around a photography exhibition about the exchange and a series of chaired panel discussions. Panel members and the audience spoke about the importance of a positive fan culture and reported on the exchange. Felipe Lopez, a Brazilian academic from UNICAMP, talked about his positive experiences: "While we are dealing here with two very different countries, we can use Germany's inclusive fan culture as a model of how to use dialogue to create a lively football experience in the stadiums that all population groups can identify with." For example, despite having a large fan culture, Brazil does not yet carry out any socio-pedagogical work with football fans, unlike Germany, where such work has been established through the activities of fan projects. Latin America is one of the world's most violent regions. Also organised groups of football fans include young people willing to resort to violence. In Brazil in particular, these groups provide access to this key target group of development policy.



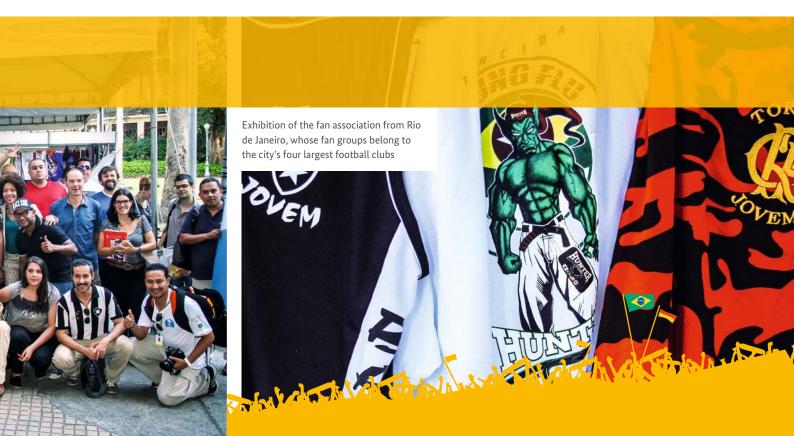


"Young football fans in particular hold great potential for youth policy if they are included in dialogue and political processes."

Élcio Batista, head of the youth department of the city of Fortaleza

Consequently, German development cooperation is helping to encourage dialogue in Brazil between policy-makers in the sport and youth sectors, academics and organised groups of fans in order to promote civic engagement and establish approaches to combating violence and building peace, particularly among young people.

Page 10–13: © GIZ/Adriano Facuri



FOOTBALL FOR EQUALITY PLAZA "ANOTHER FOOTBALL IS POSSIBLE"



4 JUNE – 20 JULY 2014 Museu da República | Rio de Janeiro, Brazil



Implemented by: QIZ Deutsche Gesellschaft für Internationale Zusammenzbeit (GI2) GmbH





Dejan Petković, one of the great icons of Rio's legendary football club Flamengo, visited the Plaza on 6 July.



Football can transform lives and help in the development of society

From 4 June to 20 July, the Museu da República in Rio de Janeiro hosted the "Football for Equality Plaza", which provided visitors with a unique opportunity to experience the "Sport for Development" approach. As a key partner of streetfootballworld and Rede de Desenvolvimento Humano (REDEH), German development cooperation offered visitors from around the world a varied and high-quality programme of events. Invited guests, including representatives from the spheres of politics, business, culture and sport, as well as over 100,000 visitors from around the world, watched the "Football for Development" approach in action in the truest sense of the word.



The history of football in Brazil was told from the perspective of women in the multimedia exhibition "Women on the Pitch – Overcoming Prejudice". More than 2,000 children and young people were given the opportunity to learn a new way of playing football in mixed groups, without a referee. The "Football for a Better World" space was designed to tell stories of social projects that use football as a tool for social change. There was also a range "Venues such as the ones we see here are key to promoting sport and citizenship in a safe and healthy environment."

> Raí Souza Vieira de Oliveira, World Cup winner







of events, debates, workshops and film screenings in the Football Fan Forum and a tribute to Colombian player Andrés Escobar.

Marta Vieira da Silva, patron of the "Football for Equality Plaza", UNDP Goodwill Ambassador and five-time FIFA Women's Player of the Year, said: "Redeeming the history of women in football is essential if everyone is to understand the struggles and challenges we face daily in the world of sport in Brazil. Combining this history with the social aspect of football is the perfect way to show the public how lives can be changed through our great national passion. It's a huge step forward in realising our great vision in terms of the social legacy of mega sport events in Brazil."

