



**REPORT**

# **FOOTBALL FOR HOPE FESTIVAL**

**Caju, Rio de Janeiro, 2-10 July 2014**





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## Football for Hope

FIFA believes that football is more than just a game. Through its unique power and universality, football can bring people together, transform lives and inspire entire communities. To harness football's huge potential and support existing football-based community projects, FIFA launched the Football for Hope initiative in 2005.

Its main aim is to help improve the lives and prospects of young people around the world.

FIFA offers funding, equipment and training to the organisations running these projects. Furthermore, Football for Hope events are organised for experts and young leaders to meet, exchange ideas and learn from each other while sharing their experience of working in this field. [www.fifa.com/footballforhope](http://www.fifa.com/footballforhope)



## Football for Hope Festival 2014

The Football for Hope Festival 2014 brought together 32 delegations of young leaders from around the world. They are all participants of organisations that are supported by Football for Hope and were chosen for their great leadership potential and the contributions they have made in their respective communities. Their projects tackle a variety of social issues, from homelessness in the UK and landmines in Laos, to HIV/AIDS education in South Africa and drug abuse in Brazil.

The festival programme included an array of cultural and educational activities for the delegations, culminating in a football tournament in which gender-mixed teams competed without referees. Any disagreements on the pitch were resolved through dialogue, a method proven to encourage personal development and mutual understanding. During the festival, participants had the opportunity

to exchange best practices, play football and enjoy a unique intercultural experience together in the context of the 2014 FIFA World Cup™.

This official event of the 2014 FIFA World Cup Brazil™ took place in the community of Caju (Rio de Janeiro) and demonstrated the impact that football can have in pursuing social development goals. It was an exhibition of fair play, footballing passion and cultural diversity as reflected by the varied backgrounds of the participating organisations and their delegations.



## Participating delegations



## More than just a game

During the first part of the Football for Hope Festival, the young participants took part in a programme that included an array of cultural and educational activities that focused on interaction, cooperation and exchange.



**"I'm so happy. I never imagined I would have an opportunity like this. It's even better than I imagined. I was shy at first but now I already have so many friends."**

*15-year-old girl from SALT Academy in Cambodia.*

### Festival Games

The Festival participants were divided into mixed groups for games such as 'rock, paper, scissors, shoot', with the activities aimed at integrating young people from different cultural and linguistic backgrounds.

### Cultural presentations

Each delegation put on a cultural performance for their fellow festival participants, showcasing the cultural traditions of their countries, regions, cities and communities through music, art, dance, video and spoken word.



### Youth Forum

Many of the festival participants have used football to overcome challenges and hardships and have incredible stories to tell. The Youth Forum gave them the chance to share their experiences and inspiring stories with the other delegations.



**"I didn't want to get split up at first, but I think it made it much better. I got to meet so many people – from Brazil, from Vietnam, from all these other places – and I got along with them all."**

*Rob, a young participant from the organisation Street League in the UK.*

### FIFA World Cup quarter-final

The 32 delegations took a trip to the Maracana stadium to watch Germany and France compete for a spot in the semi-finals. Sitting altogether, the Festival participants started a Mexican wave and thoroughly enjoyed the World Cup ambience.



### Learning from each other

All heads of delegation engaged with each other and exchanged their own examples of best practices in using football as a tool for development on themes such as social inclusion, HIV/AIDS prevention, children's rights, life skills, youth leadership and disabilities. Furthermore, they all visited Bola Pra Frente, an organisation supported by Football for Hope working in Rio de Janeiro.

**"There's a lot of drugs and violence where I live. Having an opportunity like this is incredible. I've made so many friends. I could have never imagined making friends with people from France, Australia and India. Everyone is really nice."**

*Lucas, a young participant from Caju.*



## A tournament without referees

From 7 to 10 July, the festival culminated with a football tournament, where mixed-gender teams competed without referees. Any disagreements on the pitch were resolved through dialogue, a method proven to encourage personal development and mutual understanding. In addition to the matches, spectators were able to enjoy local music and dance performances, experience a blind-football exhibition match, and participate in capoeira workshops.



