FOOTBALL FOR HOPE FESTIVAL 2010
CELEBRATING THE POWER OF FOOTBALL
Football for Hope

Football for Hope is a movement that uses the power of the game for positive social change. The movement is led by FIFA and streetfootballworld, a centre of expertise and coordinator of a global network of organisations in the field of “Development through Football”.

FOOTBALL FOR HOPE

Festival 2010

FOOTBALL FOR HOPE

FIFA

streetfootballworld
Football for Hope Festival 2010

Celebrating the power of football to create social change around the world.

During the 2010 FIFA World Cup™ in South Africa, 32 teams of young people from disadvantaged communities across the globe came to Johannesburg for a festival of education, culture and football organised by FIFA, streetfootballworld, the 2010 FIFA World Cup Organising Committee South Africa and the City of Johannesburg.

The participating boys and girls were all members of organisations which tackle social issues using football – from homelessness in the UK and landmines in Cambodia, to HIV/AIDS education in South Africa and integration of refugees in Australia. These are just some of the organisations that are part of the Football for Hope movement.

These young people were chosen because of their commitment to building a better future in their own communities. During the festival they took part in a two-week programme of workshops, exchanges and cultural experiences – culminating in a football tournament played in front of thousands of spectators in a specially-constructed stadium in Alexandra township, one of South Africa’s most economically disadvantaged communities.

The Football for Hope Festival 2010 was an official event of the 2010 FIFA World Cup South Africa™ and fully integrated into the operations of the competition. The participants, coordinators, staff, volunteers, performers and spectators were all part of something unique – an event that brought the idea of development through football onto the biggest sporting stage in the world.

“Football is more than just a game – it has the power to bring people together. The festival proved that in emphatic fashion. The 2010 FIFA World Cup was a platform to promote and spread the word about causes such as health promotion and education, which are both key elements of the Football for Hope movement.”

Joseph S. Blatter, FIFA President

“The Football for Hope Festival is an important development. It shows that football is more than just football – it goes beyond the game. It is an honour to host the festival in a community like Alexandra – a place of happiness.”

Jacob Zuma, President of South Africa

For more information check
www.fifa.com/footballforhope
www.streetfootballworld.org
Qualified delegations

All delegations and participants were chosen for their commitment to building a better future in their communities.

Each delegation included four boys and four girls aged 15 to 18, representing organisations that by the merit of the quality of their work are part of the Football for Hope movement. The ‘qualification’ process was launched in December 2008, with the aim of selecting the organisations that could benefit most from the festival.

57 applications were received, and during an in-depth evaluation process some ‘joint delegations’ were created – where one country was represented by several delegations, or one delegation invited participants from programmes in several different countries.

### Americas
- A Ganar Ser Paz
- Colombianitos
- Team Brazil
- Team Uruguay
- Selección Chilena de Fútbol Callejero
- Red Paraguaya de Partidí
- Selección Nacional de Argentina
- Team USA

### Africa
- Coaching for Hope
- Diambars
- Espérance
- Grassroot Soccer
- Kick4Life
- Mathare Youth Sports Association
- Moving the Goalposts
- Search and Groom
- Special Olympics
- Team Alexandra
- Team South Africa
- Team Zambia
- The Kids League
Europe
- Dads Against Drugs
- Football Friends
- German Street Football Network
- Sport Against Racism Ireland
- Sport dans la Ville
- Street League

United Kingdom
Bosnia & Herzegovina, Montenegro, Serbia
Germany
Republic of Ireland, Northern Ireland
France
United Kingdom

Asia and Middle East
- Magic Bus
- Spirit of Soccer
- The Peace Team

India
Cambodia
Israel, Palestine

Oceania
- Football United
- Tahiti Football Federation

Australia
Tahiti

Alexandra township
Johannesburg
South Africa

Celebrating the Power of Football
Qualified Delegations
More than just football

During the first week of the Football for Hope Festival 2010, the young people participated in activities promoting the exchange of ideas and experiences including discussions on topics such as HIV/AIDS, football coaching workshops and cultural performances organised at the festival team village, which was a local high school.

“After the first week, with all the integration activities we did, the language barrier became obsolete. It’s amazing to see how close everyone is even though we speak different languages and have different cultures.”

Max, 18, Team USA
Bringing the world together
For most of the participants, the festival was the first time they had left their home countries. Meeting so many other young people from around the world was a once-in-a-lifetime chance to interact with and learn from other cultures, and each delegation put on a cultural performance at the team village including traditional Indian dancing, a short film from Israel and Palestine, hip-hop from Germany and fire-dancing from Tahiti!

Media training
During the festival a workshop was delivered on digital photography as part of “Siyakhona”, a project that trains young people from disadvantaged communities to be photographers and video journalists and which is part of Sony’s collaboration with FIFA on corporate social responsibility.

A brush with Britto
The festival participants did not just express themselves on the football pitch – a painting workshop led by world-famous Brazilian artist Romero Britto gave them the chance to explore their artistic talents.

