



## WIN IN AFRICA WITH AFRICA



### Win in Africa with Africa

What do you need to play football? A ball, players and a pitch. If two of the elements are easy to come by, the third is often quite problematic, especially in countries with more extreme climates. As part of FIFA's "Win in Africa with Africa" project, FIFA has decided to do something to improve this situation. Between now and the start of the qualifying campaign for the 2010 FIFA World Cup South Africa, 52 countries throughout the great continent – all the member countries with the exception of South Africa – will be equipped with a FIFA RECOMMENDED Football Turf. The start of the Win in Africa with Africa "artificial pitches" project was announced in July 2006 by President Blatter at the Munich Congress. The total budget of the project stands at close to \$38 million USD. An invitation to tender has been issued to all licensees who are part of the FIFA Quality Concept for Football Turf.

#### Pitches for all

The goals of such a large-scale operation are multiple. However, the first objective is a basic one: to enable all footballers in Africa to play on decent pitches. The capacity for use of an artificial pitch vastly exceeds that of a natural one, which must withstand the ravages of an arid climate. On natural turf, it is possible to play every three to five days in Africa. On FIFA RECOMMENDED Football Turf, this increases to about two matches per day, plus training sessions. At long last, youth, as well as male and female national teams, will be able to have equal playing time. The environmental impact is also a major consideration, specifically in terms of preserving natural resources. For instance water – a rare and precious commodity that can be very expensive in Africa, is used

far less on FIFA RECOMMENDED Football Turf surfaces than if compared to sustaining high quality natural grass pitches. There is also a political consideration. A country which does not participate in competitions or qualifying campaigns for FIFA tournaments for more than two years, loses its right to vote in Congress. Previously, the deplorable quality of certain pitches has forced certain nations to withdraw from international competitions, as was the case for Djibouti. Henceforth, this type of situation will no longer occur.

One of the fundamental objectives of the Win in Africa with Africa project was to help the African leagues and clubs to play on better surfaces.

#### A better spectacle

The quality of the game is decidedly better on a FIFA RECOMMENDED Football Turf pitch than on a poorly maintained natural pitch. This enables the country's national teams to progress more quickly. It also helps national leagues to increase their revenues as the pitch can be hired out for football and other activities. Also the "look and feel" of the FIFA RECOMMENDED Football Turf is pleasing year round, especially in a media and marketing sense. The pitches can also include (alternate-shade) horizontal grid lines, as is common in the UK. This has already happened in Tanzania, Ethiopia, Mali, Madagascar and Mauritius. It is done for aesthetic reasons, and therefore to promote television contracts and attract new sponsors.

#### The positive impact– Before and after



Cape Verde – before



Cape Verde – after





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## Starting the ball rolling

Perhaps better still, these projects have opened the way to further initiatives due to the success of the first FIFA RECOMMENDED Football Turf fields in Africa. Agreements have been signed with governments, national associations and FIFA Quality Concept licensees to have more FIFA RECOMMENDED Football Turf pitches. Far from providing a makeshift solution, Win in Africa with Africa has well and truly laid the foundations for development – the very essence of this project.

## Every picture tells a story

The photographs show the fields in Congo, Togo, and Djibouti. All showing the pictures of the grass field “before” and the FIFA RECOMMENDED Football Turf “after”. It visibly highlights the positive impact the FIFA RECOMMENDED Football Turf surfaces have had in these countries and what can be achieved to continuously develop football and make the playing experience better and more enjoyable.



Congo – before



Congo – after



Togo – before



Togo – after



Djibouti – before



Djibouti – after





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Mauritania – before



Mauritania – after

### Conclusion – Win in Africa with Africa

The installation and positive early impact the FIFA RECOMMENDED Football Turf fields have had, has set solid foundations for the continuous development of football. The goal is to reach beyond football, because FIFA firmly believes its responsibilities extend outside the sport itself. In fact, FIFA hopes:

- to use football's potential for human and social development, the promotion of health, the development of communities and the promotion of peace, by supporting local organisations who work in these fields.
- to ensure the entire African continent will benefit from the long term effects of the 2010 FIFA World Cup South Africa.
- to send the whole world a positive message from Africa.

Similar wide-ranging initiatives based on the same model have been planned for other regions of the world, with "Win in Oceania with Oceania" and "Win in India with India" soon to go ahead.

All these projects consist of three major FIFA undertakings:

- **Developing the game**
- **Touch the world**
- **Build a better future**