**"I feel privileged to welcome the many young leaders here in Caju today. You have come so far to be here, overcoming many challenges in life. I hope that the festival will be an enriching and unforgettable experience for all of you, giving you lots of inspiration and ideas to continue your path."**

*Spain defender Gerard Pique in a video message played at the opening ceremony.*

### Opening ceremony

The residents of Caju in Rio de Janeiro had never thought they would see a day like it. Two-time FIFA World Cup™ winner and top scorer in the tournament's history Ronaldo Nazário, FIFA President Joseph S. Blatter, and Deputy Minister of Sport Luis Fernandes stepped out onto the pitch in the heart of the community to welcome the young participants from all around the world.



### Tournament Rules

The tournament used special rules designed to promote intercultural exchange, conflict resolution, integration and fair play. There were no referees at the festival – instead, any disagreement on the pitch was resolved through dialogue between the young participants – a method using a game of “three halves” proven to encourage personal development and mutual understanding.

1. Prior to each match, the teams come together to discuss how they want to play the match and agree on specific rules which they would like to abide by.
2. During matches, the players themselves are responsible for playing according to the agreed rules. Disagreements are resolved through dialogue – there are no referees!
3. After each match, the teams again come together and discuss how fairly they felt the game was played and decide on additional fair play points for each team.



### Mediators

Crucial to the success of the tournament were the mediators. A young leader from each delegation was trained during a preparatory workshop held immediately prior to the Festival. During the football tournament, these mediators guided each delegation through the tournament rules and facilitated dialogue both on and off the pitch.

**“Football really changed my life, it was very important to me as a child. I didn't have a lot of time for a formal education but the school of football taught me a lot. I'd like you all to make the most of this great opportunity. I wish the best of luck to all the participants at the festival.”**

*Ronaldo Nazário, two-time FIFA World Cup™ winner.*

### Closing ceremony

The Football for Hope Festival 2014 in Caju came to a close with an exciting and dramatic finale, with Cape Verde's Delta Cultura Cabo Verde narrowly edging French side Sport dans la Ville. It was a game that had everyone, including two-time FIFA World Cup™ winner Cafu, on the edge of their seats. It was clear – right from the first match – that despite the high stakes and pressure that come with the final day of any tournament, fair play and sportsmanship were always the top priorities. Those values were reflected in the highly positive atmosphere at the Vila Olímpica Mané Garrincha throughout the final day and especially during the prize-giving ceremony and the mass percussion performance, where all the Festival participants played the drums while a samba band danced to the beat.

**“The meaning of this tournament is incredible. The opportunity for these children to interact with those from other countries and many cultures, it's simply incredible to see. Today, here, they have an opportunity to change their lives for the future.”**

*Cafu, former Brazil captain and two-time FIFA World Cup™ winner.*





## Caju - the home of the festival

The Football for Hope Festival 2014 was a historic event in more ways than one. An official event of a FIFA World Cup came right into the heart of one of the oldest neighbourhoods in Rio de Janeiro, bringing excitement and entertainment free of charge!

### Complexo do Caju

For over a decade the Complexo do Caju with its nine communities and approximately 30,000 residents used to be one of the most violent areas of Rio de Janeiro. Things started to change in 2012 when the local council decided to make use of an abandoned zone, giving rise to the Vila Olímpica Mané Garrincha and the Ginásio Experimental Olímpico Félix Mieli Venerando, the venue of the Football for Hope Festival 2014. Later on, in April 2013, the Pacifying Police Unit (UPP) was established in the community to help reduce crime

and strengthen the existing police force in this area. As a result, crime levels plummeted and today the Vila Olímpica Mané Garrincha is used by around 20,000 people every month. The complex includes a football pitch, a covered sports court and a gym. The public can take part in an array of sports activities, including football, basketball, ballet, handball, capoeira, taekwondo and hockey. The complex is open from 07:00 to 22:00 and is free of charge.