Page 14–17: © GIZ/Adriano Facuri



SPORTS CAMPS AND FESTIVALS "FESTIVAL DA BOLA"

9 JUNE – 13 JULY 2014 Five venues in Brazil in cooperation with local partners



In cooperation with:



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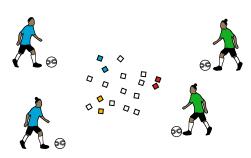
Training exercises in Salvador designed to build trust

"Festival da Bola 2014" focuses on huge potential of football

The Brazilian Government decided to leave schools closed for the duration of the 2014 FIFA World Cup. That's where the sports camps came in. Building on current projects, German development cooperation actors, the German Football Association (DFB) and their local partners in Brazil ran sports camps for more than 100 children and young people a day at the sites. Throughout the whole World Cup, the youngsters took part in various football-based activities with a primary emphasis on the acquisition of social skills. They were trained by 25 coaches who had completed special training focused on using sport for development.

The trainers were prepared for this work through close cooperation with the DFB locally. The administrations of the host cities and the non-governmental organisations based in them organised the sports camps, as well as the major sports festivals that brought together participants, coaches, parents and communities to promote sustainable development and showcase the huge potential of sport for development through football demonstrations and tournaments.

GERMAN CHANCELLOR ON THE TOUCHLINE





"The sports camps and the festival are a positive legacy of the World Cup in Brazil. Children and parents are just as excited about them as I am!"

Francisco Cardoso, trainer in Salvador

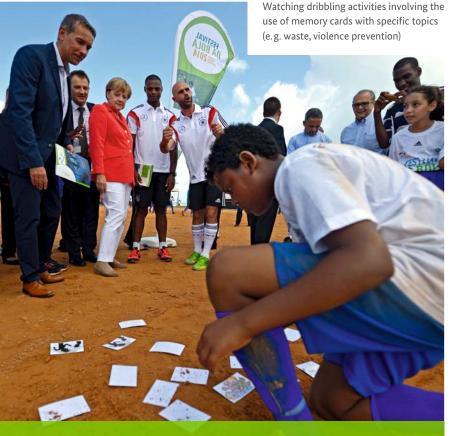






German Chancellor Angela Merkel was greeted by joyful, noisy and colourful scenes when she visited the Festival da Bola in Salvador da Bahia on 16 June 2014. The sun was shining as she was welcomed by some 250 young football fans. She made use of her time before Germany's World Cup opener to see for herself how the project used the appeal of football to teach social skills to young people. Chancellor Merkel talked with the young people and learned about the specially designed training concept. She also discussed the Salvador project with Rosane de Fátima Borba Lacerda and Theófilo Virgílio de Senna, representatives of local partners Institute Fazer Acontecer and Municipality of Salvador da Bahia respectively. A varied programme of activities was laid on, involving demonstrations of Capoeira and traditional drumming, as well as a showcase of fashion designs produced by local young people using recycled materials.







FESTIVALS: 15 / 16 / 30 JUNE 2014 Salvador da Bahía | Boca do Rio

Municipality of Salvador da Bahia, Institute Fazer Acontecer

HIGH-PROFILE AND HIGH UP IN SANTA TERESA

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"At the beginning of the camps, the children wouldn't listen and were winding each other up. Now, I see a change in their behaviour. They respect one another and respect us as trainers, and they help each other."

FESTIVAL DA BOLA FOOTBALL SHAPES 2014

Anderlucia Nascimento, sports camp coordinator, Rio de Janeiro







ESTIVA

On 11 July 2014, Rio de Janeiro was busy preparing for the FIFA World Cup final. Meanwhile, up here in the favela of Morro dos Prazeres, a party was thrown later in the day to celebrate the conclusion of the sports camp. This provided a good opportunity for Willi Lemke, Special Advisor to the United Nations Secretary General on Sports for Development and Peace, to see the sports camp for himself. The 200 or so participants who had been taking part in the sports camp since the start of their holidays were full of pride and joy. Every day, they came here to play football, wearing coloured bibs and used the breaks to make gaudy kites. During his visit, Mr Lemke asked questions about the work on the ground and was delighted by what he heard. Discussions with Consul General Harald Klein, representatives of the city council of Rio and the Instituto Promundo and GIZ project officers were on the agenda.









