



Global express

The rapid response information series for schools
on world events in the news

TEACHERS'
NOTES
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The Global Game World Cup 2002



Panos Pictures

ON 30 JUNE 2002, OVER A BILLION PEOPLE AROUND THE GLOBE will watch the final of the World Cup. It will be the culmination of one month of drama, tension, joy and disappointment as people's favourite teams compete to be the best in the world.

This edition of **Global express** explores the truly global sport of football.

What is
Global express?

Global express
helps you teach
about topical global
issues and events.

Contains

Instant photocopiable
classroom activities for
8 to 14 year olds.

Primary

- Glo-ball quiz
- Picture activity
- Spot the ball

Secondary

- Surprising facts - ranking activity
- Writing captions
- Sponsorship - winners and losers

Curriculum

- Literacy
- English
- Citizenship/PSHE
- Geography
- 5-14 Curriculum Guidelines (Scotland)

A game of exploitation?

Football fever is here for the next month as 32 countries compete for the 17th World Cup. The event is being held for the first time in Asia and, also for the first time, will be co-hosted by two nations - South Korea and Japan - with matches held in 20 cities across the two countries.

Football is the world's most popular sport, played by over 240 million men and women both for fun and for professional teams. The fact that it is such a global and inclusive sport, makes football more than just another game.

Is profit the goal?

Being the world's most popular sport means football is big business. The cost to television stations who wanted to broadcast this World Cup came to £560 million. At the last World Cup in France in 1998, there were 4 billion viewers for the whole event, so TV companies obviously feel they are getting their money's worth.

Professional football also relies heavily on sponsorship - companies either pay money to clubs to have their advertising prominently displayed at matches or on a club's merchandise, or offer 'in kind' payments - the Hyundai Motor Company has donated over 1,000 vehicles to help transport players and officials during the tournament.

Child labour and football

In 1995, European newspapers began to carry stories of how Indian and Pakistani children were being exploited in order to make footballs. India and Pakistan are the world's largest exporters of footballs and other inflatable balls.

Footballs are normally hand-stitched. This is a hazardous job, especially for children who may develop health problems like deformed fingers. Apart from that, wages are incredibly low and children are deprived of an education and a childhood. Thousands of adults are also exploited as cheap labour to produce sporting goods used in official matches and sold in stores around the world.

In 1996, due to the publicity and pressure from labour activist groups, the organizing body of international football matches - FIFA - developed a set of regulations called the Code of Labour Practice.

However, many claim these regulations have been broken and need monitoring and enforcing. Reports from activist groups claim that children are not working in established stitching centres but at home, which falls outside the Code.

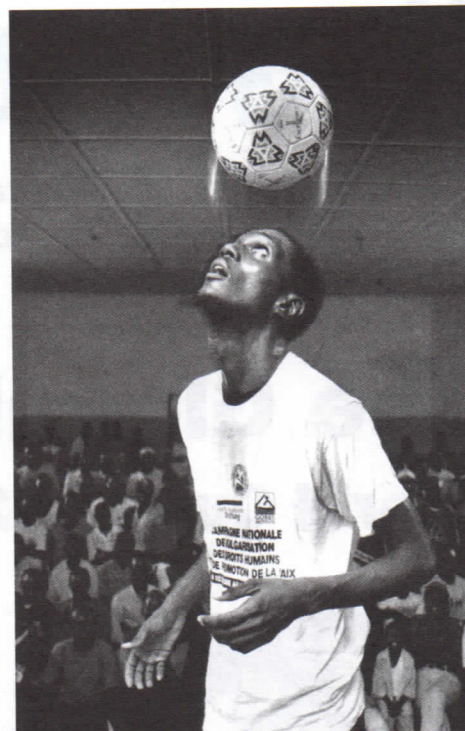
[Source: //worldcup.globalmarch.org/world-cup-campaign]

The global game

But companies want to invest in success. Many people claim that European football has suffered, as nowadays the same few clubs win again and again because they have more money to buy the best players from anywhere in the world. Many of the players at the World Cup will find themselves playing against their regular club team mates. All but six of the World Cup 32 teams, for example, contain players who earn their living playing at the top level of the English football league.

There are dangers, however, of leaving your own country for possible riches overseas. Many European clubs have been criticised for seeking out talented young players from poor countries, promising professional contracts and then abandoning them if they do not fulfil their potential.

More problems arise for players from the world's poorer nations, such as time and travel to play for their country in international tournaments. This makes it difficult for some countries to qualify for the World Cup. But others argue that the experience gained playing for top European clubs has developed the skills of these players and improved the success of their national teams.



In Dakar, Senegal

Dieter Telemans/Panos Pictures

Quotes

"It's not fair that a 16-year-old [African] should lose his own nationality in exchange for a couple of years of flash in the pan fame, and then find he can no longer return to his own country."

Sepp Blatter, President of FIFA,
BBC news, 26.3.02

"Football now is all about money. During our time, the question of incentives to play was unthinkable. We just played football for love of the game and because of national pride, especially as it was an honour to wear the national colours."

John 'Bobby' Ogolla, ex-player and deputy coach of the Harambee Stars, Kenya,
Gemini, 25.05.01

"The sale of Brazilian soccer players to foreign teams generated revenues of US\$114.9 million in 2001. Revenues from some traditional export products - bananas, for example - generated \$12.4 million in revenues in 2000, while transfers of soccer players netted \$130 million."

Latin America Press (Peru), 11.2.02



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