

Local Authorities and the 2010 World Cup in South Africa

Building partnerships and solidarity

A guide for local authorities



laACTsa
Local Authority Action for
Southern Africa

ACTSA
Action for
Southern Africa

UNISON
the public service union

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Introduction

This summer South Africa will host the FIFA 2010 World Cup, the largest international event ever held on African soil.

Local authorities are urged to organise, promote and coordinate activities and events to celebrate World Cup 2010. Many local authorities and communities in Britain have a long and proud history of standing in solidarity with South Africans in their struggle for freedom and democracy. World Cup 2010 provides an opportunity to celebrate and reaffirm that solidarity, celebrate diversity and tackle racism in our society.

Local Authority Action for Southern Africa (LAACTSA) and Action for Southern Africa (ACTSA), the successor organisation to the Anti-Apartheid Movement, have produced this guide to assist and encourage local authorities to organise activities and events to celebrate the 2010 World Cup.

There are sections on:

Backing the bid	Linking and partnerships
Business and Trade	Millennium Development Goals
Celebrate freedom and football	Motions
Colleges and universities	Organising you own local "World Cup"
Competitions	Tackling Racism
Using existing events	Schools
Fanzones	Solidarity
Floral displays	Talks and films
Flying the flag	Trade unions
Fundraising	Joining LAACTSA
Healthy living	Using ACTSA to promote your
Libraries, museums and galleries	activities

We hope this guide will prove useful in your efforts to celebrate World Cup 2010.

The Aims of ACTSA's World Cup 2010 campaign are:

- To inform and educate people in Britain about southern Africa.
- To celebrate the development successes and highlight the challenges facing the country.
- To promote solidarity between people in southern Africa and Britain.
- To support the development of southern Africa.

Backing the bid?

Is your council one of the England 2018 bid cities? If so organising and promoting activities to celebrate the 2010 World Cup being held in South Africa should be part of your plans. World Cup 2018 will bring immense economic and health benefits to Britain, so even if your council is not a bid city you might want to back the bid.

Business and trade

Local businesses should be encouraged to use the World Cup to capitalise on the interest in South Africa and the game by promoting southern African goods and products. During apartheid, businesses in Britain were encouraged to boycott South African goods. Now, as South Africa works to overcome the legacy of apartheid businesses can show their support with a 'Reverse Boycott' and promote fair and sustainable trade and tourism.

Southern Africa and South Africa in particular produces a wide range of indigenous products for export, many of which are Fairtrade, including wine, food and fruit. During the 2010 World Cup you could encourage local business, through your chamber of trade or commerce, to make a commitment to fair produce from these labour intensive sectors and in doing so show how important they are for rural job creation and prosperity. More information is available about this on the Fairtrade Foundation's website www.fairtrade.org.uk including information about the Fairtrade Towns initiative www.fairtradetowns.org. The Cooperative Group is one of the biggest Fairtrade retailers in Britain.

Restaurants and food outlets could be encouraged to promote southern African dishes on their menus and use southern African and fair trade products.

Celebrate freedom and football

Hold a celebration of football and freedom ahead of, during or even after the World Cup. The World Cup is from 11 June to 11 July.

Have a South Africa or Africa event(s)/festivals. These could be sporting, cultural, social and/or educational events.

Colleges and universities

Students in further and higher education may be interested in your plans for the World Cup, but bear in mind that the summer term for many will end during the tournament. If you are organising any talks or films during the World Cup they may appeal to students on particular courses. For example history, development or politics, whereas students studying marketing or public relations may be interested in learning more about the campaigns of the British Anti-Apartheid Movement. If lectures and other events are likely to appeal to students, you could consider holding them at your local college.

Competitions

You could encourage groups and local newspapers to run competitions and maybe hold the prize giving in your town hall. The competitions could be in the form of creative writing, poetry, art or football kit designs. You could link your competition to the ACTSA and NUT schools project; see the schools section.

Existing events

Most local authorities will already have a programme of public events planned for the months ahead. Perhaps some of these will lend themselves well to promoting South

Africa's history, culture and development, or your community's role in the campaign against apartheid. Concerts, festivals and sports events can all provide a peg for activity. Annual local educational events and lectures provide a good opportunity to highlight the history of southern Africa as well as successes and ongoing challenges.

There are a number of key southern African and international events that could be marked ahead of and during the World Cup:

March

21st 50th anniversary of the Sharpeville Massacre; International Day for the Elimination of Racial Discrimination.

April

18th Independence Day Zimbabwe (30th anniversary).

27th South Africa Freedom Day - 16th anniversary of South Africa's first democratic elections.

May

1st Workers day (May Day).

10th Anniversary of Nelson Mandela's inauguration as South Africa's first democratically elected President.