Making kites during the breaks

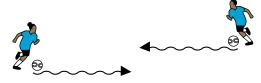




FESTIVALS: 15 / 17 JUNE & 3 JULY 2014 Rio de Janeiro | Favela Morro dos Prazeres

Municipality of Rio de Janeiro, Instituto Promundo, Centro Integrado de Estudos e Programas de Desenvolvimento Sustentável (CIEDS)

YOUTH CENTRES CREATE PROSPECTS



"Parents told me that one child had come home after training and tidied his room without having to be asked. This was after we had done an exercise in which the children had to collect and sort the sports equipment."

FESTIVAL DA BOLA FOOTBALL SMAPES 2014

Daiany Franca, sports camp coordinator, Fortaleza





In addition to the usual programme, a whole host of events took place throughout the World Cup in the vibrant and modern youth centres immediately adjacent to the favelas in Fortaleza as part of the "CUCA na Copa". The "Centro Urbano de Cultura, Arte, Ciência e Esporte" (CUCA) put on a wide range of artistic, cultural and sports activities for children and young people from the surrounding areas, including dance, photography and guitar lessons, handball, swimming and pilates. The daily sports camps alone attracted some 300 children and young people, most of them aged between 8 and 14, to the three youth centres. Four trainers coached in the relevant methods, one coordinator and four young assistants ensured that the young participants learned social skills through the football activities.



Building trust, taking responsibility





FESTIVALS: 20 / 21 JUNE 2014 Fortaleza | CUCA Jangurussu

Municipality of Fortaleza, Centro Urbano de Cultura, Arte, Ciência e Esporte (CUCA)

RAIN CANNOT WASH AWAY TRUE DETERMINATION!

"This method of football training allows sport to be combined with education. I am a teacher and a trainer in equal measure, at school, on the pitch and on the touchline."

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FESTIVAL DA BOLA FOOTBALL SHAPES 2014

Antonino Fernandes, sports camp coordinator, Recife





FESTIVA



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The 250 or so children and young people at the sports camp in Recife were not going to let anything stop them enjoying their festival; neither persistent rainfall nor muddy shoes nor football pitches resembling lakes could dampen their spirits. Trainers, parents and visitors very quickly noticed the good atmosphere and the great enthusiasm at the daily sports camps, where the young participants played, laughed, learned and dried off together, helping each other along the way. The excitement was already palpable early in the morning. The day began with a great spectacle in front of the stage and on it. Samba groups from the local community brought the carnival right to the pitch and a warm welcome was given to all participants, followed of course by the Brazilian national anthem. When medals were awarded at the end of the day, everyone was in agreement that the festival would be remembered by all for a long time to come, despite the rain.









FESTIVAL: 25 JUNE 2014 Recife | Arraial Novo de Bom Jesos Municipality of Recife

GERMAN MINISTER OF THE INTERIOR THOMAS DE MAIZIÈRE VISITS SPORT FESTIVAL

German Minister of the Interior de Maizière speaks to young footballers





Trainer agrees the tournament rules with the young people



"I've learned how good it is to be part of a group." "I've made new friends." "Now I respect my opponents and my team mates." "I've learned to be a better person."

Feedback from children and young people in anonymous questionnaires carried out by the German Sport University, Cologne



It was around midday on 30 June 2013, shortly before Germany's last-16 match against Algeria, and the whole of Porto Alegre was getting excited about the game. This was where German Federal Minister of the Interior Thomas de Maizière had come to visit young people at their football festival and to see how football fever can also be harnessed to help young people improve their social skills. The project gives local children and teenagers useful guidance on how to behave. Their daily lives are otherwise characterised by drug and alcohol abuse and a high level of domestic violence. The kindergarten offers around 200 of the youngest children a safe haven. For the 500 or so older boys and girls who come to the sports centre after school, there's a comprehensive programme of sport laid on every day, including football, volleyball, tennis, athletics and dancing.







FESTIVALS: 29 / 30 JUNE 2014 Porto Alegre | Esportes Centro Cruzeiro do Sul

Associação Cristã de Moços do Rio Grande do Sul (ACM)

Media Coverage



Mega events such as the Football World Cup and the Paralympic and Olympic Games capture people's attention around the world. They also provide a unique opportunity to raise awareness of development issues. A number of innovative projects are now harnessing the power of sport to achieve development goals. It is not only German development cooperation that has benefited from the heightened media coverage during the 2014 Football World Cup, but also local and international project partners operating in Brazil.



