

Giampiccoli, A., & Nauright, J. (2019). Beyond the reach of FIFA: football and community 'development' in rural South Africa, towards a politics of inclusion and sustainability. *Soccer & Society*, 20(2), 288-306.

What is it about? (Aim/objectives)

Community-generated sport activity (bottom-up sport initiative): case of a village football team in rural Mpondoland (motivations for being players and the role of football in the community).

Where is it from? (Context/location)

South Africa/ Noquekwana

Who are involved? (Research participants)

30 players of the Noquekwana Football team

What are the readings and main concepts?

- 2010 World Cup in South Africa:
 - several events were concentrated in the main urban areas in South Africa;
 - no matches were held in the province of the Northern Cape
 - many parts of the country received little benefit from the World Cup.
- Colonialism:
 - Africa perceived as a place where 'development' can be established through external inputs.
 - Rarely local communities are seen/analysed from the inside
- Sport and development in the context of SA:
 - Most of sport-based interventions are externally introduced

What are the main findings? (Results)

- Logistical difficulties in reaching the soccer fields
- Informality of activities VS regularity of the play during time (meaningfulness of the activity for the community)
- Players engaged in the team since 3-12 years (affection and dedication of the players toward the team)
- Motivation: stay fit and healthy
- Passiveness of the team in solving team problems/ ask for external help in problem solving; dependent community

What are the main lessons? (Discussion/Reflections/Learnings)

- To give more relevance to spontaneous practices instead of introducing something by the top
- The dependency of rural communities highlights the role of NGOs in supporting, empowering and emancipating them

Is it useful? (Chat room, knowledge sharing)

- Which are the challenges of the community you're working with in terms of "passiveness" and "dependency"?
- Which is the role of your organization for the community?