



SOUTH AFRICAN CITIES NETWORK

World Cup 2010 Programme

July 2007

Background

South Africa faces many challenges most of which are the result of short sighted inequitable planning that created deep rooted challenges that may only be subdued over generations to come. Limited resources and opportunities therefore have to be carefully utilized to reap maximum benefits. The World Cup 2010 is one such opportunity that must be seen as an opportunity whose benefits can and should go beyond soccer. For a long time sport has been seen as a tool that is capable of facilitating social cohesion as demonstrated most prominently by the Africa Cup of Nations and The Rugby World cup as well as many other smaller sporting activities. It has also been seen how sport has facilitated financial and economic benefits for many individuals and corporations. It is time now that the “FIFA World Cup 2010” is utilized to derive maximum impact on city development and make a contribution towards making our cities more Productive, Inclusive, Sustainable and Well Governed. With over 500,000 people and millions of dollars expected in the country as a result of the tournament, there is a wide range of services and infrastructure that will need to be provided. These range from good stadiums, transportation systems, accommodation and hospitality, Media, Information and Communications Technology etc. This can present itself as an insurmountable challenge or an opportunity depending on how the various stakeholders position themselves to respond to the occasion.

In the build up to and post the announcement that South Africa will be hosting the soccer World Cup in 2010, SACN has engaged its member cities, the majority of whom will be hosting the games, in a number of discussions aimed at soliciting a mutual and common understanding of the magnitude of the event and responsibility of cities in order to be able to respond to it accordingly. A major part of the response entails ensuring that cities comply with stringent regulations laid by FIFA. However in addition to this compliance which is aimed purely at ensuring the success of the event South African Cities are positioning themselves to facilitate a lasting legacy from the event. The board has therefore mandated the secretariat to facilitate knowledge management processes that will assist the cities to engage with each other and with other partners and stakeholders to share information, experiences, best practices and various knowledge products which will help in maximizing benefits to the cities even after the passing of the event. It is in this regard that SACN has planned a series of information and knowledge sharing activities that aims to provide as much information and best practices as possible to host cities as well as those cities that will provide support services such as practice venues, accommodation, leisure etc. This should enable them to position themselves well to make good strategic decisions and execute them in the best possible way for the benefit of current and future generations.

Objectives

The SACN's involvement in the 2010 World Cup programme facilitates knowledge management processes that seek to provide strategic guidance through the exchange of information, trends, best practices and knowledge on issues related to the 2010 soccer world cup. This is all geared towards helping cities to make well informed decisions in preparation for the event. This should help the host cities to deliver a successful world cup while also ensuring a maximum positive impact on cities' growth and development strategies. The primary focus shall be on host cities but also extends to all towns and cities identified in the National Spatial Development Perspective and proposed National Urban Development Framework.

SACN's knowledge management process entails the following key steps which will also guide its mandate on the world cup 2010 preparations and beyond:

1. Identification of knowledge needs
2. Collecting and collating information, best practices etc and packaging these into accessible knowledge products that city leaders can utilize to enhance their planning and implementation processes
3. Facilitating learning and knowledge exchange platforms to disseminate the knowledge products to targeted audiences
4. Assisting the targeted audiences in applying the acquired knowledge to make informed strategic decisions. Although SACN does not prioritise technical assistance it endeavours to support institutions that provide technical assistance such as SALGA, dplg, GTZ, Inwent etc

In order to deliver on the above mentioned knowledge management steps, SACN will engage in the following activities:

- Develop and implement a monitoring and research agenda to enhance knowledge on activities relating to the world cup and how different cities are currently exploiting the event to facilitate a lasting legacy. To this end SACN is embarking on the development of a report that aims to assess the "Impact of the 2010 FIFA World Cup" on city development. (See Annexure A). The report must provide information, trends, experiences and best practices that SACN can utilize to engage with the cities and partners in facilitating knowledge management processes/strategic guidance. To this end the report will serve as the main reference material that SACN will use to make inputs to the Host Cities Forum. The report will be developed periodically leading up to 2010. The frequency will be determined in consultation with relevant stakeholders in the process of developing the first report in 2007.
- Develop a lessons learnt report in 2011 to consolidate lessons extracted from the periodic reports developed in the period leading up to 2010. This report will be utilized to share lessons for other major events in South Africa and other parts of the developing world notably Africa and IBSA countries.

- Support and/or facilitate platforms for communication/engagement between national and city management regarding planning and implementation of WC2010 activities. The aim of this platform is to explore ways in which national government and other partners can collaborate with and support cities in facilitating governance and development aspects for 2010. The Host Cities Forum could be the main forum for this engagement and SACN intends to provide some information and knowledge products to be discussed here.
- Facilitate and support platforms for sharing of knowledge and experiences between host cities and with other stakeholders involved in efforts to create a lasting legacy. The platforms for this include:
 - The Host cities forum
 - Selected SACN board meetings
 - Seminars/conferences/workshops

A schedule of these activities will be determined in consultation with relevant stakeholders.

It is acknowledged that in order to achieve these objectives, collaboration with various government and non-government organisations is essential. These include but not limited to LOC, dplg, SALGA, DOT, DBSA, GTZ, INWENT. These collaborations will be facilitated in various ways including MOU's, contracts and participating in each others knowledge and information exchange platforms.