



The Football for Development Agenda

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“Delays and crime threaten South Africa’s World Cup 2010 party”

- *The Times, June 2008*



“Construction workers’ strike threatens 2010 World Cup preparations”

- *The Times, June 2009*



“Why going to South Africa for the
World Cup terrifies me”

- The Guardian, July 2009



“Jordaan: World Cup budget is on track”

- Mail & Guardian, May 2010



“World Cup 2010: South Africa leaves a World Cup legacy to remember”

- *The Guardian, July 2010*



Football-for-development coverage
on www.sportanddev.org



sportanddev published 70 articles
between April and September 2010 on
Sport-for-Development initiatives
associated with the FIFA World Cup
2010



Examples

- Host organisations of FFH centres
- Mainstream media visits South African S&D initiatives (BBC, CNN)
- World Cup 2010 campaigns, specials and other updates from local SA organisations and initiatives



Examples

- Football-for-development campaigns outside of South Africa (Europe)
- UN campaigns (UNICEF and UNOSDP)



What's next?

- Continued coverage of grassroots initiatives in SA
- Lessons learnt from SA (football for development project; ICESDD conference, etc.)
- Looking towards Brazil 2014...



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