Learning new skills
As part of their support of Football for Hope, FIFA Partner adidas delivered a Coerver Coaching course to the coaches and participants. Coerver Coaching is a football skills education method for young players which focuses on individual skill development and small group play.

“I’m going to share the things we learned with my community back home. I’ll be teaching them about fair play, how to play without a referee, and HIV education through football.”
Dailes, 16, Team Zambia
Fighting HIV/AIDS
One of the most important elements of the festival is the opportunity to learn from one another. The festival brought together some of the most advanced organisations in the world that are using football in the fight against HIV/AIDS, and through a series of workshops and training sessions this knowledge was passed on to others to take home with them.

Meet the locals
No South African experience would be complete without a safari and the festival participants had the chance to come face to face with lions, rhinos, cheetahs and crocodiles at a local safari park.

Telling their story
Many of the festival participants have used football to overcome challenges and hardships and have incredible stories to tell. A “Youth Discussion Forum”, led by the young participants themselves, gave them the chance to share their experiences.

A dream come true
The participants got the opportunity to experience FIFA World Cup™ fever when they visited Soccer City for the quarter-final between Uruguay and Ghana and Ellis Park for the quarter-final between Spain and Paraguay. Ayoba!
“My favourite part was the cultural performances – it was great to see how everyone lives and celebrates so differently. We enjoyed it.”

Jade, 16, Sport Against Racism Ireland
Taking it to the township

The Football for Hope Festival culminated in a football tournament played in front of thousands of spectators in a specially-constructed stadium in Alexandra, a township in the heart of Johannesburg. In the tournament, the mixed teams of boys and girls competed without referees – any disagreements on the pitch were resolved through dialogue.

“The best part is that there are no referees. The kids set their own rules and even if we don’t speak we can communicate and use our own language on the field.”

Nagma, 15, Magic Bus
"The fair play idea is cool. We can solve our issues when there are no referees. It’s fun – exchanging knowledge is the most important part."

Victoria, 17, Team Alexandra

Opening with a bang
The Opening Ceremony of the Football for Hope Festival will live long in the memories of everyone in Alexandra. After a parade through the streets of the township by the delegations to the stadium and performances by some of the top musical acts in South Africa, President of South Africa Jacob Zuma and FIFA President Joseph S. Blatter came onto the pitch to welcome the participants and community and declare the festival officially open.

No referees
The Football for Hope Festival tournament used special rules designed to promote social integration, communication and respect. There were no referees at the festival – instead any disagreement on the pitch was resolved through dialogue between the young people – a method proven to encourage personal development and mutual understanding.

A game of "three halves"
The secret to playing football with no referees is dialogue between the teams. Before and after each game, the two teams came together in private discussion areas to discuss fair play and award each other points based on their respect for the rules. The team with the most fair play points was awarded the Fair Play Award.

Entertaining the crowd
Thousands of spectators came every day to watch the entertainment in Alexandra and it was not just about the football – local radio DJs and commentators were recruited to keep the crowds entertained, and in between games some of the biggest names in South African music kept the stadium rocking.
Stars come out for Football for Hope
A special celebrity “All Star” match took place on the stadium pitch to raise awareness about football’s role in the fight against HIV/AIDS. Dazzling the crowd were FIFA World Cup winners, former and current stars of African and South African football and local legends from Alexandra.

Exchanging ideas with the UN
The Special Adviser to the UN Secretary General on Sport for Development and Peace, Wilfried Lemke, met with delegations leaders from outstanding organisations during a special workshop to discuss potential synergies and opportunities in the field.

In the spotlight
As part of the 2010 FIFA World Cup the Football for Hope Festival attracted hundreds of journalists from all over the world to Alexandra to find out more about the participating delegations and the host community.

A tale of three trophies
There were three trophies on offer at the festival, each with its own story. The tournament winner’s trophy was designed and produced by the same company as the actual FIFA World Cup Trophy. The Alexandra Cup was designed and produced by a local South African artist, and the Fair Play Award was a replica of the one given by FIFA to the team with the best record of fair play during the FIFA World Cup.

Ending on a high note
It was a hugely emotional day in Alexandra as the Football for Hope Festival came to a close. After Espérance of Rwanda and Mathare Youth Sports Association of Kenya had been crowned the Alexandra Cup and Festival Trophy winners, the stadium rose to its feet to celebrate Cambodia’s Spirit of Soccer being awarded the Fair Play Award. The participants then surprised the crowd by performing their own special “thank you” on hundreds of drums.

“I hope all of you will remember this moment. Carry this experience back home with you because you have the responsibility to help change lives in your communities.”
Jürgen Griesbeck, streetfootballworld Managing Director

“I never imagined I’d get this chance. This is like a dream come true.”
Isaac, 18, Team USA
“I learned how to cooperate with people from different backgrounds and different cultures. Every day we are meeting new people and making friends.”