**"I lived in front of the square where the criminals and traffickers walked around with guns and did as they pleased. They don't anymore."**

*13-year-old João Carlos, who was born in the neighbourhood.*

**"The Olympic Village changed the face of our community. It's truly one of the best things that could have happened to us. This zone was lying idle, full of rubbish, scrubland and vermin, then the village was built. It's a calm neighborhood now. Before it was so dangerous I wouldn't let my kids out on the streets."**

*Manoel Augusto de Araujo, local project manager and father of six.*



### IBBEA - the local NGO

IBBEA (the Brazilian Institute of Specialised and Advanced Studies) is a non-governmental, not-for-profit social sports organisation that was founded in 2001. The founders' objective was to use their experiences to support social organisations in better coping with the difficult contexts in which they were working, strengthening their performance to influence public policies and to find new partnership and fundraising opportunities to increase the quality of their projects. IBBEA's activities include the development of cultural, educational and sports programmes with the aim of contributing to the social inclusion of children, adolescents, adults and the elderly in marginalised communities and improving their quality of life by offering them education about their rights and duties as citizens.

*Gol de Placa* is one of the programmes they run in Caju and is supported by Football for Hope. The objective of the programme is to use football to promote values that are inherent to citizenship and sport, such as team work, participation, responsibility and respect. The programme is for adolescents from low-income families and takes place in those areas they live and interact in, such as their streets, houses and public spaces, as well as the Vila Olímpica Mané Garrincha complex. The team representing the community of Caju at the Football for Hope Festival was chosen from the adolescents that have been participating in this programme. Three girls and three boys were selected based on their commitment to the programme and to the values of positive citizenship.



# Festival organisation

## Organising a world-class event

The Football for Hope Festival 2014 was an official event of the 2014 FIFA World Cup Brazil™ and took place in Caju, a community in the north of Rio de Janeiro. Dedicated teams from FIFA, the Local Organising Committee, streetfootballworld and the event company Total on Demand worked closely together to deliver a first-class event and to take care of the 32 participating delegations.

## Festival venue

The Football for Hope Festival stadium, with a capacity of over 1,500, was constructed at the Vila Olímpica Mané Garrincha in Caju, Rio de Janeiro. The venue also included a second artificial pitch, warm-up facilities, discussion areas, an auditorium for 450 people, a cafeteria for the delegations, staff and volunteers, meeting rooms for the educational programmes, a space for media interviews, a small media centre, a hospitality area, an accreditation centre, staff offices, a volunteer lounge, and space for vendors to sell food and refreshments.



## Recycling

The basis of the recycling programme in all official FIFA World Cup venues, including the Festival, was a two-way-bin system which divided recyclable (plastic cups, PET bottles and recyclable packaging) and non-recyclable waste (e.g. food and non-recyclable packaging). At the venue in Caju, 2,220kg of waste was collected and recycled.

## Volunteers

The FIFA World Cup Volunteer Programme was an opportunity for thousands of Brazilians and non-nationals to take part in the 2014 FIFA World Cup Brazil™ by volunteering their time and services. In total, 160 volunteers were assigned to support the operations at the Football for Hope Festival venue in Caju. Their professionalism, enthusiasm and friendliness were essential for the success of the event.

## Facts & figures

- 6,023 visitors
- 2,220 kg of recyclable material collected
- 1,381 accreditation badges printed
- 343 goals scored (2.27 goals per match)
- 831 out of possible 906 fair play points awarded
- 297 delegation members overall
- 192 young participants
- 160 volunteers
- 160 media representatives attended
- 151 matches in four days
- 130 artists and musicians
- 27 nationalities represented
- 8 Brazilian delegations
- 1 Festival trophy



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