



## **Research**

February 2009, a group called Peter decided to share thoughts, knowledge and curiosity to create a concept for paving the way for Africa's future. This by means of the FIFA World Cup soccer in 2010 in South Africa. Not a simple assignment since there are many different races, languages, cultures and the fact that the hosting South Africa is not a football superpower. Next to that we cannot deny the history of apartheid, high crime rates and poverty. However we decided to put these facts as obstacles to overcome by focusing on the opportunities South Africa, or the 'Rainbow Nation', has to offer.

Desk research on various aspects of South Africa and Africa as a whole was necessary to get an insight in what is going on in this nation. Additionally, next to our existing knowledge in Imagineering and relevant theories, we needed to get more insight in branding countries, African cultures, World Cup stakeholders and general effects on countries after sports events.

Being in South Africa in March 2009 we were able to explore the country, its history and culture and foremost the people in an empirical way. We had many group discussions, interviews and tours to get an overall view on what is happening in this complex yet inspirational country.

## **Concept**

Our concept was deriving from hours, even days of brainstorming and discussing. In the end it seemed that four aspects were of major importance for a successful formula of raising the bar for Africa: complexity, community, communication and commonality.

### Complexity

There are some social and financial issues in South Africa and Africa as a whole. In order to come up with a concept in which high involvement experience is central, we had to deal with the complexity of the African nation and its image which is often perceived in a more negative manner than it really is or could be. Though, hidden in this complex situation there are the beautiful African people living in friendly and warm communities who should be central. During our stay in Africa we experienced the most significant and sincere way of hospitality; a warm and friendly welcome everywhere we came.

### Community

The people of South Africa are often living in communities which are very closely connected and committed. These communities and its people should be the strength of Africa and the World Championships in 2010. Communities can express themselves by means of sports, cultural expression and other events to a worldwide audience during the World Cup. Our concept should provide the platform for this expression. Communities actively searching for ways to display themselves to the audience which becomes part of the community and on their own initiative they can search for additional sponsoring and benefits for the communities' well-being.

### Communication

In order to communicate our concept, cooperation of the FIFA and approval for using their website is vital. On this website there is a link to the concept on which visitors of the World Cup 2010 and people interested can find information on communities, activities, playing schedules, and a way to

subscribe to certain activities such as soccer and other sports games, events and festivities held in South African communities.

In this way a soccer World Cup can link soccer lovers and the people of the hosting country in order to create relationships across borders and interests.

### Commonality

We are all different yet we have so much in common; we like soccer, we like culture, we like art and we like people. The strength of Africa is its variety in people, habits, culture and tradition. If we let visitors of the World Cup be part of this, we create a high involvement experience concept which is authentic and sustainable. Our concept is revolving around symbolic value creation in order to boost confidence and self-esteem for the people of Africa, to offer dreams and vision and to let visitors of the World Cup 2010 be part of South Africa and let them see the beauty and uniqueness of the nation.

### **United Play**

The basis for our concept is the play part; we all love to play. Playing unites us. Uniting creates plays. United Play is a concept for paving Africa's road by means of the World Cup soccer in 2010. Visitors of the World Cup can subscribe on the FIFA website for attending sports games, dancing and other events in local communities in South Africa. The communities organize these events themselves including additional performances, exhibitions and other kinds of entertainment. Visitors become part of the community and they experience Africa in a totally different way than regular tourism. For the communities this is a great way to express them selves and to gain sustainable relationships. Involvement in its purest form.

### **Finance**

In order to finance United Play next to the investments of FIFA, we ask subscribers to play-events for individual or group sign up fees. Next to that ticket sales in communities will offer these communities money which they can use for organizing the United Play events or for organizing future community events or charity. Partnerships are vital for communities to be able to offer visitors the experience and next to that non-profit betting on sport games offer extra income. Important to know is that United Play will not gain from the events, but the visitors and people from the communities and thus Africa will.

From the personal relationships built during the events, we also expect B2B relationships to appear from which all parties will gain both financially and culturally in a sustainable way.

*"Play as a common language, and soccer is 2010's dialect"*

### **United Play,**

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