Hemanta, 17, Football United
Alexandra – the home of the festival

The Football for Hope Festival 2010 was an historic event in more ways than one. For the first time ever, an official event of a FIFA World Cup came right into the heart of a township, bringing excitement and entertainment free of charge!

Located in the north of Johannesburg, Alexandra is one of South Africa’s poorest urban areas. Established as a township in 1912, it has a rich history and was previously home to former South African president Nelson Mandela. With its cosmopolitan nature – it is home to many people from diverse cultural backgrounds – Alex was a fitting venue for the Football for Hope Festival.

A chance to shine

The Football for Hope Festival was a chance for cultural performers from Alexandra to share the stage with some of the biggest names in South African music. Weeks of auditions were held at community centres in the build-up to the festival and local musicians, dancers and artists were chosen to perform throughout the tournament week.

Feeling the benefits

Alexandra is still feeling the benefits of the Football for Hope Festival, long after the final whistle. The sports facility which hosted the festival was completely refurbished for the benefit of the community.

Over half of the Festival Organising Team was employed from Alexandra, as well as 140 of the festival volunteers who received the same training and benefits as all of the FIFA World Cup volunteers and take with them valuable work experience from managing a FIFA World Cup event.

In addition, local businesses were engaged to provide services needed to organise the festival, training and equipment was provided to coaches from the local football association, a media training project for young people was established and an extensive amount of IT equipment used during the FIFA World Cup was distributed to schools and community centres.

The artificial pitch used in the festival stadium was donated to the community as part of the Alexandra Football for Hope Centre due for construction after the FIFA World Cup.

The Football for Hope Festival was not just IN Alexandra – it WAS Alexandra!
“It’s good that the festival is in a community like Alexandra and these kids get the chance to experience it. Seeing how people live here has made us appreciate what we have.”

Victoria, 19, Street League

“The festival showed me that the game I grew up playing in the streets of Alexandra has the power to unite people, create joy and change lives. It helped me to once again see the goodness and humanity of our township. Hosting the festival proved to us, and to the world, that we possess the potential to succeed.”

Sikhumbuzo Mnculwane, Football for Hope Festival Community Coordinator
Organising a world-class event

The Football for Hope Festival 2010 was an official event and, therefore, fully integrated into the operations of the 2010 FIFA World Cup South Africa™. Dedicated teams from FIFA, streetfootballworld, the 2010 FIFA World Cup Organising Committee South Africa and the City of Johannesburg worked closely together to deliver a first-class event and to service the 32 participating delegations.
Festival organisation

Festival venue
The Football for Hope Festival stadium with a capacity of over 2,600 was constructed at a local sports facility which was being upgraded by the City of Johannesburg. The venue also included a second artificial pitch with warm-up and discussion area, a mixed zone for interviews, a hospitality area for guests, an exhibition area, a medical centre and space for local vendors to sell food and refreshments, as well as various other service areas for spectators.

Team village
All players and participants were accommodated in a “team village” at a local high school, which was the location for many of the educational and cultural activities. The team village included three full-sized football pitches, dormitories for girls and boys, entertainment areas, a cafeteria, an Internet café, an auditorium, and classrooms for the educational programmes.

Media centre
A local community youth centre next to the festival site became the festival media centre, providing working space and facilities to all members of the media – from community newspapers to international broadcasters. The media centre also included a media briefing room and catering area exclusively for accredited journalists.
Accreditation centre
The nearby Central Johannesburg College was turned into the festival accreditation centre and provided accreditation for the players, staff, guests, media and service providers. Over 2,200 applicants were processed during the two weeks of the festival. The centre was also used as headquarters for the volunteers programme and as a cafeteria for all delegations, staff and volunteers.

Festival team
The Festival Organising Team was created in 2008 to start working in Alexandra, recruiting staff, finding volunteers and performers and ensuring the festival was a local event. More than 80 staff members contributed to the organisation of the event.

The festival in numbers
- 32 delegations
- 37 countries represented
- 100 artists and musicians
- 128 staff
- 174 football games played (at least 10 per team)
- 302 festival volunteers
- 323 out of a possible 348 fair play points awarded
- 365 delegation members
- 400 media representatives
- 547 goals scored (3.14 goals per match)
- 1,263 accreditation badges printed
- 2,600 seats in the stadium
- 5,082 12-liter cases of water and soft drinks
- 9,420 items of football equipment
- 20,000 spectators
On behalf of FIFA, streetfootballworld, the 2010 FIFA World Cup Organising Committee South Africa and the City of Johannesburg, we would like to say “thank you” to the participating delegations, the community of Alexandra and everyone who worked for over three years to make this festival such a success.

Publisher
Fédération Internationale de Football Association
FIFA-Strasse   P.O. Box 8044 Zurich Switzerland

Photos
FIFA, streetfootballworld, Getty Images, Simon Bruty, Action Images

Graphic design/layout
Works Ltd, Leeds UK
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