All the projects and events presented in this publication were accessible to the public and the media at all times. They found great resonance both in the media and within German development cooperation. Partners, project managers and participants reveled in the opportunity to report on their daily work, their first-hand experiences of development in action and the challenges they face. The media response was equally enthusiastic, with journalists pleased to report on development successes, both small and large, and to have access to personal insight in the form of on-the-ground anecdotes. The result was a wide range of informative articles, stunning photos, lively radio reports and authentic short films depicting the activities being carried out in sports-based development cooperation. The visit of German Federal Chancellor Angela Merkel to a sports camp in Salvador da Bahía was even broadcast live on German television.





A wide range of Brazilian, German and international TV, radio and print journalists reported on the projects, including representatives of the following media networks and publications:

ARD

Augsburger Allgemeine Der Spiegel Deutsche Welle Deutscher Fußball-Bund e.V. (DFB) Diário de Pernambuco Focus Folha Pe Freie Presse Governo de Rio de Janeiro Handelsblatt Frankfurter Neue Presse Iornal do Comércio Kölnische Rundschau N24 O Dia Rádio CBN Rádio Folha Rádio Jornal **RP** Online Stuttgarter Nachrichten TAZ Tribuna da Bahia

In addition, German, Brazilian and international institutions also reported extensively on our work. These included:

- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Diplomatic Missions of the Federal Republic of Germany in Brazil
- Engagement Global
- Federal Ministry for Economic Cooperation and Development (BMZ)
- Federal Ministry of the Interior (BMI)
- German Government
- Municipality of Salvador da Bahía
- Office of the President's National Youth Council in Brazil
- United Nations (UN)
- United Nations Children's Fund (UNICEF)
- United Nations Office on Sport for Development and Peace (UNOSDP)

Partners We would like to express particular thanks to those involved:



FOOTBALL FOR EQUALITY PLAZA "ANOTHER FOOTBALL IS POSSIBLE"



SPORTS CAMPS AND FESTIVALS "FESTIVAL DA BOLA"



LOCAL PARTNERS







Outlook

With the World Cup over, attention turns to the Olympics



The throngs of fans have returned to their home countries, the giant hospitality tents have disappeared from Copacabana beach and the colourful flags that decorated the streets of the host cities are no longer to be seen. Now that the World Cup in Brazil is over, critics and proponents as well as football associations around the world take stock. As this publication shows, the summer of 2014 was also an exciting time for German development cooperation, and there are many success stories, both small and large, to look back on. A major factor in all these successes was our extremely productive cooperation with local and international partners and with the German Football Association (DFB). The next mega-event is just around the corner, however, with Rio de Janeiro preparing to host the Olympic and Paralympic Games in 2016. The eyes of the world will once again be on the *cidade maravilhosa*, the marvellous city, and sport will again take centre stage, though this time the focus will shift from football to sports such as volleyball, swimming and athletics. And, as with the World Cup, questions are certain to be raised about the long-term legacy of the event.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) will be carrying out measures in the field of sport for development to help promote the Olympics and Paralympics have a sustainable social impact. Building on established partner structures in Brazil, the primary aim will be to further develop existing projects in cooperation with partners such



as the German Olympic Sports Confederation (DOSB), the German Football Association (DFB) and private companies, and to undertake corresponding activities together with the local partners. Experience gained in past projects, particularly those carried out during the 2014 World Cup, will be taken into account in the planning process. Options under discussion include youth sports camps in the favelas based on those organised during the World Cup, exchange programmes and the continuation of support for social and educational work with young football fans.

Activities will also focus on the continued development of a training concept for coaches. The concept combines practical skills training and educational theory and is being developed, tested, evaluated and continually improved in cooperation with the non-governmental organisation Instituto Bola pra Frente. In 2013, a supraregional strategic alliance was formed with sports equipment manufacturer Nike on behalf of BMZ's develoPPP.de programme. As part of its current activities, the alliance is initiating and testing ways of further integrating sport and physical education into the school curriculum in Brazil. Corresponding programmes are being offered at a number of schools, including 12 primary schools in Rio de Janeiro, in which sports, games and exercise are combined with educational content. This work is another excellent example of how sport can be used to increase the participation of disadvantaged children and young people in society. It addresses a key issue of our times, and is very much in keeping with the Olympic spirit.

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