16th International AIDS Candlelight Memorial Day.

25th Africa Day.

Date TBC: England vs Mexico (Friendly) Wembley.

June

11th World Cup opening match, South Africa v Mexico.

12th 1964 Nelson Mandela and others sentenced to life imprisonment; 1988 Wembley Mandela concert.

12th England v USA kick off 19.30 (UK time) Rustenburg.

16th South Africa Youth Day- anniversary of Soweto uprising in 1976, murder of Hector Petersen.

18th England v Algeria kick off 19.30 (UK time) Cape Town.

23rd England v Slovenia kick off 15.00 (UK time) Port Elizabeth/Mandela Bay.

July

11th Police raided Rivonia HQ of the ANC MK; World Cup Final.

Fanzones

Some local authorities will show matches on big screens in parks and city centres. This is good but can you do more? Have a festival and encourage others to put on a range of events.

If you feel you can't do more then at least try to ensure there is some information at Fanzones available for those fans who may want to find out more about South Africa, its history, culture and context.

Floral displays – say it with flowers

Public floral displays are often the focal points of public parks and town centres. This year encourage your public space coordinator to use a South African World Cup 2010 theme. This could be the using the colours of the South African flag in hanging baskets or a football related scene with a South African flag background in a raised bed area. In 2008 Edinburgh City Council organised a floral arrangement on the theme of the South African Flag, to celebrate Nelson Mandela's 90th birthday.

Fly the flag

The South African Flag was adopted in April 1994 as a symbol of unity in the new South Africa. You could fly the South African flag throughout the World Cup as a symbol of solidarity with the new South Africa.

Fundraising

As well as showing their solidarity for southern Africa, some groups may want to use World Cup 2010 as an opportunity to raise funds for campaigns and projects that support southern Africa. There are a number of organisations working on southern Africa. ACTSA can provide further details and there are its sister organisations the Canon Collins Trust www.canoncollins.org.uk and Community Heart www.community-heart.org.uk

Healthy living

Any major sporting event provides a good opportunity to promote healthy living, but World Cup 2010 provides an opportunity to include a distinctly southern African feel. In addition to promoting the benefits of football you could approach your local Primary Care Trusts, or equivalent, to consider the World Cup in any health promotion strategy they have over the summer months. Throughout South Africa the Diski Dance (Diski is South African slang for football) is proving a popular and fun way of both exercising and celebrating the World Cup and can be a welcome addition to many exercise programme. <http://www.southafrica.info/footballfridays/diski-dance2.htm>.

You could also consider encouraging healthy eating by promoting healthy recipes from competing nations in the World Cup.

Libraries, museums and galleries

The World Cup will undoubtedly create a renewed interest in southern African writing, poetry, films, music and art. Libraries should make the most of this interest by promoting writing and films from the region and about the region.

Hold a public exhibition in your town hall or another public venue on South African history, football or art and link it to the Anti-Apartheid Movement or the successes and challenges of the new South Africa.

ACTSA has compiled reviews of some of the best in southern African literature and films, which you'll find on the ACTSA website. Most libraries will also have books about apartheid South Africa, some of the individuals involved in the struggle and the new South Africa which they could also promote.

Linking and partnerships

You may already be linked with a local authority in southern Africa, or you may be aware of links that already exist between communities or groups within your locality and their southern African counterparts, for example schools, churches and

hospitals. Some might be thriving whereas others will need reviving. The massive interest in the World Cup will provide groups and communities with a great incentive to develop new and existing links along with the development, education and friendship that go with them.

There is a wealth of best practice, resources, organisations and even funding to support community linking:

Local authority linking

- The Local Government Alliance for International Development: www.lg-alliance.org
- The Commonwealth Local Government Forum: www.clgf.org.uk

Groups

- The UK One World Linking Association provide a range of resources on developing links for a range of organisations: www.ukowla.org.uk
- For groups in Wales grants and support are available to create and develop links through the Wales for Africa Gold Star Community Linking Project: www.goldstarcommunities.org.uk

Schools

- Resources on linking are also available for schools including:
- Link Community Development: www.lcd.org.uk
- BBC World Class: www.bbc.co.uk/worldclass
- British Council Global Schools: www.britishcouncil.org/globalschools.htm

Trade Unions

- Many trade unions in Britain have developed strong and productive links with their counterparts in southern Africa at a national, regional and local level. Trade union branches interested in twinning should contact their trade union's international department or contact ACTSA.

Millennium Development Goals

As well as being a World Cup year, 2010 is two-thirds of the way to the 2015 deadline for the eight Millennium Development Goals (MDGs). These internationally agreed targets range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education. As most of the MDGs are reliant on local service delivery the sharing of best practice through linking can make a significant contribution to their achievement.

As the world's economies emerge from a global recession some European countries have de-prioritised international development and the Millennium Development Goals. In a general and local election year it's important that international development and the MDGs are discussed at a local and national level and the World Cup provides an ideal focus to do this.

In 2005 the United Cities and Local Governments approved the Millennium Declaration. <http://cities-localgovernments.org/sections.asp> This document aims to galvanise all sectors of society behind the MDGs. If your local authority is yet to sign the declaration the World Cup provides the ideal opportunity to do so. The accompanying United Nations 'Eight ways to change the world' provides eight practical actions that local authorities can take to support the MDGs.

Motions

You can show your support for southern Africa by agreeing a motion at a council meeting. See the model motion and press release at the back of this pack. Do send any agreed motions to LAACTSA/ACTSA.

Organise you own local 'World Cup'

There is no better time than a World Cup to promote sport to communities, in particular football. Young people, in particular, will be inspired by watching the world's greatest players compete. Local authorities, through leisure services, education and amateur football leagues can help facilitate local tournaments. You could encourage local schools to represent different nations competing in the World Cup and provide schools with an opportunity to explore different countries and cultures. Remember football is now the biggest participation support for girls.

Albert Road Recreation Ground in Haringey will be organising and hosting its own World Cup with teams representing the competing nations.

Tackling Racism

Unfortunately racism does exist in parts of British society. South Africa's hosting of the 2010 World Cup sends out a strong anti racist message. A democratic, non racist and non sexist South Africa has emerged from the overcoming of apartheid. There is still considerable inequality in South Africa. The history and example of South Africa can be used in anti racist work.

Schools

ACTSA and the National Union of Teachers with the support of London Borough of Haringey, Kick it Out and Link Community Development have developed a pack of educational resources to enable teachers to use the World Cup to teach about South Africa's history, culture and development.

The pack is aimed at children aged 9-14, so it appeals to both primary and secondary schools. The materials aim to develop a longer time interest in South Africa through initiatives such as schools linking.

Please do promote the pack to schools in your locality. If there is a high level of interest, you could consider running a competition associated with an activity in the pack, for example design a football kit. Alternatively, you could display children's work from the locality in a civic building.

The pack is available on the following websites: www.actsa.org and www.teachers.org.uk/footballandfreedom

Solidarity

From the 1960's onwards, thousands of people in Britain gave their support to the struggle against apartheid. Many community groups, trade unions, churches, students and local authorities campaigned to force South Africa to turn away from one of the greatest evils in modern history. To many young people the role that their community played in the Anti Apartheid Movement will provide both inspiration and a positive message about international solidarity and overcoming racism. You could develop an exhibition or display, include an article in your local authority newsletter or create a web page celebrating the contribution your community played in the Anti-Apartheid Movement.

Talks and films

There is a wealth of films available that focus on apartheid South Africa as well as the new South Africa. ACTSA has produced a list of reviews of some of the best of them, which is available on the ACTSA website. Approach your local cinema about holding a showing or even a festival of South African films around the time of the World Cup. Consider inviting activists to speak or participate in a question and answer session following the film.

Hold a public talk on a relevant theme, for example the sports boycott, which campaigned to ensure South Africa's white only sports teams were banned from many international sports tournaments or focus on South Africa today; its successes and challenges.

Trade - see Business

Trade unions

The trade union movement in Britain has a long and productive relationship with southern Africa. Trade unions were fundamental to the campaign against apartheid and now play a significant role in helping the region develop as it works to overcome the legacy of apartheid. UNISON has well established links with trade unions throughout southern Africa and is involved in numerous initiatives focused on democracy, rights, HIV/AIDS, protecting public services and building capacity in trade unions in the region. Many workplace branches will run active international campaigns, informing and educating members about their counterparts in southern Africa, promoting actions and awareness and raising funds for projects.

You should work with your local trade union branch to involve them in activities and events and support their activities as they use World Cup 2010 to build on their existing solidarity with southern Africa.

Join LAACTSA

One of the best ways to support Southern Africa during the 2010 World Cup is to, if your local authority is not already a member, join Local Authority Action for Southern Africa (LAACTSA). LAACTSA was formed in 1995 from the authorities which had previously supported the Anti-Apartheid Movement. It was set up to assist in the reconstruction of southern Africa following the defeat of apartheid and undertakes work on many critical issues and challenges facing the people of the region.

Unfortunately, many of those challenges that existed at the end of apartheid are still in evidence today and will take many more years to overcome in spite of the best efforts of governments and civil society. Add to this the effects of the HIV/AIDS pandemic ravaging sub-Saharan Africa and you can see there is much work unfinished and much more to be done.

LAACTSA aims to promote, service and facilitate the work of local authorities and in Britain in order to:

- Develop knowledge and understanding about the current situation in both urban and rural Southern Africa especially in relation to the legacies of apartheid;
- Support the development of non-racial and democratic local government activities in Southern Africa;

- Support the on-going economic sustainability of Southern Africa through practical skills exchanges of best practice and business models;
- Promote friendship and co-operation between local authorities and local communities, including educational bodies, in Britain and Southern Africa.

If you are interested in the work of LAACTSA and want to join or find out more contact Chris.Young@glasgow.gov.uk. Membership for local authorities starts at £125.

Use ACTSA to promote your activities

ACTSA's World Cup 2010 pages on its website will be used to promote World Cup activity throughout the UK. **Please make sure to keep ACTSA informed of your plans** by emailing us at campaigns@actsa.org. You should also make sure you notify your local media of any activity that might be run locally. A model press release is included in this pack.

We hope you find this pack useful and it helps you to use World Cup 2010 to encourage activity, events, promote development and develop partnership and solidarity with South and southern Africa.

Promote ACTSA's World Cup online action

From May 10th (anniversary of Nelson Mandela's inauguration and immediately after expected UK election) until the end of the World Cup ACTSA will be running an online action for individuals to call on the British Government to act internationally to ensure mother to child transmission of HIV is eliminated in southern Africa, the most affected region in the world by the HIV/AIDS pandemic. Promote the action on your website, to communities and groups and circulate it to local authority staff. Go to the ACTSA website, www.actsa.org

Cover image: SouthAfrica.Info

Appendix 1

Model Local Authority Motion

Football and Freedom

Council notes:

1. There is a longstanding connection between and South/southern Africa.
2. South Africa will be hosting the 2010 FIFA World Cup, the largest international event ever held in Africa.
3. South Africa's achievements over the last 16 years as it has worked to overcome the legacy of apartheid and the challenges that persist.

Council expresses:

4. Its wish that the 2010 World Cup is a success.
5. Its support for the England Football team as they compete in World Cup 2010 and wishes the host nation South Africa well.
6. Its support for England's bid to host the World Cup 2018 which would continue to build on Britain's record of hosting major international sporting events.

Council resolves to:

7. Celebrate World Cup 2010 by holding and facilitating events ahead of and during World Cup 2010 which promote continued links and solidarity with southern Africa.
8. Continue its partnership and solidarity with the southern African region and reaffirm its membership of Local Authority Action for Southern Africa (LAACTSA). (or join LAACTSA - as applicable).
9. To support schools, communities and group in the area to organise activities and events which mark World Cup 2010.
10. To encourage schools to use the NUT/ACTSA 'Football and Freedom' teachers pack, promoting South Africa's history, culture and development.
11. To reaffirm support for the Millennium Development Goals.

Appendix 2
Anytown Council Press Release
[date]
For immediate release

Anytown council pledges support for southern Africa ahead of 2010 World Cup

Anytown council which has long standing links with South Africa today voted to celebrate World Cup 2010 by promoting southern Africa's development, history and culture ahead of and during the World Cup.

In a meeting of the full council Cllr A. Council proposed the motion of support for South Africa as they host World Cup 2010. The motion reaffirmed Anytown's commitment to the development of southern Africa and pledges the council's support for the Millennium Development Goals which aim to halve poverty in developing countries by 2015.

The Council announced plans to work with businesses, schools and local groups on a number of initiatives that would celebrate the World Cup whilst promoting South Africa's history, culture and development.

The Council will be encouraging schools in Anytown to use 'Football and Freedom' a pack developed by the National Union of Teachers and Action for Southern Africa to teach children about South Africa ahead of the World Cup. They will also be encouraging local businesses to promote southern African Fairtrade produce.

The highlight of the World Cup festivities will be a 'Fanfest' on Saturday 12th June, at Anytown Park. The event will include a five a side 'Anytown World Cup' tournament as well as southern African entertainment, provided by local community groups.

Anytown has had a longstanding link with South Africa. It has an agreement with.... in South Africa and is a member of Local Authority Action for Southern Africa.

Cllr A. Council said "Anytown has a long and proud history of working with the people of southern Africa. South Africa has made immense progress since the fall of apartheid 16 years ago. We want people in Anytown to be able to celebrate South Africa's success as it hosts the World Cup as well as cheering on England."

The motion also committed the council to supporting England's bid to host the 2018 World Cup. Cllr A. Council said "An England World Cup in 2018 promises to bring huge benefits to Anytown and Britain by encouraging young people to play football and providing a boost to the economy. Anytown backs the bid for World Cup 2018 but we also want to show our support for South Africa and hope that they see major benefits from this year's tournament.

Ends

For further information please contact:

Name:
Title:
E-mail:
Phone: