



The
Federal Government



2006 World Cup

Final Report by the Federal Government



www.fifawm2006.deutschland.de



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A Review, Thanks and Prospects





1. Foreword:

It was a time to make friends

The FIFA World Cup in Germany officially ended with the final game between Italy and France. But many weeks after the final whistle, memories of this wonderful football event are still vivid in our minds. An event enjoyed by millions which earned Germany the sympathy of the entire world.

Sönke Wortmann's much-praised film titled "Germany – a summer dream" aptly describes the atmosphere felt throughout the country from 9 June to 9 July 2006. Germany's national team had the crowds singing, the wonderful summer weather kicked in just in time for the opening game, a sea of black, red and gold flags with fans from all over the world celebrating one big party peacefully and happily. In light of all this, the World Cup can also be described as an integration event that could hardly have been any better or more effective.

The hugely positive response to the first World Cup to be held in Germany since reunification pays tribute not just to those in charge of this sports event, but above all to the people in the Federal Government, federal Laender, the World Cup host cities and, of course, in the Organizing Committee (OC) headed by Franz Beckenbauer, who put years of work into preparing this major event. In the World Cup Progress Reports which were drafted by the 2006 World Cup Office at the Federal Ministry of the Interior and co-ordinated with all the ministries and other partners, the Federal Government has documented much of this work which was also followed with interest in the Federal Cabinet.



This is why it makes perfect sense to now issue an official World Cup Final Report which not only provides a host of facts and figures, diagrams, pictures, studies and analyses, but which also features documents now already historical, such as the government guarantees issued by the Federal Government to FIFA in 1999 (Appendix II).

Let us hope that this report which proves that a World Cup football event is more than just a sporting event will be of assistance to the organizers of future major events.

Dr Wolfgang Schäuble
Federal Minister of the Interior



2. Germany's Organizing Committee thanks the Federal Government

The 2006 World Cup was a huge joint effort. Even at the time of submitting the bid to host the World Cup, we were able to show that this global event was to be hosted not just by the football aficionados but by the entire country. This was documented by the government guarantees which were a vital precondition for nomination. FIFA demanded the same binding declarations for tax and visa matters as it did for security, transport or traffic. All of these undertakings have not only been fulfilled both professionally and precisely, even better still, there were some outstanding feats of achievement, for instance, the fan festivals (public-viewing events) and the huge Artistic and Cultural Programme which made an impressive and valuable contribution towards the success of the 2006 World Cup.

My personal thanks and those of our Organizing Committee, also headed by board colleagues Horst R. Schmidt, Wolfgang Niersbach and Dr. Theo Zwanziger, hence go not just to the Federal Government in general but even more to the manner in which the many details were imple-

mented with enormous trust and effort which ultimately went into making the fantastic overall picture. It goes without saying that enthusiasm for the World Cup overcame party political boundaries, it began during the Chancellorship of Helmut Kohl, was passed on to Gerhard Schröder and then to Angela Merkel. I would like to give special mention to Otto Schily and Wolfgang Schäuble who were responsible for sports because it was at their ministry, i.e. the Ministry of the Interior, that all things came together.

It really is a shame that the summer of 2006 is over. I believe that millions of people would have been glad to see the World Cup go to extra time. But just like in real life, all things come to an end – and now that I have come to the end of my remarks I would like to express once again my thanks for such outstanding cooperation.

Franz Beckenbauer
President of the Organizing Committee
FIFA 2006 World Cup Germany



3. Introduction: Complex tasks off the pitch



Without government support it is simply not possible to host major sports events like the FIFA World Cup or the Olympic Games. The Federal Government provided the German Football Association (DFB) with extensive support and at the time of bidding to host the event, the Federal Government issued so-called government guarantees to FIFA.

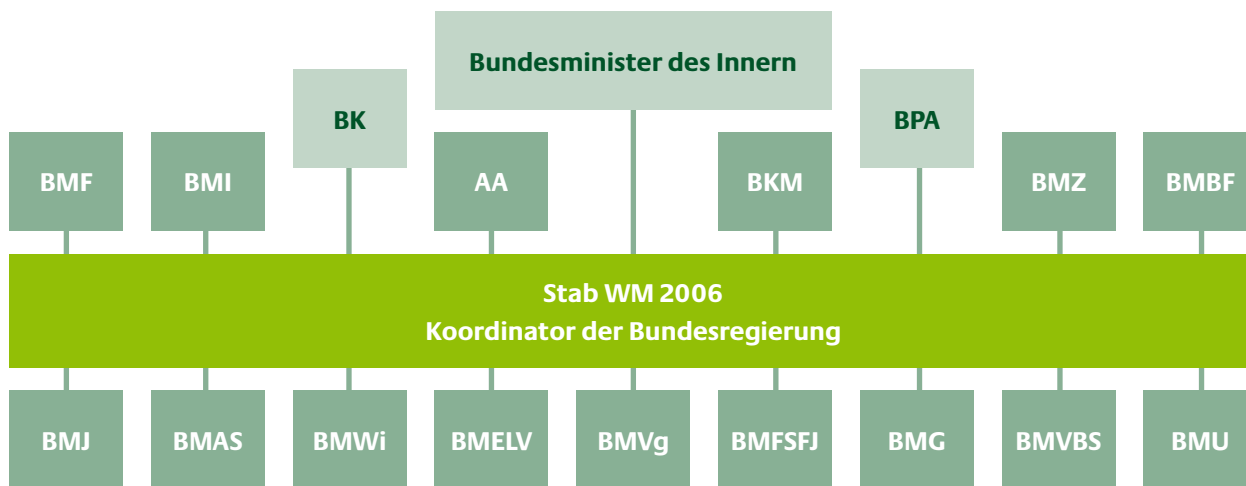
In the same manner in which the DFB set up an Organizing Committee (OC) as soon as it was announced that Germany was to host the World Cup, a Federal Cabinet decision designated the Federal Ministry of the Interior (BMI), also in charge of promoting high-performance sport, as the World Cup ministry in charge within the Federal Government. Initially a project group was set up at the BMI until the 2006 World Cup Office was established in mid-2003. Head of the 2006 World Cup Office and Federal Government Co-ordinator for the 2006 World Cup was Jürgen Rollmann.

The main task for the 2006 World Cup Office together with all the ministries involved¹ was to ensure precise fulfilment of the government guarantees which included, for instance, the prompt and service-orientated issuing of visas, along with customs and tax law, labour regulations or the topic of security.

The core task was to trigger anticipation, in advance of the event and to present the host nation both at home and abroad as an open, tolerant, modern country that is also innovative and strong, and hence to help bring to life the official motto of the World Cup “A Time to Make Friends”.

The 2006 World Cup Office developed for the Federal Government (once again in cooperation with all the ministries, the Press and Information Office of the Federal Government, the Federal Chancellery and other partners) an ambitious World Cup





Stab WM 2006	2006 World Cup Office
Koordinator der Bundesregierung	Federal Government Co-ordinator
Bundesminister des Innern	Federal Minister of the Interior
BMF	Federal Ministry of Finance
BMI	Federal Ministry of the Interior
BK	Federal Chancellery
AA	Federal Foreign Office
BKM	Federal Government Commissioner for Culture and the Media
BPA	Press and Information Office of the Federal Government
BMZ	Federal Ministry for Economic Co-operation and Development

BMBF	Federal Ministry of Education and Research
BMJ	Federal Ministry of Justice
BMAS	Federal Ministry for Labour and Social Affairs
BMWi	Federal Ministry of Economics and Technology
BMELV	Federal Ministry for Food, Agriculture and Consumer Protection
BMVg	Federal Ministry of Defence
BMFSFJ	Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
BMG	Federal Ministry for Health
BMVBS	Federal Ministry for Transport, Building and Urban Development
BMU	Federal Ministry of the Environment, Nature Conservation and Nuclear Safety

Hosting Strategy which featured the following building blocks:

1. The Federal Government’s contributions (including the government guarantees) and projects of the federal ministries (including “Green Goal”, “No smoking, please”, “Making Kids Strong”)
2. PR for Germany (including the “Germany – Land of Ideas” initiative, events for investors with the marketing agency of the Federal Government, Invest in Germany GmbH, advertising Germany as a travel destination via the Federal Ministry of Economics and Labour)
3. The Artistic and Cultural Programme (with the Football Globe serving as the emblem)
4. The Nation-wide Service and Hospitality Campaign (for guests at the World Cup; in this

context, more than 100,000 people received training related to intercultural skills, multi-lingual capability, hospitality and football knowledge)

The World Cup Hosting Strategy was implemented in close cooperation with the Organizing Committee, the business sector, the World Cup host cities and other partners, and according to expert opinion not only managed to achieve but impressively outdid the goals set. The German Bundestag’s Sports Committee, which provided the financial means to implement the hosting strategy, the Conference of Ministers and Senior Officials Responsible for Physical Education and Sport and the Sports Committee of the German Association of Towns and Cities also praised the efforts made by the Federal Government.²

Section A of this World Cup Final Report reviews events and documents the key results of the World



Cup. In **section B**, the World Cup hosting strategy and its implementation are documented in detail. The Federal Government's communication of the World Cup in Germany and abroad is presented along with other topics related to the World Cup. This section then ends with sights set on the future and the 2010 World Cup in South Africa. **Section C** then follows with a comprehensive service section as an appendix (including the 2006 World Cup Master Plan).



Stab WM 2006	2006 World Cup Office
Koordinator der Bundesregierung	Federal Government Co-ordinator
OK WM 2006	2006 World Cup Organizing Committee
Deutscher Städtetag	German Association of Cities and Towns
DFB-Kultur-Stiftung	DFB Cultural Foundation
Deutsche Zentrale für Tourismus	German National Tourist Board
Koordinationsstelle Fan-Projekte	German Fan Project Coordination Centre
Goethe Institut	Goethe Institute

In addition to the tasks already named, the 2006 World Cup Office was responsible for the following:

- Management of the Inter-ministerial Working Group (IMAK) and conducting World Cup ministry meetings (with the involvement of the

Office of the Federal President, the Organizing Committee (OC), etc.)

- Reporting in Bundestag committees
- Answering parliamentary requests
- Maintaining contacts and committee work for and with the Organizing Committee (OC) (ministers Schäuble and Schily were deputy chairmen of the Organizing Committee Supervisory Board), the World Cup host cities, embassies, the federal Laender, the advisory council of FC Deutschland GmbH, the Supervisory Board of the DFB Cultural Foundation, the Tourism/Hospitality Working Group, the Federal Government and Laender Committee
- Preparation of minister and parliamentary state secretary meetings related to the World Cup
- Drafting and distributing World Cup information material (flyers, films, give-aways)
- Co-ordination, initiation, advice, support and implementation of World Cup campaigns (including "Germany – Land of Ideas")
- Conducting, accompanying and presenting the World Cup work by the Federal Government at events and trade fairs (including the Federal Government's open house days, the Congress of the German Society of Sport Science, Bayreuth, Investors Congress in Leipzig, CeBIT)
- Updating the Federal Government's official World Cup homepage (editorial team of the World Cup Office/ Press and Information Office of the Federal Government) at www.wm2006.deutschland.de and www.bmi.bund.de
- Drafting a Daily Bulletin during the World Cup for ministers/parliamentary state secretaries/ cooperation partners (refer to Appendix XIII)
- Drafting the official 2006 World Cup progress reports, the World Cup Review and the World Cup Final Report to be presented to the Cabinet

1 Economic Co-operation and Development (BMZ), Federal Ministry for Education and Research (BMBF), Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU), Federal Ministry for Transport, Building and Urban Development (BMVBS), Federal Ministry for Health (BMG), Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), Federal Ministry of Defence (BMVg), Federal Ministry for Food, Agriculture and Consumer Protection (BMLEV), Federal Ministry of Economics and Technology (BMWt), Federal Ministry for Labour and Social Affairs (BMAS), Federal Ministry of Justice (BMJ), Federal Ministry of Finance (BMF), Federal Ministry of the Interior (BMI) (Security Staff Unit, National Information and Cooperation Centre NICC and domestic protocol), Federal Chancellery (BK), Press and Information Office of the Federal Government (BPA), refer to the illustration on p. 10.

2 It was noted in a resolution by the Conference of Ministers and Senior Officials Responsible for Physical Education and Sport on 21/22 September 2006: „The Conference of Ministers and Senior Officials Responsible for Physical Education and Sport would like to thank the Federal Government for its precise fulfilment of the government guarantees issued to FIFA without which it would not have been possible to host such a major event of this kind. The hosting strategy developed and financed by the Federal Government and implemented in close cooperation with the Organizing Committee, the World Cup host cities, the business sector and other partners, also helped to generate a positive image for Germany abroad – and to truly fill with life the official motto of the World Cup „A Time to Make Friends“.



- Preparation of the World Cup communication strategy
- Receiving and taking care of foreign delegations (in particular, from South Africa) and journalist groups (for instance, in cooperation with the Goethe Institute)
- Budget-related monitoring of all items in cooperation with the Federal Court of Audit
- Answering queries by citizens related to the World Cup.

This list does not claim to be exhaustive. However, it does show the diverse and complex nature of the tasks which had to be mastered off the pitch. The many employees in all the ministries, departments, etc. contributed their expertise and tireless work over many years. A warm word of thanks goes to all the cooperation partners for their efforts (refer to Appendix XIV).

The Federal Institute of Sports Science (BISp) which belongs to the Federal Ministry of the Interior's area of responsibility prepared a bibliography titled "Football Culture". An additional volume (3rd volume) is to include literature that reviews the 2006 World Cup and analyses various aspects of the World Cup. This volume will be designed as a collection of material and reports. It will also feature the Federal Government's World Cup progress reports as well as this World Cup Final Report. The volume is due to be released in spring 2007 together with a CD-ROM version of the complete edition.



4. World Cup quotes and what the press had to say³



Politics:

Angela Merkel, Federal Chancellor:

“I am certain that the summer of 2006 will be remembered and remain in our hearts for a long time. We will recall the wonderful time, the great matches and the people from all over the world who we have come to regard as friends. Let us hope that the atmosphere with which we Germans presented ourselves to the world will prevail far beyond this summer!”

“The rest of the world did not believe that we could be happy for more than just an hour.”

Horst Köhler, Federal President:

“Let us not forget all those who worked tirelessly in the World Cup Office and in the projects of the Host Nation Strategy by the Federal Government as well as in DFB’s Organizing Committee – without them a major event like the World Cup would not have been possible.”

“I’m glad that I am no longer the only person with a flag on their car.”

Wolfgang Schäuble, Federal Minister of the Interior:

“The many volunteers from the different support organizations brought life to the motto “A Time to Make Friends”.”

³ Sources: onsport.t-online.de, Focus-online, 512mb.net, stern.de, Das offizielle WM-Buch (Bertelmann), dpa, DFL-Magazin.





Frank-Walter Steinmeier, Foreign Minister:

“Even the best of parties have to come to an end. We can look back on four weeks during which football ruled the world. We can recall exciting, dramatic and unforgettable matches, passionate emotions, cheering and euphoria – but above all we can recall the fantastic atmosphere and an intoxicating, international celebration never before experienced in our country.”

Luiz Inácio Lula da Silva, President of Brazil, connected via video link to the national team:

“Nobody here accepts the possibility that Brazil will not be the World Champion.”

Jacques Chirac, French President, when asked whether he had booked a seat for the final:

“Of course. The only uncertainty is whether Germany or Brazil will play against France”.

Football family:

Joseph S. Blatter (FIFA President):

“Never before has an event been presented in such an emotional and global manner as the FIFA 2006 World Cup in Germany which in light of this was the best World Cup of all time.”

Joseph S. Blatter referring to the quality of the grass at the World Cup:

“Natural grass pitches are not the ultimate solution.”

Franz Beckenbauer, Organizing Committee President:

“When I see the fans celebrating on the fan mile, then I say to myself that is how God in Heaven really planned the world.”



“I really enjoyed giving the Chancellor a hug after the game against Argentina. I would have liked to give her another hug. But the Italians put paid to my plans. That’s something I will never forget.”

Theo Zwanziger, DFB President:

“The voluntary helpers are the real winners of this World Cup.”

Jürgen Klinsmann, national team trainer, after Germany won the quarter-final penalty shoot-out against Argentina: “My feelings are all over the place.”

Jürgen Klinsmann explaining why he did not let Michael Ballack play in the opening match against Costa Rica:

“His calf was not where it should have been.”

Joachim Löw, Assistant Trainer, when asked about the fact that four European teams were left to compete in the quarter final after Argentina and Brazil were knocked out:

“We became world champions two days before, now we want to become European champions.”

Jürgen Klinsmann talking about the words exchanged with Franz Beckenbauer after the match for third place:

“The ‘Kaiser’ said”: ‘Keep on going!’ And I said: ‘We’ll see.’”

Bärbel Klinsmann, Jürgen Klinsmann’s sister-in-law, talking about the huge media presence in the Klinsmann bakery in Stuttgart-Botnang:

“It’s topsy turvy here, we have no time to actually work.”



Marco van Basten, trainer of the Dutch team, after they drew 0:0 against Argentina (Crown-Prince Willem Alexander is married to Maxima who is a native of Argentina):

“We managed to keep the peace in our royal home.”

Media:

Daily Telegraph, UK:

“The Germans began to have fun.”

La Gazzetta dello Sport, Italy:

“It’s Germany like it was in the 1970s. Klose, the top scorer of the World Cup, scored twice. And the Chancellor celebrated in the stands.”

Volkskrant, Holland:

“Germany is lit in black and white. The team turned its back on bureaucratic football and demonstrates an example of passion and adventure.”



The Swedish “Svenska Dagbladet” newspaper reporting on the DFB team:

“The home team has the perfect attack strategy, starting with a nimble Lahm at the rear, followed by a strong Ballack in the centre and a wild Schweinsteiger right up to the front with a fast close.”

Others:

Hartmut Frommer, Nuremberg City Attorney, on Friday, one day after the match between England and Trinidad and Tobago:

“Public order in Nuremberg was perfectly maintained during the visit by British fans.”

Headline of a press release issued by Dresden’s police, who on Tuesday night picked up three rioting footballs fans from New Zealand who wore the football jerseys of their British idols Beckham, Rooney und Owen:

“Damage to cars – Beckham, Rooney and Owen arrested.”



5. Honours and receptions



Federal President thanks helpers and praises the World Cup hosting strategy

At a reception ceremony held in Berlin's Bellevue Palace (14 July), Federal President Horst Köhler thanked the helpers of the World Cup Championship. Germany's head of state spoke in front of 200 invited guests who had come to represent the ten thousand World Cup helpers.

The guests included voluntary helpers as well as representatives from the police, the fire brigade, the Federal Agency for Technical Relief (THW), first aid services, along with employees from the hotel and catering industry, local public transport and the federal ministries. Federal Minister of the Interior Wolfgang Schäuble and DFB President Theo Zwanziger also took part in the event, author

Moritz Rinke read excerpts from his World Cup column to an appreciative audience.

“The World Cup is over, but it will remain forgotten – here in Germany and world-wide”, Horst Köhler said in recollection of the World Cup. The Federal President explicitly praised the work by the many volunteers, security forces and people in the services sector, and emphasised the excellent cooperation between the Federal Government and the German Football Association (DFB): “Let us not forget all those who worked tirelessly in the World Cup Office and in the projects of the Hosting Strategy by the Federal Government as well as in the DFB's Organizing Committee – without them a major event like the World Cup would not have been possible.”



Wolfgang Schäuble, Federal Minister of the Interior explained: “The many volunteers from the different support organizations brought life to the motto “A Time to Make Friends”.” DFB President Theo Zwanziger also found worlds of praise for the many who worked so hard during the World Cup: “The voluntary helpers are the real winners of this World Cup.”

Claudia Kraft from “Hotel Mercure Am Johannisplatz” in Leipzig and Jan Roman Redeker from Johann Lafer’s “Stromburg” hotel and restaurant were also invited to Bellevue Palace in honour of their work. These two winners of a competition which was held within the scope of the Nationwide Service and Hospitality Campaign (which formed part of the Federal Government’s hosting strategy) earned the title of “Germany’s Service Champion 2006” and are examples of creative, customer-orientated service in the hotel and catering industry.

Silver Laurel Leaf awarded to the national football team players

Berlin, 14 August 2006. Federal President Köhler thanked the players for the wonderful, unforgettable summer which they gave to Germany. It was the manner in which they presented themselves both on and off the pitch, their team spirit and their style which created the atmosphere that took hold of the entire nation.

He referred to Jürgen Klinsmann who despite criticism achieved what nobody had believed or thought to be possible, but he also pointed out that a project of this kind cannot be mastered by just a single person. Football is a team sport in which each and every player has a role to play. But it is the team that makes the strengths of each individual even stronger, each player in the team carries the next player, they motivate each other and become more than the individual.

The Federal President praised Oliver Bierhoff and Joachim Löw who helped shape the style of the team in a determined and persistent manner. He mentioned the helpers, the medical department, the psychologists, the game observers and func-

tionaries. The team’s determination and passion was contagious and was felt by all.

National team players were idols for many children and young people and bore a huge responsibility. The national team had certainly given a perfect demonstration: the fair gestures, congratulating after losing a match, victory celebrations without running down the opponent, being able to accept defeat with style and greatness, acceptance of an incorrect decision by a referee without loud protest, foregoing the increasingly intolerable play-acting: All this was part of the game and had a huge influence on children and young people. The national team proved its worth on a human level.



Medal awarded to Franz Beckenbauer during Germany's national holiday

On 4 October 2006, Federal President Horst Köhler awarded the Order of Merit of the Federal Republic of Germany to deserving citizens on the 16th anniversary of German reunification. One of the awardees: Franz Beckenbauer, president of the World Cup Organizing Committee.

From the laudatio: "Like no one else, he has been shaping German football for forty years now as a player, trainer and sports official. As a football artist and "gentleman on the pitch", he gave football in Germany a new, elegant and creative air. His work as coach was equally outstanding and culminated in Germany winning the World Cup in 1990 with Franz Beckenbauer. His tireless commitment is a crucial element which enabled the 2006 World Cup to take place in Germany and to become a unique and unforgettable event for our country and all the participants."

Former Federal Minister of the Interior Otto Schily appointed honorary DFB member

During the extraordinary national convention of the German Football Association (DFB) at the Congress Center Messe in Frankfurt am Main, the merits of four persons were specially honoured.

DFB Secretary General Horst R. Schmidt appointed Mr Otto Schily, former Federal Minister of the Interior, Mr Wilfried Straub, for many years League Director of DFB and Chairman of the Executive Board of the German Football League, as well as Dr. h. c. Alfred Sengle, member of the association's board for many years, honorary members of the association.

Noted Horst R. Schmidt: "Otto Schily, a long-standing enthusiastic football fan and a faithful follower of SpVgg Unterhaching, earned merits during his term in political office as a supporter of German sports and football in his capacity as Minister of the Interior or – as he preferred to put it – as "Federal Sports Minister". Together with Gerhard "Acker"





Schröder, ex-centre forward of the TuS Talle team, he formed a political dream team for seven years with whom DFB played quite a number of successful one-two passes during their term.

Right after he came to office in 1998, in the midst of the final application phase for the FIFA 2006 World Cup, he switched all traffic lights to green when it came to providing comprehensive government guarantees for FIFA. Furthermore, as Deputy Chairman of the Supervisory Board of the World Cup Organizing Committee, he also exerted a committed and crucial influence on the overall organization.”

Award for FIFA President Blatter – thanks go to the World Cup host

On 7 July 2006, FIFA President Joseph S. Blatter thanked the people of Germany for their great hospitality during the World Cup after he had previously received the Cross of the Order of Merit from Federal Chancellor Angela Merkel.

Joseph S. Blatter received the award for his merits for the 2006 World Cup in Germany from Federal President Horst Köhler. Those present at the

awarding ceremony at the Chancellery in Berlin also included Federal Minister of the Interior Wolfgang Schäuble, Franz Beckenbauer as well as the two DFB Presidents Theo Zwanziger and Gerhard Mayer-Vorfelder.

Blatter has been President of FIFA for eight years. He was “moved and touched” by the honour. He said he received it with “pride and emotion”. Blatter thanked the World Cup hosts: “The German people have achieved something unprecedented in football.”

The ceremony took place during a reception which the Federal Chancellor gave at the Chancellery for FIFA and the World Cup Organizing Committee. Federal Chancellor Merkel thanked FIFA and the national Organizing Committee for their excellent cooperation both before and during the World Cup. Addressing Franz Beckenbauer, head of the Organizing Committee, she said: “Without your commitment, the World Cup would not have come to Germany.” Federal Minister of the Interior Wolfgang Schäuble and the security forces also “did a magnificent job”, she continued.



6. Finance/World Cup sales surpass expectations

Investments by the Federal Government in the World Cup context

The Federal Government implemented a whole range of projects and measures which can be allocated to the 2006 World Cup without being carried in the budgets of the various ministries. Take transport, for instance: Since Germany was elected host nation in 2000, the Federal Government invested around €3.7bn in upgrading and expansion projects for the federal highway network. These costs were not budgeted as World Cup expenses but nevertheless benefited the 2006 World Cup.

The following projects were financed from the budget of the Federal Ministry of the Interior (BMI):

- Between 2000 and 2004, the Federal Ministry of the Interior supported the modernisation of Berlin's Olympic Stadium with a fixed sum of €195.8m and the modification of Leipzig's Central Stadium with €51.1m. This is an exception which reflects the particular situation of the two arenas (refer to appendix XI: Costs and financing of the twelve World Cup stadiums).
- Between 2003 and 2006, the Federal Ministry of the Interior made a total of €29m available to the Artistic and Cultural Programme during the 2006 World Cup. These funds were used to support around 50 outstanding projects in the following areas: exhibitions, dance/drama, music/radio plays, film/TV/video, literature and events/festivals (refer to appendix VII: Overview of projects under the Artistic and Cultural Programme).
- Furthermore, the BMI provided another €10m for the "Germany – Land of Ideas" initiative which was launched together with the Federation of German Industries (BDI) in order to

advertise Germany both at home and abroad as the World Cup host nation (refer to chapter 1.2.1 in part B).

Furthermore, the BMI and the Federal Ministry of Economics and Technology (BMWi) contributed €3m to the National-wide Service and Hospitality Campaign (refer to chapter 1.4. in Part B).

It is not possible to give a reliable number for the total sum invested in security for the 2006 World Cup because total expenditure in this area includes not just money spent by the Federal Government and federal Laender administrations, but also money spent by the private organizer on its security programmes and measures. The following details are available with regard to the Federal Government: The costs incurred by the Federal Armed Forces for support rendered within the scope of technical administrative assistance are estimated at around €4.4m on a full-cost basis and around €600,000 according to the rates charged for administrative assistance. Civil organizations are obliged to refund the full costs, whilst federal Laender and municipal administrations refund the rates charged for administrative assistance. Federal Laender, municipalities and civil organizations which requested support services will receive the related bills from the defence area administrations. Some costs have already been accounted for or billed.

- NATO did not charge the Federal Government any additional costs for NATO's AWACS aircraft operations during the 2006 World Cup. Like in the case of the 2004 Olympic Games in Greece and the 2004 European Championship in Portugal, the NATO AWACS aircraft operated within the scope of flights paid from the current operative budget of the NATO E-3A Component.



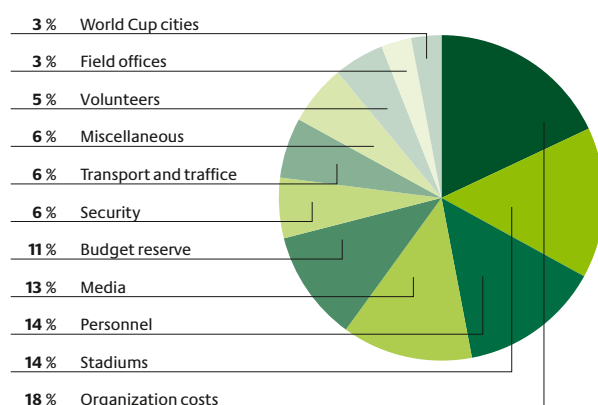
- The total costs of the Federal Police's operations during the 2006 World Cup were paid from the funds available from the 2006 budget. No additional funds were earmarked for expenses in this context.

World Cup Organizing Committee generates surplus/€101 million in tax revenue

The total budget of the 2006 World Cup Organizing Committee did not include any government money. No public funds went into financing DFB's application to host the 2006 World Cup, nor did the Federal Government issue an indemnity bond for the 2006 World Cup. DFB bore the entire risk of a potential economic loss with the 2006 World Cup, but in September 2006 managed to report a positive financial result for the World Cup.

The Organizing Committee recorded a pre-tax surplus of €135m. DFB paid €101m in taxes, including €43.7m in corporation and trade tax, €40m in value-added tax on ticket sales, €9.3m in wage tax, and €8m on account of social insurance contributions. FIFA received a €40.8m refund on the organization grant of €170m that had been paid to the German Organizing Committee in advance. The balance of €56.5m was equally shared by the German Football Association (DFB) and the German Football League (DFL) pursuant to the basic agreement between the two organizations. DFB hence recorded a profit of €28.25m – however, subject to change which may result from final audits.

Total budgeted expenditure of the FIFA 2006 World Cup Organizing Committee Without special budgets



Organizing Committee Vice President Dr. Theo Zwanziger who is in charge of finance and also Chairman of the Organizing Committee Supervisory Board since he was elected DFB President noted: "Higher revenue and lower expenditure: This is the relatively simple success formula and explains the unexpected, extremely positive result. Ticket sales alone were around €20m higher because we had assumed a stadium visitor rate of just 95 percent instead of the almost 100 percent reached. Staff handled the money for which they were responsible in a very diligent manner, so that the actual figures were at times significantly below budget in almost all areas. It was not necessary to resort to reserves, especially for security, because no special measures were necessary thanks to the peaceful course of events during this World Cup. In line with our statutes, all revenues are distributed to non-profit projects and thereby benefit the entire structure of our football. DFB acts according to its social responsibility. Money is given, for example, to the nation-wide school football drive; we are planning campaigns on integration, and are determined to intensify women's and girls' football. This means that grassroots projects will benefit first and foremost. Our federal-state associations will receive a total of some €20 million. What's more, we will also make our solidarity contributions towards sports as a whole in Germany."

The World Cup also yielded further positive economic effects for the twelve World Cup host cities and stadiums. The Organizing Committee paid €1.5m to each stadium operator, i.e. a total of €18m, as well as €300,000 to every city, i.e. another €3.6m. These grants were not paid from World Cup profits but were instead earmarked in the budget.

Noted Dr. Theo Zwanziger: "Generous participation by cities and stadiums was our wish and hence also part of our budget. At first, however, we had to wait and see whether revenues and expenditures would allow this. Now we are happy that we can thank our city administrations and stadium operators for their tremendous efforts. In light of this, this additional payment is more than justified."





In advance, stadium operators received rent payments corresponding to 15 percent of the respective net revenue from the sale of tickets on the basis of the stadium rent agreements, accounting for a total stadium rent of €33m. The individual amounts paid for each venue were calculated on the basis of the number of games, stadium capacity as well as ticket prices as a function of the respective tournament phase.

“I do not remember any World Cup or European Championship where stadium operators received a similar share in finance”, noted Organizing Committee Vice President Horst R. Schmidt. With an additional payment of €300,000 the Organizing Committee retroactively contributed towards the costs of the successful public-viewing events.

The total budget of the German Organizing Committee had been set at €430 million.

World Cup sales surpass expectations

It is generally not possible to precisely calculate the effects of the 2006 World Cup on economic developments in Germany. A rough estimate is, however, possible and there are indications of positive effects.

According to preliminary figures released by the Federal Statistical Office, Germany’s hotel and catering industry increased sales in June and July 2006 – i.e. during the World cup – by a nominal four percent against the same months the year before. This corresponds to an estimated increase in sales of around €300m. Hotels, in particular, managed to benefit from the 2006 World Cup. They recorded a nominal 8.5 percent or around €220m increase in sales.

All other areas of the hotel and catering industry saw sales rise too. Caterers, including airline caterers, for example, recorded an increase of 6.7 percent or around €35m. However, part of this increase in sales might also be explained by generally good business in this sector. Those parts of the catering industry mostly selling beverages (such as bars, discotheques) recorded an increase in sales by close to 4.7 percent (around €34m) – not least due to the good weather too. Compared to this, restaurants mostly selling food saw sales increase by just 0.3 percent or around €2m.

The World Cup effect was noticed most clearly by retailers of entertainment electronics. Whilst other areas saw at best average increases, this



sector managed to increase its sales in nominal figures from December 2005 to the end of June 2006 by 5.2 percent or around € 227m, for example, with flat-screen TVs. Part of this increase in sales is probably also due to purchases made before the end of 2006 in light of the increase in value-added tax as of 1 January 2007. The retail industry as a whole increased its nominal sales during this period by just 1.2 percent. The impact of the World Cup was particularly pronounced with regard to the number of overnight stays in hotels and boarding houses. When the 2006 World Cup kicked off, the number of overnight stays rose by more than eight percent compared to the previous year, and in May, the number of foreign guests was already up more than 10 percent against the previous year and by 31 percent in June. The German Retail Federation (HDE) was content with World Cup business and expects a direct World Cup impulse corresponding to two billion euro.

In July 2006 the number of overnight stays increased by two percent against the same month in the previous year. In July 2006, hotels and boarding houses with nine and more beds as well as camping grounds in Germany recorded a total of 41.5 million overnight stays. Guests from abroad accounted for a superproportional increase. The number of overnight stays by foreign visitors increased by nine percent compared to July 2005 to 6.7 million. However, the high increase rates of June 2006 (plus 31 percent) were not matched again. This is probably related to the fact that the World Cup ended on 9 July 2006. Most matches took place in June, with only six remaining in July. In contrast to this, the number of overnight stays by German guests increased by just one percent to around 34.9 million compared to July 2005.

The high value generated in retail business was also mirrored by a significant increase in employment. Security services, as well as advertising firms, canteen services and catering businesses, in particular, recorded a significantly high increase in employment figures.



The numbers which are now available on the effect of the World Cup for the economy as a whole surpass expectations.

DIHK company survey in autumn 2006 shows: The World Cup stimulated business

From the perspective of the business community, the 2006 World Cup not only lifted spirits in the country, but also boosted business in many a case. Of more than 19,000 businesses surveyed all over Germany, one in nine companies reported that the World Cup had a positive effect on business. In regions where matches took place, this value increased to almost one in seven.

The most important economic stimulus was due to a greater willingness among Germans and foreign football fans to spend money. Almost 50 percent of businesses who reported a positive effect of the World Cup also reported increased sales in this context. According to DIHK, the following industries benefited in particular from the staging of this large event in Germany: tourism, the hotel and catering industry (29 percent), the airline industry (52 percent), security firms (29 percent), the food industry (24 percent), media and film companies (25 percent) as well as advertisers (18 percent).



However, the following result also illustrates the positive effect of the World Cup even beyond its term: Around half the companies who reported positive business impulses from the World Cup consider the gain in reputation for Germany and its products to be the underlying reason for the economic success of this mega event. Many German businesses used the World Cup as an advertising platform. DIHK estimates a bottom-line growth effect on GDP of 0.3 percentage points and a plus of somewhat more than 50,000 jobs – even though many of these jobs are just temporary.

Taxation of players' bonuses within the scope of the 2006 World Cup

Taxation of bonuses paid to players and coaches during the 2006 World Cup in Germany is subject to section 50a (4) of the German Income Tax Act.

The football association which owes the bonus is responsible for deducting the tax on behalf of the respective team members. This withholding tax totals 20 percent of revenue plus a 5.5 percent solidarity tax on the amount of the withholding tax, i.e. a total of 21.1 percent.

DFB acts as an agent for these purposes and communicates the bonuses to be paid by the participating associations on their behalf to the German tax authorities. It should be noted here that individual associations did not pay any bonuses on the one hand and that tax exemption was applied for and granted to individual players from other nations on the basis of double taxation agreements.

The revenue from this withholding tax is expected to total around €7.2m. Following submission of the related returns by DFB, this sum will be directly paid by FIFA to the German finance administration. This procedure was agreed to by the finance administration, FIFA and DFB and ensures that the respective associations will in fact pay the withholding tax due.

Appendix IV contains information concerning customs and tax rules for the 2006 World Cup.



7. Federal Foreign Office analyzes Germany's image abroad



The Foreign Office and the German diplomatic representations abroad used the World Cup to advertise Germany as a modern, open and welcoming country. A host of projects was launched in the areas of foreign cultural policy as well as media and PR work. On conclusion of the World Cup, the diplomatic representations documented in detail the effects of these activities and of the 2006 World Cup itself on Germany's image in their respective host countries.

In an article for the DFL magazine (Deutsche Fußball-Liga), Foreign Minister Frank-Walter Steinmeier noted that the 2006 World Cup had a very significant role to play in overcoming stereotypes and promoting a positive notion of Germany. The reports by the foreign representations confirm this. In countries where Germany already has a good image, this opinion was reinforced and new aspects were added. In countries that were traditionally more critical, the 2006 World Cup led to a questioning of old stereotypes. Germany and its people were seen for the first time to be relaxed, friendly and emotional. The familiar "typically German" virtues of order, thoroughness, cleanliness, punctuality and awareness of safety and security were now supplemented by attributes

such as warm-hearted, open, hospitable, joyous and fair, whilst old prejudices (stubbornness, no sense of humour, hostility towards foreigners, emotional coldness) were abandoned. The successful attempt to be a good host nation, the fantastic performance by the home team, the enthusiasm of the many, mostly young spectators at the "fan miles" and the "easy-going" patriotism earned Germany the sympathies of the entire world.

Quotes from reports by German diplomatic representations

Abu Dhabi embassy:

"The World Cup in Germany was without doubt the best PR campaign for the Federal Republic of Germany in its entire history."

Stockholm embassy:

"The World Cup gave the "Germany" brand a much stronger boost than a million political press campaigns would have been able to."

London embassy:

"No event since the wall came down probably had such an intensive and positive impact on Germany's image. The British public again and again congratulated us on this... Germany's image has turned into almost enthusiastic perception."

Wellington embassy:

"The World Cup was of enormous value for Germany's image. There can be no better event."





Beijing embassy:

“Germany welcomed us as true friends. It is now time to say: Thank you, Germany!” (From the press)

Washington embassy:

“Even with the defeat of its national team, Germany is the real winner.” (From the press)

A “new German patriotism” was also positively seen in many countries:

Ankara embassy:

“Germans reconcile themselves with their national flag.”

Washington embassy:

“After a successful World Cup, patriotism brings the country ahead”.

What Germany experienced was not discriminating nationalism (New York Consulate General) but “patriotisme bon-enfant” (Paris embassy).

Germany as a whole experienced an enormous boost to its image. The colourful and peaceful pictures of the World Cup were seen all over the world. A country’s image is an important factor in international competition. It seems that the image of Germany experienced the strongest positive upturn in the UK. Only reports from Poland and Italy suggest that prejudices in those countries were not effectively countered. This is the exception in the positive perception of Germany which was otherwise positive throughout during the 2006 World Cup.



8. The Federal Government's Artistic and Cultural Programme for the 2006 World Cup in retrospect

The Federal Government's Artistic and Cultural Programme for the 2006 World Cup under artistic director André Heller was launched in 2003 with funds of more than €30m earmarked for this programme.

Nationale DFB Kulturstiftung gGmbH as the organizer of this programme drew a total of €23.85m of this sum and contributed another €7.3m from its own revenue. The Artistic and Cultural Programme was hence carried out, as planned, with a budget of around €31m.

The programme comprised around 50 projects covering all sectors of art and culture. The biggest and best-known project was the tour by the football globe of all twelve World Cup cities. All the projects together attracted 3.5 million visitors. The press and media response abroad was calculated at 4.2 billion contacts – a high value. Other

positive elements included extensive coverage of individual projects in many other countries around the globe and the fact that such a programme existed at all.

The press echo as a whole was very positive, but this does not rule out critical voices in individual cases. The sometimes very rigid boundaries between football on the one hand and art and culture on the other became more flexible. This Artistic and Cultural Programme was unique in many respects and gave many stimuli.

More details of the Federal Government's Artistic and Cultural Programme for the 2006 World Cup can be found in chapter 1.3. in Part B. Furthermore, the DFB's Culture Foundation has prepared an extensive documentation which can be downloaded at www.dfb-kulturstiftung.de



9. Outlook for the “Germany – Land of Ideas” initiative

Deutschland Land der Ideen



“Germany – Land of Ideas” is the joint initiative by the Federal Government and the German business community, represented by the Federation of German Industries (BDI) that was launched in conjunction with the 2006 World Cup. The aim of the campaign was to present Germany as an innovative, open and enthusiastic country to people in both Germany and abroad. Federal President Horst Köhler is the patron of this campaign. “Germany – Land of Ideas” is supported by many German companies and cooperation partners from the world of science, culture and society, and has so far implemented the following central projects: the “Walk of Ideas” sculpture park, the “365 Landmarks in the Land of Ideas” event series, the FanClub, the international media service, the

“Welcome to Germany – Land of Ideas” initiative and joint measures in cooperation with the Federal Government’s “Invest in Germany” marketing agency under the title “Invest in Germany – Land of Ideas”.

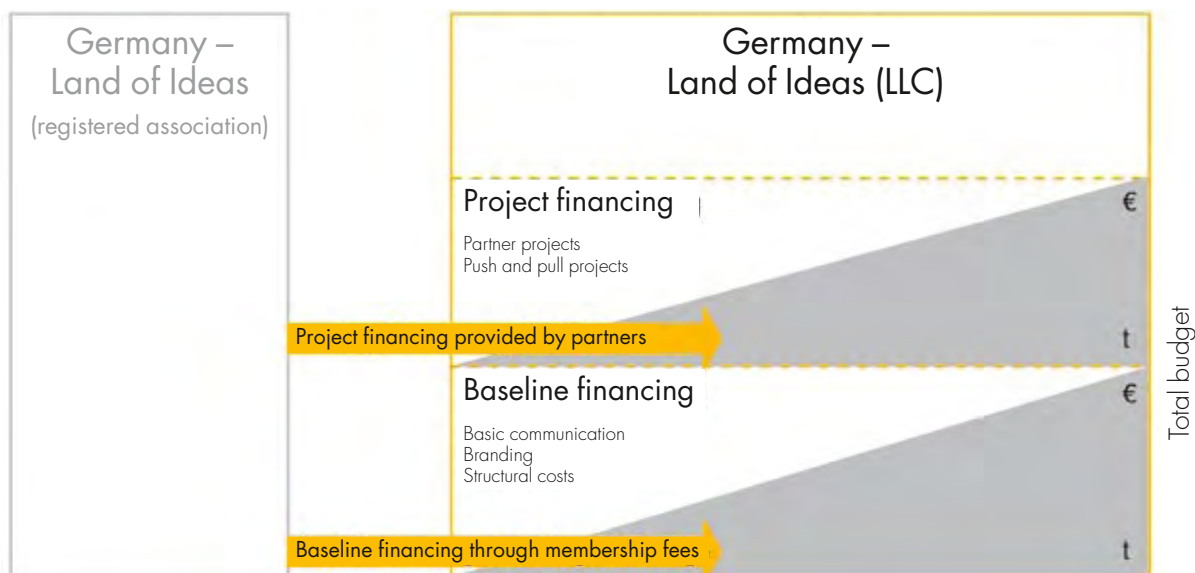
Drawing on the success of the work during the World Cup year, the “Germany – Land of Ideas” initiative has become a sustainable communication platform for Germany. In 2007, the initiative will be organized on an even broader foundation. This was resolved by the Advisory Council whose members include, for example, Federal Minister of the Interior Wolfgang Schäuble and BDI President Jürgen Thumann. Membership in the “Deutschland – Land der Ideen e. V.” supporting organization, which was established at the beginning of November, is open to interested parties from the fields of business and politics, all other areas of society and private individuals wishing to contribute towards this initiative. The international campaign is managed and implemented by the “Deutschland – Land der Ideen GmbH” firm, a spin-off of FC Deutschland GmbH. For further information, please visit www.land-der-ideen.de.





 The "2007 Initiative"

Basic communication through baseline financing (membership fees), project communication through projects and partners



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2006 FIFA World Cup Germany™
June 9 – July 9



B

Documentation of the 2006 World Cup Hosting Strategy and other topics



1. The Federal Government's Hosting Strategy for the 2006 World Cup

1.1 Government guarantees/federal ministry projects

Visa issuing by the German diplomatic representations abroad

Within the scope of its guarantees for hosting the 2006 World Cup, the Federal Government assured FIFA that it would provide guests coming from all corners of the earth and requiring a visa to enter Germany with a fast and obliging visa service. The eleven qualified countries requiring visas were: Angola, Ivory Coast, Ecuador, Ghana, Iran, Saudi Arabia, Serbia and Montenegro, Togo, Trinidad and Tobago, Tunisia and Ukraine.

The Foreign Office together with the Federal Ministry of the Interior, the Organizing Committee and with the involvement of the related data protection authorities, drafted a concept for issuing visas for the 2006 World Cup which implemented the government guarantee (refer to Appendix III). The applicable provisions under European and German foreigners law also had to be adopted for the issuing of visas to World Cup visitors and participants.

The Federal Foreign Office and its diplomatic representations abroad introduced all precautions both prior to and during the World Cup in order to ensure, in line with the guarantee given by the government, that prompt and service-orientated visa issuing procedures were warranted for visitors to the 2006 World Cup.

In Spring 2006, the Foreign Office sent advisory teams to the diplomatic representations where an increase in visa applications was to be expected in light of the World Cup. In cooperation with the employees at the representations, these teams drafted strategies to optimise personnel deployment and to improve organizational procedures at

visa offices. Structural changes or office containers were installed at some offices in order to provide the space needed to master the increase in visitor numbers in the run up to the World Cup.

The required technical capacity was achieved through reorganization, i.e. the introduction of appointment management systems, the extension of office hours and the setting up of an IT service office that was manned around the clock.



With a view to personnel, correct processing of the high number of visa applications was ensured by employing the entire visa staff available on site, the provision of targeted personnel support for particularly affected diplomatic representations on the part of the headquarters of the Foreign Office, the Federal Office for Migration and Refugees and the Federal Police. In addition to personnel support for certain diplomatic representations, a standby team of flexible visa specialists was formed in the "job pool" of the Foreign Office from where people were deployed to areas with a temporarily high personnel demand. Some diplomatic representations strengthened their ranks by employing locally recruited staff who performed support tasks under the supervision of the visa specialists deployed. A ban on holidays for the months prior to the World Cup was imposed on staff at the visa offices in particularly affected diplomatic repre-



sentations. At many diplomatic representations, it was necessary to continue operating at weekends and on bank holidays during this period.

In the weeks before and during the 2006 World Cup, the diplomatic representations in the eleven participant countries alone which required a visa for the 2006 World Cup issued a total of 40,000 visas where applicants stated that the World Cup was the purpose of their visit. Some foreign representations saw the number of visa applications due to the World Cup multiply several times compared to other comparable periods of time.

Thanks to the efforts especially of staff at the visa offices at the German diplomatic representations abroad, it was possible not just to fulfil the government guarantee but also to check each and every application in order to prevent any visa misuse.

Work permits

In June 1999, the then Federal Ministry for Labour and Social Order warranted in a guarantee declaration issued to FIFA permit-free access to the German labour market for FIFA officials (including referees and their assistants), players and paid staff of participating teams, representatives of official FIFA partners, official LOC suppliers and official licensing partners, media representatives, including technical staff, as well as employees of FIFA's TV and marketing partners.

Persons accredited by the Organizing Committee to prepare for, participate in, carry out and follow up the World Cup were issued residence permits without having to obtain approval by a government employment agency. The order dated 22 November 2004 (Section 12 of the ordinance on the admission of foreigners for the purpose of taking up employment (§12 Beschäftigungsverordnung)) came into effect on 1 January 2005 and was successfully applied both at the FIFA Confederations Cup Germany 2005 (now referred to as the Confederations Cup 2005) and at the 2006 World Cup.

Within the scope of the 2006 World Cup, the Organizing Committee carried out around 170,000 accreditations. When it came to accreditations for



citizens of non-EU countries, the Organizing Committee issued residence permits which granted the holder the right to work without having to involve the Federal Employment Agency.

The government guarantees concerning working hours for persons accredited by FIFA were fulfilled by the federal Laender responsible for enforcing the Working Time Act. For the purpose of preparing, conducting and finishing up after the final round of the World Cup, it was possible to extend working hours and to employ workers on Sundays and bank holidays for the period from 1 May to 20 July 2006 without having to obtain specific official approval or having to register.

Most federal Laender issued general orders based on the Working Time Act which permitted general exceptions to statutory working time regulations. This ensured that it was possible to extend the maximum working time generally permitted by law (eight hours per working day) for persons to whom the government guarantee applied. If possible, working time was not to exceed 60 hours a week, however, it was also possible to extend this. The relevant persons did not have to obtain official permission, nor did they have to report plans to



work extended hours. Baden-Württemberg's Ministry for Labour and Social Affairs instructed its public authorities to apply uniform rules to exceptions to the Working Time Act. Some federal Laender (Bremen, Mecklenburg-West-Pomerania, Saarland, Schleswig-Holstein) where no World Cup matches were played, did not adopt a general order.

The Working Time Act was applied without difficulty in all federal Laender to the persons accredited by FIFA.

Customs and tax procedures / banking and currency exchange

In a letter dated 13 July 1999, the then Federal Minister of Finance Hans Eichel issued the following guarantees to Egidius Braun who was at that time President of the German Football Association:

- The temporary import and export of goods necessary for organizing the 2006 World Cup will be permitted without restriction (on unhindered and fast transport routes and without imposing customs fees, VAT or another other statutory taxes and duties).
- The FIFA, its representatives and employees, referees, guests and national associations and their teams taking part in the 2006 World Cup, with the exception of players and trainers, will not be taxed – with the exception of VAT – either directly or indirectly before, during or after the 2006 World Cup nor will they be charged duties in conjunction with or as a consequence of the 2006 World Cup.
- FIFA will not be classified as an organization with a permanent business facility for the purposes of the German Income Tax Act. Moreover, direct payments and revenues by and of FIFA, or payments by FIFA to the continental associations, the national associations or teams, excluding players and trainers, will not be liable to income tax, withholding tax or other types of tax, with the exception of turnover tax.

- In addition to this, it was warranted that foreign currency could be brought into and taken out of Germany without restriction in conjunction with the 2006 World Cup; this also applied to the exchange of such currencies to and from a freely convertible currency (US dollars or Swiss francs). The exchange of different currencies will also be possible within the country in line with the rules customary on the international currency market.
- In a corresponding letter by Hesse's Ministry of Finance dated 21 June 1999 which was approved by the supreme finance authorities of the federal Laender and the Federal Ministry of Finance (BMF), FIFA and the members of the FIFA delegation were granted comprehensive tax exemption pursuant to Section 50(7) of the German Income Tax Act (§ 50 Abs. 7 EStG) for income and revenue in conjunction with the 2006 World Cup.

In September 2002, the BMF together with the supreme finance authorities and the Organizing Committee agreed to draft an information brochure/guideline dealing with complicated income tax and corporate tax regulations in a clear and up-to-date manner. This information is specifically designed for the participating foreign football associations and their employees as well as the officially registered team managers, trainers and the 23 players (team members). A first draft was presented in October 2003 which foresaw the following elements:

- Details of customs regulations, in particular exemptions from import duties
- General tax information and regulations concerning income and corporate tax
- Issues related to turnover tax.

In addition to this, it was necessary to clarify with the ministries of the federal Laender a host of organizational measures (e.g. determining a central tax office; imposing taxation obligations upon the participating national football associations, determining powers of attorney; retention) in order to warrant uniform taxation as stated in the guarantees for the players and trainers of foreign



football associations participating in the 2006 World Cup.

In June 2004, it was agreed that the Frankfurt am Main I Tax Office was to act as the central tax office. This meant that it was possible for Hesse's Ministry of Finance and the Organizing Committee to discuss and clarify the other details (for example, taxation in analogy to the rules adopted for the World Cup in Korea/Japan in 2002).

In June 2004, the German Football Association as the host for FIFA requested from Hesse's Ministry of Finance that the government guarantees issued for the 2006 World Cup also be applied to the Confederations Cup 2005 (held in June 2005). FIFA saw an inseparable link between the 2006 World Cup and the Confederations Cup 2005 because FIFA regarded the Confederations Cup 2005 as an integral part of the 2006 World Cup since it essentially served as a test for the organizational implementation of the plans for the 2006 World Cup. The supreme finance authorities of the federal Laender with the approval of the BMF representative met with this request in August 2004 and informed the German Football Association of this decision.

After all the participants (in particular, FIFA, the Organizing Committee, Hesse's Ministry of Finance and the Federal Ministry of Finance (BMF)) agreed to impose income tax in the same manner as during the 2002 World Cup in Korea/Japan, the final version of the brochure titled "Information on customs and tax regulations for the FIFA 2006 World Cup" was adopted by the Federal Ministry of Finance, Hesse's Ministry of Finance and the Organizing Committee in October 2004; this brochure was also to be translated into the other official FIFA languages, i.e. English, French and Spanish. Due to the promise to already apply the government guarantees during the Confederations Cup 2005, an additional agreement was made to issue a corresponding brochure for the Confederations Cup 2005 – also to be issued in the four official FIFA languages. At the end of April 2005, this special brochure by the BMF was presented to FIFA in all four languages.

At the end of March 2005, the Federal Ministry of Finance granted in conjunction with the Confederations Cup 2005 for representatives, staff and official guests of FIFA, referees and their assistants and the participating foreign team delegations privileged clearance in order to formally facilitate customs clearance. In early April 2005, the Organizing Committee was given the names of staff at the airport customs offices in each Confederations Cup 2005 host city who were to be contacted in the event of any difficulties with customs clearance for individuals or cargo.

In mid-January 2005, the Federal Ministry of Finance (BMF) published on schedule the special brochure with information on customs and tax regulations for the 2006 World Cup in the four official FIFA languages (German, English, French and Spanish) which was made available to the Organizing Committee (refer to Appendix IV). Also in January 2006, the Organizing Committee was given the names of staff at numerous airport customs offices who were to be contacted in the event of any difficulties with customs clearance for individuals or cargo. A similar procedure was applied during the Confederations Cup 2005 and was positively received by all concerned.

In April 2006, privileged clearance in order to formally facilitate customs clearance was granted to certain groups of individuals – just like during the Confederations Cup 2005.

In addition to fulfilling the customs and tax-related government guarantees, the Federal Ministry of Finance also supported various efforts to successfully implement projects related to the 2006 World Cup: For instance, in the years 2000 and following the Federal Government pumped €195.8 million into the modernisation of Berlin's Olympic Stadium and €51.1m into the restructuring of Leipzig's central stadium. The support for these two stadiums took the special situation of the arenas in question into consideration and was an exception because the Federal Government does not usually support football stadiums. In the case of Berlin's Olympic Stadium, the Federal Government as the former owner was under obligation due to the





backlog in repair in recent years. Furthermore, a suitable stadium had to be provided with a view to the international scale of the 2006 World Cup in Germany's capital city. The purpose of supporting Leipzig's main stadium was to enable World Cup matches to be hosted in the new federal Laender. This measure was also designed to improve the sport infrastructure in East Germany.

In November 2002, the Federal Ministry of Finance had promised the Organizing Committee up to €30 million for the implementation of a cultural framework programme (securing a suitable, overall national representation, including cultural events) in the years from 2003 to 2006. These funds were actually provided by the Federal Ministry of Finance on the basis of yearly budgets and on condition that the Organizing Committee and/or the Nationale DFB Kulturstiftung WM 2006 gemeinnützige GmbH (DFB cultural foundation), which was set up to implement projects, were able to convincingly present projects that were eligible for financing.

Security

Warranting security was a key precondition for the success of the 2006 World Cup as an "event that unites people". Within the scope of the application procedure, the Federal Government also issued the "Security" government guarantee. The Federal Government and the federal Laender, privates organizers and hosts as well as all the organizations involved in the extensive security preparations and measures during the 2006 World Cup effectively cooperated in the run up to and during the World Cup. Much was achieved in the field of security which was considered to be almost impossible by some. It was a wonderful demonstration of the fact that joviality and security do not contradict each other. Spectators in the stadiums and fans throughout Germany from all over the world were able to celebrate and rejoice because they felt both welcome and safe at all times. This was also the result of the national and international security strategy which had been drafted prior to the 2006 World Cup and which was based primarily on prevention and extensive communication.

Together with all the security partners, the necessary structural and strategy-related foundations for the successful implementation of the government guarantee "Security" had already been laid down during the preparation phase for the Federal Government's security measures for the 2006 World Cup. The Federal Government and Laender Committee (BLA), as the central coordination committee appointed by the Standing Conference of Interior Ministers of the Laender (IMK), had a particularly important role to play in the development and updating of the National Security Strategy for the FIFA 2006 World Cup and in the coordination of international cooperation with the 36 participating, neighbouring and transit countries. This committee which was headed by the Federal Ministry of the Interior included representatives from security authorities from the Federal Government and the federal Laender, from organizers and hosts, as well as other security partners.

The Confederations Cup held in 2005 was a milestone of strategy preparation and a practical test run for major parts of the National Security Strat-



egy for the 2006 World Cup. This test run paved the way for an evaluation ordered by the Standing Conference of Interior Ministers of the Laender in which it was possible to identify the need to modify and update the National Security Strategy with a view to the 2006 World Cup. An updated version of the National Security Strategy was adopted by the Federal Government and Laender Committee at its 9th meeting on 14 February 2006. The Standing Conference of Interior Ministers of the Laender approved the thus updated “National Security Strategy for the FIFA 2006 World Cup” and confirmed that this framework strategy formed the basis for the security measures to be adopted (refer to the summary attached hereto as Appendix V), especially in addition to the framework strategy of the police and the Federal Government.



In response to a resolution by the Standing Conference of Interior Ministers of the Laender, the project group sub-committee on police command, deployment and crime prevention (PG UA FEK) for the 2006 World Cup also drafted a “Framework strategy for mastering police operations during the 2006 World Cup in Germany”. This framework strategy considers the experience gained at past international tournaments, especially the EURO 2004 in Portugal, and based on this experience features a detailed description of all police measures on an operative level for the 2006 World Cup in Germany.

With regard to hooliganism, Germany’s police were particularly successful with preventive law

enforcement measures when dealing with people who threatened to commit acts of violence before the 2006 World Cup began. Potential troublemakers were specifically warned, certain individuals were required to report to the police or banned from entering inner cities or stadium areas. Thanks to this kind of early action, it was possible to largely prevent any significant incidents of violence between German and foreign fans.

The field of politically motivated crime depended heavily on an up-to-date risk evaluation and this was warranted at all times by the national and international offices involved under the leadership of the Federal Criminal Police Office (BKA), thus enabling the implementation of adequate security measures. All in all, the number of politically motivated crimes, general or organised crime in conjunction with the 2006 World Cup was low throughout.

During the World Cup, security in the stadiums was warranted throughout despite smaller disruptions (three so-called “pitch invaders” and the isolated igniting of pyrotechnical objects). The almost 2,000 public-viewing events held during the 2006 World Cup were a striking feature of this World Cup. No disruptions of any significant dimension were caused by visitors to these events. The security standards developed by the project group sub-committee on police command,



deployment and crime prevention and approved by the Standing Conference of Interior Ministers of the Laender, which were implemented exclusively as conditional permits for organizers, formed an





Bund-Länder-Ausschuss	Federal Government and Laender Committee
“Nationales Sicherheitskonzept WM 2006”	“2006 World Cup National Security Strategy”
Vorsitz: Bundesministerium des Innern	Chaired by: Federal Ministry of the Interior
DFB/OK WM 2006	DFB/2006 World Cup Organizing Committee
BMVg	Federal Ministry of Defence
Auswärtiges Amt	Federal Foreign Office
Bundeskanzleramt	Federal Chancellery
BMFSFJ	Federal Ministry for Family Affairs, Senior Citizens, Women and Youth
BMI diverse Referate	Federal Ministry of the Interior, various units
BMGS	Federal Ministry of Health and Social Security
BMVBS	Federal Ministry for Transport, Building and Urban Development
Ein Vertreter IM/IS pro Bundesland	One representative of IM/Internal Security for each federal Land
PFA	Police Academy

UA FEK_PG WM 2006	Project group sub-committee on police command, deployment and crime prevention for the 2006 World Cup
Bundeszentrale für politische Bildung	Federal Agency for Civic Education
BKA	Federal Criminal Police Office
BPOL	Federal Police
BfV	Federal Office for the Protection of the Consitution
ZIS	Central Sports Information Unit
DLH	DLH
DB AG	DB AG
BBK	Federal Office for Civil Protection and Disaster Response
THW	Federal Agency for Technical Relief
RKI	Robert Koch Institute
Deutscher Städtetag	German Association of Cities and Towns
Deutsche Sportjugend/KOS	German Sports Youth/coordination centre
BiSP	Federal Institute of Sports Science
Nationaler Ausschuss Sport und Sicherheit	National Committee on Sport and Security

important foundation for success. Due to the large crowds of German and foreign fans, these areas were even expanded in many cities.

Temporary internal Schengen border controls adapted to the situation were conducted under the responsibility of the Federal Police. In this context, the legal possibilities for rejecting foreign nation-

als who were a threat to public safety and order in Germany were checked and implemented.

Comprehensive international cooperation with the foreign participating countries and with neighbouring and transit countries, which were relevant for security preparations, also helped to make this World Cup such a success. The many dif-



ferent forms of international cooperation during the 2006 World Cup not only reflected the global importance of this sport event, they also highlighted that despite the clear security responsibility of the host nation, the event-related preparation and implementation of security measures for an event of this dimension must be internationally co-ordinated and jointly implemented in order to ensure their success. In addition to existing forms and types of cooperation, the “joint statements” developed for the first time in this manner for event-related international cooperation with partner countries formed an important basis and helped achieve greater security during the international security preparations for the 2006 World Cup. Germany’s federal and state (Land) police forces cooperated closely with liaison officers deployed to Germany who supplied the German police with particularly valuable information concerning their national team’s supporters. An innovative approach was pursued with the transfer of sovereign rights to foreign police forces in the Federal Police’s sphere of responsibility and with the deployment of liaison public prosecutors from two nations that qualified for the 2006 World Cup. The forces from 13 European countries who were deployed to perform customary Federal Police work did an excellent job and were competent contacts for their fellow countrymen. On the whole, the more than 570 foreign officers who provided advice and support contributed greatly to a peaceful and safe celebration of football in Germany.

The overall positive atmosphere was significantly enhanced by the police’s understanding of its role as the security authority for the 2006 World Cup. Although service was given high priority, the adequate security measures were not conceived to be annoying. Circumspect behaviour on the part of the police met with a positive response and considerable recognition both in Germany and abroad.

The National Information and Cooperation Centre (NICC), a joint initiative by 22 cooperation partners, successfully performed its task of gathering, bundling and steering information. This war-

ranted that the Federal Government was “available” at all times to answer questions concerning the “Security” guarantee issued by government. The NICC (which is part of the Federal Ministry of the Interior) prepared approximately 50 national situation reports and was visited around 80 times by specialists (individuals and groups).

Tasks performed by the Federal Office for Civil Protection and Disaster Response (BBK) and by the Federal Agency for Technical Relief (THW)
The area of non-police danger prevention was well-prepared and tested in many different drills in all of the World Cup host cities. We are pleased to report that there were no large-scale emergencies during the 2006 World Cup. The authorities involved impressively demonstrated their competence during events that were typical for the World Cup. This success was largely due to the disaster response plan which was a sub-strategy of the National Security Strategy. The aim here was to



ensure in an emergency the best-possible care for all visitors and guests at the World Cup. With the support of the Federal Government and especially backed by the Federal Office for Civil Protection and Disaster Response (BBK) and the Federal Agency for Technical Relief (THW), the federal Laender largely responsible for the fire service, rescue services and disaster relief therefore prepared themselves to deal with situations that were much more demanding than day-to-day rescue and fire-fighting situations. This applied especially to all the match venues and public-viewing venues, so that in the event of a major emergency prompt and comprehensive help could be ensured and





the best-possible medical and other care given in the case of a high number of casualties. Another important part of updating this sub-strategy involved ensuring that each federal Land could warrant under its own responsibility information concerning individuals in the event of a large-scale emergency.

During the 2006 World Cup, the Federal Office for Civil Protection and Disaster Response (BBK) performed a host of different tasks: For instance, it supported the World Cup host cities and the federal Laender during the extensive preparations in the field of non-police danger prevention. This involved above all training specialists and units and hosting events on special topics. In addition to this, the World Cup host cities were also primarily supplied with equipment (basic medical packs/NBC protection equipment). During the 2006 World Cup, the manning of the Joint Reporting and Situation Centre of the Federal Government and federal Laender was stepped up, so that it was able to operate as a liaison office for urgently needed resources on national and international level.

In the National Security Strategy, the role of the THW (Federal Agency for Technical Relief) was primarily to support danger prevention authorities in the event of a high number of casualties. In addition to the THW units in place throughout Germany, support was also available especially in terms of deployment options such as command support, lighting, preparation of marshalling areas, guidance and road blocking services and

logistics, as well as specialists with different areas of expertise. The Agency's forces handled the supply of first-aid zones with electricity and light, support for rescue measures, the preparation and maintenance of marshalling areas as well as catering for the forces. On a local level, the Federal Agency for Technical Relief provided command support, took over the management of local units and deployed advisers. An average of 700 voluntary helpers were deployed on match days. The greater part of the 210,000 hours worked by these helpers were spent preparing, carrying out and following up the World Cup.

Furthermore, the Agency provided specialists to maintain communications under emergency conditions and to locate and secure buildings under complex, hazardous situations. Outside the stadium, voluntary THW forces were in action at fan festivals and public viewing events and in order to support the Federal Police.

Support by the Federal Armed Forces (Bundeswehr)

The logistic and technical support by the Federal Armed Forces and NATO helped to ensure that the 2006 World Cup remained a peaceful event: More than 100 applications for support in the field of "technical administrative assistance" highlight the need for these services. The majority of these applications were for paramedical support. Other applications were primarily for the provision of accommodation and catering for federal and federal-Land police forces and for technical support by NBC defence experts and officers.



In this context, around 1,700 soldiers were deployed from more than 50 locations. In addition to this, the Federal Armed Forces held another 5,300 soldiers and civil employees in stand-by in anticipation of large-scale emergencies during the 2006 World Cup. Due to the smooth course of events during the World Cup, it was not necessary to deploy these additional resources.

All resources of the Federal Armed Forces which were not deployed abroad along with their capabilities were generally made available for the support options contemplated in this strategy.

In cooperation with the other ministries involved in the National Security Strategy and in support of the police stations in charge, preparations by the German Luftwaffe to secure the airspace also went according to plan.

The Federal Minister of the Interior had requested approval for use of AWACS aircraft within the scope of the 2006 World Cup. The use of these aircraft and the forces of the Luftwaffe's airborne airspace defence made it possible to adequately secure the airspace during the 2006 World Cup during periods identified as high-risk times.

Evaluation confirms Security Strategy

Security for the 2006 World Cup required close cooperation between organizers and the host. There were many interfaces and a great deal of interlinking between police security and organizational security and/or security measures subject to private law. Close and trust-based cooperation with the (private) host, i.e. FIFA's Organizing Committee for the 2006 World Cup, was crucial for the peaceful and safe course of events during the tournament.

The accreditation and ticketing procedure for which the Organizing Committee was responsible proved – also in retrospect – to be an important and effective component of the National Security Strategy for the 2006 World Cup.

Traffic management in Germany for the 2006 World Cup also had a strong security-preven-

tion character. Stress-free mobility was achieved through the quick and safe arrival and departure of visitors in the stadiums and at the public-viewing events and this contributed greatly to the overall atmosphere.

Continuous cooperation with fan organizations and fan representations in Germany and abroad, which already began during the concept phase, not only improved understanding and acceptance for the security measures, it also made it possible to implement above all the joint aim of security work in many ways, to bring to life the motto of the World Cup, "A Time to Make Friends".

The National Security Strategy proved its value during the 2006 World Cup. This excellent framework strategy was suitable for updating and could hence be enhanced and drafted in more detail with many sub-concepts. The strategy covered all relevant areas of action and left no loopholes, even in retrospect. This was also recognized by Germany's partners abroad: Together with Switzerland, Austria plans to base its preparations for the 2008 European Football Championship closely on the German World Cup Security Strategy.

The 2006 World Cup Security unit at the Federal Ministry of the Interior has recorded the key findings gained during the preparation and implementation of security measures for the 2006 World Cup in a comprehensive evaluation report on the National Security Strategy for the FIFA 2006 World Cup. These findings are not only to be integrated into the everyday tasks of the partners





involved, the experience gained can supply conclusions for national and international security preparations for events of a similar scale.

Transport infrastructure, signage and transport information

Fulfilling the government guarantee and extensive preparations by the Federal Government together with the federal Laender and the cities were major preconditions for ensuring that traffic during the World Cup could be managed without any major disruptions despite a heavy base load. Uniform signs for public transport and motor vehicle traffic and the related steering of spectators to different routes in the road network and their distributions in line with capacities on public transport routes and lines played a major role in this success.

In addition to this, travel and traffic information was displayed on the FIFA website in response to an initiative by the Federal Government. This information was supplied in German, English, French and Spanish and enabled visitors from all corners of the globe to find out about their route, the form of transport and the traffic situation in Germany

so that they could plan in detail the route to the stadium, to their accommodation and to all other conceivable destinations.

The FIFA website responded to around 300,000 requests for information concerning public transport. And around 600,000 requests for information on motor-vehicle traffic were received. The German Association of TV and Radio Stations (ARD) adjusted its traffic radio to the needs of the World Cup and informed listeners in different languages about the traffic situation in and around the stadiums.

The arrival and departure of spectators at and from the stadiums ran smoothly and largely without disruption, although many more visitors than expected came to the World Cup host cities. Not only were the stadiums booked out and filled right down to the last seat, crowds grew from week to week at the public viewing venues, above all, when the German team played. In Berlin, almost one million visitors came to the fan mile following its expansion; this was the case during the match between Germany and Italy in Dortmund on 4 July and during the final in Berlin on 9 July. A total of



around 18 million spectators watched the games at the public viewing venues in the World Cup host cities. Along with Berlin, the public viewing venues in Hamburg and Gelsenkirchen were also extended. In Leipzig and Frankfurt, the World Cup stadiums were opened for public broadcasting of matches played in other cities. One million foreign visitors were expected, but in fact two million foreign visitors came to Germany for the World Cup.

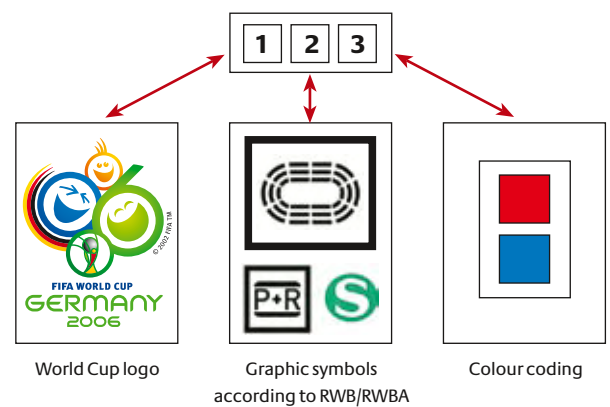
In the years prior to the World Cup, a total of more than €3.7 billion was invested in the planned construction and expansion of the federal motorway network and the early implementation of measures and this helped improve the flow of traffic on access roads to the World Cup host cities and the stadiums. The following projects were particularly important for the access routes to the World Cup host cities and access to the stadiums:

- The extension of A 9 from the Munich-Neufahrn highway junction to the Munich-North highway junction and from the Munich-North highway junction to the Frankfurter Ring to eight and six lanes, respectively.
- Closing the gap between the A 6 and the A 63 by building the four-lane A 63 between the Kaiserslautern-Ost interchange and the Sembach interchange.
- Extending the A 2 to six lanes between the Essen/Gladbeck interchange and the Herten interchange.



The Federal Ministry of Transport, Building and Housing had requested that the Supreme Laender Authorities for Road Construction abstain from long-term road works on federal motorways within a radius of 50 km around the World Cup cities in the period from 4 June 2006 to 16 July 2006. The only exceptions were to be work which was unavoidable in order to maintain traffic safety or if it was not possible to interrupt construction work.

Signage on federal motorways and city streets guided spectators to a specific section in the stadium based on their seats. Different routes were specified for different seating areas which were marked in different colours. This made it possible to entangle traffic to and from the stadiums. In addition to the construction and expansion measures, this signage system helped make it possible to keep traffic arriving and departing flowing smoothly on urban and regional road networks. The few cases of congestion that took place happened during departure and then only in the vicinity of the stadiums.



The considerable investments made in Germany's federal railway network have dramatically reduced travel times of Deutsche Bahn AG (DB AG) in recent years. On the routes between the World Cup host cities, the travel time offered by DB AG was almost always unbeaten, e.g.:

Route	Travel time
Cologne – Frankfurt	70 minutes
Leipzig – Berlin	66 minutes
Munich – Nuremberg	78 minutes
Hanover – Berlin	96 minutes
Hamburg – Berlin	93 minutes





The central train stations of Leipzig, Nuremberg, Cologne, Hanover, Kaiserslautern, Gelsenkirchen and Berlin's Ostbahnhof were modernized. Just before the 2006 World Cup kicked off, the north-south link with Berlin's "Hauptbahnhof", Europe's largest junction train station, and Berlin's Südkreuz, Potsdamer Platz and Gesundbrunnen train stations went into operation. Travel time between Munich and Nuremberg was reduced dramatically because the newly built stretch of tracks between Ingolstadt and Nuremberg was completed in time from the World Cup.

DB AG transported around fifteen million additional passengers during the World Cup. An additional 370 extra trains were used for the long distance service and around 10,000 additional trains were used in the local network. Thanks to this service, DB AG was able to help ensure that congestion in cities and on federal motorways was largely avoided. Foreign visitors were welcomed in several languages at the World Cup train stations and in the trains. Announcements were made to match the teams competing on the pitch and were made in the respective native languages, i.e. Japanese, Korean, Portuguese, Spanish, Arabic and Farsi. A special guidance system was set up for people travelling to the stadiums. Special Welcome Desks were manned around the clock to provide assistance and advice to World Cup guests. Around 30,000 people were directly deployed at DB AG in conjunction with the World Cup.

FIFA's Organizing Committee and the Federal Government were determined to transport at least half of all spectators to the stadiums with public



transport. Not only did the transport networks and urban transport systems provide the required local transport necessary, the share of 50 percent in stadium traffic was exceeded by far in almost all World Cup cities.

Investment in municipal transport infrastructure at all venues helped ensure that the stadiums could be reached much easier by public transport. The Federal Government made a significant contribution to these construction measures which were backed by funds under the Act on Federal Government Financial Aid to Improve Transport at the Local Authority Level [GVFG; Gemeindeverkehrsfinanzierungsgesetz] and the Federal Railways Improvements Act [Bundesschienenwegeausbaugesetz]. GVFG funds were used to promote construction in Hanover, Leipzig and Cologne. These structural improvements boosted capacities and enhanced travel comfort and were also one of the reasons why in many cities 70 percent of spectators or even more travelled to the stadiums by urban rail, underground or tram.

These construction measures, however, not only benefited World Cup traffic, they are also leading to sustainable improvement in public transport in the cities. A similarly sustainable effect is also being achieved by the construction and expansion measures in the federal motorway network and in the rail network, as well as by the modernisation of existing and the construction of new DB AG train stations.

With their tickets to matches, all spectators were able to use all means of public transport (combi-



nation ticket) to get to the stadium in a relaxed, comfortable, fast and eco-friendly way. This was the first time ever that a service of this kind was offered for a major sport event. The combination ticket was an incentive to use urban rail, underground trains, trams and buses to travel to the stadiums. This especially enticed spectators arriving in the city centres to use local transport, it led to a much higher share of public transport in traffic to and from the stadiums, and hence contributed towards protection of the environment. Streets and parking areas around the stadiums were used to a minor extent only – compared to when league matches are played. Ultimately the lower volume of motor traffic in and around the stadiums helped make it possible to handle the security situation even better. On the whole, around three million spectators travelled to the stadiums by bus and train.

In order to assist spectators travelling to the stadiums, DB AG and public transport companies took responsibility for the signage developed to guide motor-vehicle traffic. This meant that spectators could choose the mode of transport or the line foreseen for the trip from the main train station or city centre to the stadium. This ensured optimum utilisation of public transport.

Up to 90 percent of visitors to the fan miles and public-viewing venues arrived by bus and train. This was also the case even when these destinations were not located in inner cities with their scarce parking but were located on the outskirts of the city, like for instance in Gelsenkirchen. Due to the strong demand for transport, public transport companies stepped up their schedules and offered their transport services until late into the night and deployed extra buses and trains.



The combination ticket was not only valid for the trip to the stadium but for all other trips in the transport network in question (in Kaiserlautern, the ticket was even valid for the entire Rhineland Palatinate/Saarland region; in Berlin, however, only for ticket zones A, B, and C). The ticket allowed the holder to use public transport on the day of the game until the start of service the following day and included the use of all night services. Ticket holders were hence also able to use public transport services free of charge on the day of the match in order to get to know the city and its surroundings.

A large number of additional flights were also scheduled for the World Cup. No serious difficulties were reported. As a result of the World Cup, an additional 306,000 passengers were recorded at Frankfurt Airport in June. Munich Airport scheduled 1,400 extra flights during the World Cup, Dortmund Airport 1,100 extra flights.

Berlin's airspace was overcrowded in the night from 9 July to 10 July following the final. 125 flights were recorded at Tempelhof Airport between 10 pm and 6 am in the night from 9 July to 10 July. Due to the match going to extra time, delays in take-off continued until 5 am. On 10 July,



525 flights were recorded between 6 am and 10 pm. On the Monday after the final, Tegel Airport recorded 546 flights, around 25 percent more than on a normal Monday.

The SOCCER transport research project, which was initially managed by the Federal Ministry of Education and Research (BMBF) and then by the Federal Ministry of Economics and Technology (BMWi), was a full success. Within the scope of this project, additional traffic data was gathered during the World Cup in the cities of Berlin, Stuttgart and Cologne using new, air-based data capturing methods developed by the German Aerospace Centre DLR. This data was then combined with terrestrial data sources. In Cologne, the use of this DLR technology in a Zeppelin is said to have drastically reduced journey times to and from the stadium (now approximately 1 hour compared to the previous 2–3 hours required). The project was also considered a success in Berlin (data capture by plane) and Stuttgart (by helicopter); the new technology is also to optimise traffic flows during other major events.



The German Meteorological Service (DWD) was commissioned by the Organizing Committee with meteorological services during the World Cup. All the participating teams received detailed weather forecasts that were continuously updated.

Protocol

During large-scale international sporting events the host country always needs to be present through its political representatives, and the appropriate protocol for visiting foreign dignitaries needs to be in place. In light of this, a protocol for visiting foreign dignitaries and high-ranking German public officials had to be drawn up.

As early as 2004, the Federal Government's protocol strategy was drafted and co-ordinated with the federal constitutional bodies and under the leadership of the Federal Ministry of the Interior (domestic protocol in cooperation with the 2006 World Cup Office) (refer to Appendix VI). This protocol defines which persons have to be received according to protocol, it describes necessary measures, determines responsibilities and was designed as a basis for the work of all parties involved. It included recommendations for the Organizing Committee which was for instance also responsible for protocol inside the World Cup stadiums.

The protocol strategy was co-ordinated with the Federal Government, the Organizing Committee and the federal Laender with World Cup host cities. It was already applied during the Confederations Cup 2005.

In November 2005, the Foreign Office hosted an information event for diplomatic missions in Germany in order to present key elements of the protocol strategy. German diplomatic missions abroad received instructions from the Foreign Office in January 2006 regarding the applicable procedures.

Following an evaluation of the experience gained during the Confederations Cup 2005, the strategy was modified in certain areas and in March 2006 together with the Organizing Committee the final





version was presented to the Federal Government and federal Laender protocol officers as well as to representatives of the World Cup cities.

The Federal Government's protocol strategy was a full success. The Federal Government's protocol requirements as expressed in this strategy were implemented accordingly by the Organizing Committee. Distinguished foreign political representatives were present at almost all of the 64 World Cup matches, some by invitation from the Federal Government and others came just to see the game. In almost all cases, it was possible to reach the goal set, i.e. that one member of the Federal Government was present to represent the host nation at each match during the World Cup. Of the 64 matches that took place, the Federal Government missed only three, and at eleven matches, the host nation was present on minister of state and/or parliamentary state secretary level. The Federal President and representatives of the other federal constitutional bodies were also present at various World Cup matches.

Within the scope of the Federal Government's protocol strategy, the protocol unit at the Foreign Office coordinated ticket queries and ticketing

issuing for foreign government representatives and also took care of foreign heads of state and government, foreign ministers, as well as representatives of international organizations.

Fulfilment of the government guarantees by the Organizing Committee:

International Broadcast Centre (IBC)

Five cities (Berlin, Düsseldorf, Frankfurt, Leipzig, Munich) competed as the site for the International Broadcast Centre (IBC), and on 15 April 2002, Munich was chosen. 40,000 square metres were made available for this purpose on the new trade fair grounds. This section from the FIFA specifications had to be fulfilled with considerable lead time by 1 December 2005. An agreement entered into between the Organizing Committee and the Munich International Trade Fairs Group set forth the modalities, especially with regard to the complete technical equipment for the entire complex. The TV images from the twelve stadiums were first sent to Munich from where they were then broadcast around the entire globe. In addition to this, many TV stations set up their studios there and the FIFA Congress was also held on the trade fair grounds before the opening match. On



the whole, an atmosphere was created in the three halls which representatives of electronic media had never before experienced at a World Cup, European Championship or Olympic Games – the facilities were both functional and spacious, bright and welcoming with a (slight) Bavarian touch. Not a single significant hic-up took place in the two months of real broadcasting operations, thus confirming the excellent preparation and technical equipment. The International Broadcast Centre was managed by the Hostbroadcast-Services (HBS) production company, a wholly owned subsidiary of Infront AG which held the TV rights for the 2006 World Cup.



Media centres

FIFA required that a designated media centre with a minimum size of 3,000 square metres be set up at each game venue. Just how this requirement was implemented differed significantly. In Frankfurt, Hamburg, Kaiserslautern and Munich, it was possible to integrate these centres into the respective stadiums. Tents were built in Berlin, Gelsenkirchen, Cologne and Stuttgart, whilst adjacent buildings were rented and converted in Dortmund (Westfalen hall), Hanover (a swimming pool), Leipzig (a sports centre) und Nuremberg (ice sports stadium). A decisive factor that determined the location of the stadium media centres (SMCs) was that reporters had to be able to reach their seats in the stands quickly and easily. Hundreds of workplaces were set up in the centres which were fully occupied on match days, however, were hardly used at all on the match-free days. The following services were standard: travel agency,

newspaper stand, bank tellers, Telekom services, along with various help desks. The offices of the FIFA and Organizing Committee media representatives were integrated. Additional work rooms were provided for photographers and these rooms were all located close to the pitch.

Telecommunications

Deutsche Telekom (DTAG) had a very central role to play during the World Cup. On the one hand as the exclusive partner for TV, i.e. by providing all optical fibres from the stadium to the broadcast centre in Munich and from there via the cable routes already installed for world-wide broadcasting. On the other hand, the company was also responsible for the technical equipment in the stadiums (refer also to Chapter 1.1.3 Fulfilment of the government guarantee by Deutsche Telekom AG). Compared to normal league games, the media stands had to be expanded considerably which in practical terms meant that the desks for up to 300 commentators and for up to 2,000 print press representatives had to be equipped with telephone lines and Internet connections. This was managed by a general contract made and entered into between Deutsche Telekom AG and the Organizing Committee. This agreement released the stadium operator from the obligation to call for tenders and had the advantage for the Organizing Committee that it only had a single service provider in this important area. Some minor criticism was expressed concerning the rates charged for the temporary telephone lines and Internet access, however, these rates were considerably below those charged at the EURO 2004 in Portugal and during the last Olympic Games held in Athens. The good service provided by DTAG personnel on site deserves special mention here.

Ticketing

The complex topic of ticketing can be clearly summed up as a success story. From the very beginning, the Organizing Committee was determined to bear the main responsibility for ticketing and to be able to shape all the procedures with a view to FIFA rules and specifications. After an agreement in this context was made and entered into with FIFA in August 2003, the next step involved





selecting a service provider that had to be capable of meeting the extremely high technological and organizational requirements. CTS Eventim, the leading ticketing provider in Germany and Europe, was ultimately taken under contract for this job.

It required a long and difficult work process in an extremely complex environment before it was finally possible to create the preconditions needed to achieve all the goals set.

This including selling all the tickets, but also warranting that all the seats sold were taken up, achieving a high degree of customer satisfaction, creating a fair price structure and allowing as few technical breakdowns as possible.

Innovation also belonged to these ambitious goals: the equipping of all stadiums with electronic access control systems and the production of tickets with integrated RFID chips so that data could be captured and the required security guarantees

implemented. One organizational innovation was the so-called “conditional ticket” which permitted flexible handling of ticket sales.

According to the overall evaluation by the Organizing Committee, ticketing can go down as a success in the history of the 2006 World Cup.

Pricing policy

A fair, transparent pricing policy was not just one of the government guarantees that had to be fulfilled, it was also a goal pursued by the Organizing Committee. Efforts in this field were also largely successful and contributed to a positive image. At this point, the accommodation sector must also be mentioned where the €190 target set for the average price of a room was maintained right up to the end of the tournament.

Another important element is the previously mentioned pricing policy for ticketing where the Organizing Committee’s extensive talks were successful in convincing FIFA that a moderate price





structure and the introduction of a “fourth” fan category (with prices starting at €35) were vital when it came to ensuring customer satisfaction.

However, through fair pricing in public catering in the stadiums, the Organizing Committee helped avoid any impression of profiteering in stadiums and nationwide.

National anthems and flags

The use of official national anthems of the participating countries was a heavily disputed topic of the organizational aspect. The Organizing Committee had originally considered having the national anthems played by bands in order to additionally boost and document the official nature of the event and the celebratory atmosphere. This idea, however, was not supported by FIFA for organizational reasons. This meant that the national anthems were all played from recordings, which hence almost fully ruled out the risk of the wrong tune being played or of things coming to a halt.

Similar care was also exercised with the official flags. This area mainly involved the decoration of stadiums and official team buses with national flags, along with the different print products.

Emergency medical services and doping

In order to implement the government guarantee in this area, a number of main points were formed with a view to personnel and organization.

The early involvement of Prof. Wilfried Kindermann meant that the required know-how from major events was secured and suitable structures were created with local medical officers (LOC).

Other elements included the setting up of medical rooms in the stadiums (treatment rooms) and official hotels, as well as appointing clinics for 24-hour emergency service at all game venues for the respective target groups (players/helpers, referees, officials, honorary guests, media, spectators).

A general agreement was made and entered into with the German Red Cross (DRK) specifically for taking care of spectators in the stadiums. Around 8,000 medical helpers from DRK and its cooperation partners were on duty at the 64 matches. A total of 200 doctors were on duty for the Organizing Committee in the twelve stadiums and the team base camps.

Doping controls are conducted pursuant to the FIFA regulations and are exclusively the task of FIFA doctors. A detailed plan was drafted for all 64 venues for transporting doping samples to the



institutes in Kreischa and Cologne. The transport itself was carried out by the company TNT.

Fulfilment of the government guarantee by Deutsche Telekom AG (DTAG)

The tasks assigned to Deutsche Telekom was to provide the core communication functions for the 2006 World Cup. This resulted in an exceptional role: Three quarters of all ICT services were provided by Deutsche Telekom in order to transport the World Cup on the highest media level to the outside world and to warrant the organization and security of the tournament. Parallel to this, Deutsche Telekom made use of the market environment in order to present itself as an attractive partner for club, arena and event management.

DTAG and its business fields of broadband/fixed net (T-Com/T-Online), mobile communications (T-Mobile) and business customers (T-Systems) fulfilled their three main goals to the fullest extent, i.e. boosting added value through a clearly positive result (€350 million in World Cup sales), boosting the image and familiarity of the company through successful penetration of the brand attributes, and boosting employee motivation through new approaches to internal communication. In the public eye, Deutsche Telekom was the only newcomer that managed to establish itself at the top of the group of reputable football and FIFA partners.

DTAG focused on the following areas during the 2006 World Cup:

- All twelve World Cup arenas and the organizational areas outside the stadiums (International



Broadcast Centre, Main Press Centre, FIFA HQ, hotels etc.) were linked to Deutsche Telekom's high-speed optical-fibre network. This guaranteed both a high level of protection against disruption or failure along with high bandwidths for all organizational areas. All the stadiums were fitted with redundant protection against failure. Not a single crisis occurred during the World Cup.

- The software applications needed to organize and carry out the tournament (transport, logistics, volunteers, results, accommodations) were run on high-capacity, dual hardware platforms in Deutsche Telekom's computing centres. This system was successfully tested during the acquisition of volunteers for the Confederations Cup 2005. By mid-November 2004, around 9,000 voluntary helpers had registered for the Confederations Cup 2005 on this hardware platform.
- In order to guarantee that these FIFA software applications transport data securely and quickly, Deutsche Telekom developed an innovative network strategy that was already implemented for the Confederations Cup 2005. Using the latest security standards, FIFA had access to a dedicated network at every access speed (64 kbps–622 Mbps) for every access technology (analogue, IDSN, DSL, X.25, UMTS, GPRS, STM1–4) everywhere in the world.
- In the field of radio and television transmission, Deutsche Telekom (T-Systems, Media & Broadcast) provided the complete network for transmitting the TV signals from the stadiums to the International Broadcast Centre (IBC) in Munich using three independent lines. New for this World Cup: All 64 matches were transmitted both in standard definition as well as in high-definition HDTV. In addition, Deutsche Telekom transmitted these TV signals on behalf of national broadcasters in 206 countries via its global optical-fibre and satellite network. All in all, a record 35 billion people watched the World Cup on television. The final alone was watched live by 1.5 billion people around the globe.



- Other firsts: This was the first time ever that a World Cup was broadcast using the new terrestrial DVB-T technology (“all-round television”). For the first time ever, complete, live TV transmissions of 20 World Cup games could be viewed on mobile phones (“MobileTV”), including all the German matches and all the matches from the quarter finals onwards.



- Deutsche Telekom cooperated closely with certain municipalities, FIFA and the Organizing Committee in order to develop a high-performance, state-of-the-art traffic routing system capable of directing World Cup visitor traffic to the various event venues. This system guided traffic proactively and carefully directed traffic to the respective venues.
- In the field of mobile communications, Deutsche Telekom provided a high-quality infrastructure in order to ensure that the event ran smoothly. Deutsche Telekom provided spectators, public and private security staff, emergency medical staff, the media, FIFA and others involved in the World Cup with access to GSM, GPRS and UMTS with bandwidths ranging from 9.6 kbps to 1.5 Mbps throughout Germany

as well as a high-quality WLAN in certain areas. This applied to the twelve stadiums together with the surrounding areas, as well as access areas, training facilities and team facilities. Further adjustments to capacity were made by the end of the first quarter of 2006, and some existing equipment was replaced with latest generation technology.

- Telekom also held the most attention-grabbing campaigns of the 2006 World Cup, including 1.6 million “Welcome jerseys”, the “Greatest National Team of all Time” and the FIFA World Cup symbol in Berlin. The launch of the “Greatest National Team of all Time” alone, which was held on 8 December 2005 in Leipzig, reaped 368 million contacts. More than 300 million contacts were generated by transforming the visitor dome of Berlin’s television tower into an huge football in magenta and silver. This campaign was awarded the title “Innovative campaign of the year 2006” by the journal HORIZONT.

Federal ministry projects

The federal ministries were involved in many different areas of activity, such as accreditation, media support, environmental protection, protocol, special activities (e.g. commemorative coins and stamps), health, tourism, consumer protection, trademark protection, logistical support, sport policy/sport sciences, arts and culture as well as school and youth campaigns. The result was very positive:

Green Goal achieves ecological sustainability



With Green Goal, the environmental programme for the 2006 World Cup, it was possible for the first time ever to implement a concept of major sport events in football. The Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU) supported this project by the Organizing Committee, offering advice during both development and implementation.





For the first time ever in World Cup history, quantifiable environmental goals were agreed for the World Cup in Germany and implemented in the Green Goal project for the fields of energy, water, waste and mobility. Although the stadium plans were already well underway when the project kicked off, it was still possible to implement many other environmental protection projects in addition to the existing work. This ranged from building and planning solar energy systems to other measures designed to boost energy efficiency right down to the building of rain water cisterns and the installation of water-free and/or water-saving fittings and systems. It was also possible to improve general environmental management competence in the stadiums. Munich and Nuremberg are the first stadiums in Europe to be accredited under the Eco-Management and Audit Scheme (EMAS).

One of the most important goals was climate neutrality. The World Cup in Germany was hosted as a climate neutral event for the first time ever in the history of World Cup championships. For the

first time ever it was possible to compensate for the unavoidable 10,000 tonnes of carbon dioxide emissions in Germany caused by the 2006 World Cup through Gold Standard projects in India and South Africa. The €1.2 million invested in climate protection projects was financed by the Organizing Committee, FIFA and sponsors.

The three biggest solar energy systems for generating electricity for football in Germany were also installed within the scope of Green Goal. By June 2006, photovoltaic systems with a total peak capacity of more than 2,800 kilowatts (peak performance) were installed with Green Goal in the World Cup stadiums and host cities. This corresponds to an area of more than 20,000 square metres and is sufficient to completely cover the calculated annual electricity demand of a stadium.

The stadiums, media centres and hospitality areas required almost 13 million kilowatt hours of electricity during the four-week tournament, and this roughly corresponds to the annual consumption of 4,000 one-family homes. Thanks to a “substitu-





tion solution” developed for the World Cup, 13 million kilowatt hours of certified eco-electricity generated in water power stations in Switzerland were fed into the German network and allocated to electricity consumption for the World Cup. This meant that the aim of using regenerative energy was successfully reached.

The first impression made by the World Cup showed that the stadiums made a very clean impression with comparatively very little litter for a football game and a major event of this kind. This was ensured by the returnable cups, an idea from Green Goal, which were used for the first time to serve drinks during a football world championship. These returnable cups were also the most important measure for rubbish avoidance – especially with a view to their exemplary character for the German football league and other major sport events.

Thanks to the combined ticket, all World Cup visitors were able to use public transport free of charge in order to reach the stadium on the day of the match. This was a first in the history of world or European championships and was used by far more visitors than expected. Only a quarter of spectators travelled to the stadiums by car. The other spectators came by bus or train or walked, and hence helped to achieve the goal set, i.e. 50% use of public transport.

Rainwater cisterns were installed in four World Cup stadiums. Berlin was among these with a volume of approximately 1,700 cubic metres and hence the biggest cistern in the world of European football. Together with the use of surface water and well water, it was possible to avoid using drinking water to irrigate the football pitches which accounts for the greater share of water demand in stadiums. Dry urinals also helped save water. Over the next two years, annual savings of approximately 42,000 cubic metres of drinking water in German league football will compensate for the additional water used during the World Cup. This means that starting in 2008 the saving measures implemented with Green Goal will sustainably save water in Germany’s stadiums.

Thanks to the efforts made in the World Cup host cities and by the Green Goal working groups, it was also possible to implement other environmental projects. These ranged from the installation of solar energy systems to waste avoidance measures and PR activities.

In order to gain widespread attention for the environment, Green Goal was integrated into the World Cup “Club 2006” campaign. “Club 2006 – The FIFA World Cup in Sport Clubs” was a major campaign that called on around 27,000 football clubs in Germany to participate in the build up to the World Cup by taking part in a competition. One part of this campaign, which was supported by the Federal Ministry for the Environment, offered the possibility to find out more about the environment and nature conservation under the Green Goal motto.





There was also considerable interest expressed abroad in the Green Goal. Press reports were published in all parts of the world. The Green Goal website was an important platform for communication and information (<http://greengoal.fifaworldcup.yahoo.net>). Since its launch, around 12,000 hits were recorded and more than 730,000 pages were accessed. Green Goal was also present in the stadiums during the World Cup. A short film specially made for Green Goal was presented before the matches kicked off.

Green Goal has already set signals and standards. Organizers of future major sport events, such as EURO 2008 in Austria and Switzerland, have already expressed their interest in developing similar solutions.

Scientific documentation of the entire project ("Legacy Report") is available from the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

"Talents 2006 – The FIFA World Cup at School"/ "Club 2006 – The FIFA World Cup in Sport Clubs"



KLUB 2006
Die FIFA WM im Verein™

The Federal Government actively supported the school and club campaigns managed by the Organizing Committee, i.e. Talents 2006: The FIFA World Cup at school ("Talente 2006 – Die FIFA-WM in der

Schule") and Club 2006: The FIFA World Cup in sports clubs ("Klub 2006 – Die FIFA-WM im Verein").

A total of 10,824 application packets were requested; 9,930 requests were sent from German schools and another 894 from schools in 58 different countries. About 1,700 applications were sent from 49 countries with creative ideas on the theme "A Time to Make Friends". Four participating schools were present at the Final Draw on 9 December 2005 and presented their ideas on the stage at the Leipzig Trade Fair hall.

More than 27,000 schoolchildren applied to take part in the festival "Talents 2006: The FIFA World Cup at School" held at Berlin's Olympic Stadium on 10 and 11 May 2006. An expert jury awarded prizes to 100 schools from around the world for their entries to the contest. Under the patronage of Rudi Völler and over the past two years, schoolchildren wrote poems, painted pictures and made collages on the World Cup theme "A Time to Make Friends". The 100 best project groups presented their work in Berlin.

The "Club 2006" campaign has been completed. More than 4,250 football clubs took part in this campaign. Highlights in 2005 included friendly matches between the winning amateur clubs and Bundesliga clubs along with five regional finals in the Mini-World Cup and the "Ball Magician 2006" ("Ballzauberer 2006") competition.

The winner of the Club 2006 grand prize was drawn during half-time in the Italy-Germany match on 1 March 2006: FSV Luckenwalde of Brandenburg, which played against the German national team in Mannheim on 16 May 2006. The national finals of the Club 2006 campaign were held at the Duisburg-Wedau sport academy on 28–30 April 2006. Thirty-two teams had qualified to take part by winning in regional tournaments around the country. While the tournament was going on, another 130 persons took part in the national "Ball Magician" finals to compete for the football medal. Both events were accompanied by an attractive programme as part of the "Making



Kids Strong” campaign by the Federal Centre for Health Education. The final round of prizes for the clubs that participated in the campaign took place early in June 2006.

streetfootballworld networks more than 80 local street football projects worldwide



In 2002, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the Federal Ministry for Economic Co-operation and Development (BMZ) began supporting the streetfootballworld project. This project now networks more than 80 local street football projects around the globe which all use football in an exemplary manner to promote social development goals in both a local and regional context.

This project was used as a basis to form a know-how pool for “Football serving development and peace” which can now be used, queried and, of course, developed further. These personnel and methodological resources are focused on integration, education and health along with creating peace and preventing conflict. An important aspect of this work involves developing competence on a local level.

Despite the remarkably fast development of recent years, coming years will require enormous effort if we are to make good use of the enormous potential which football has to offer. Football can help

in the search for solutions, for instance in conjunction with the Federal Government’s integration offensive, goals in education policy, the worldwide fight against AIDS or any of the other challenges laid down in the UN’s Millennium Goals.

The streetfootballworld project was generally supported by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth and by the Federal Ministry for Economic Co-operation and Development, and received additional backing from the United Nations, FIFA, the Swiss Working Group on Sport & Development, the British Football Foundation, the Youth Football Association and a number of donators and sponsors. The media partners for this project are Deutsche Welle and the BBC.

In 2006, the streetfootballworld project was awarded the Laureus Sport for Good Award (the sport Oscar).

“streetfootballworld festival 06” is also to take place in South Africa in 2010

The “streetfootballworld festival 06” actively contributed to the Federal Government’s hosting strategy. Highly regarded and firmly established project partners around the globe convincingly advertised Germany as a welcoming and open country. Of course football, as an element of the Artistic and Cultural Programme, was also played in the original form during the “festival 06”. Film, photo and other forms of expression gave spectators the opportunity to find out more about football in the lives of other people from other countries.



24 projects took part in the “festival 06” – 22 teams were able to come to Germany; delegations from Ghana and Nigeria failed to receive an entry permit.

192 youths and 40 co-ordinators were directly involved in the “festival 06”. However, they also activated and boosted awareness among thousands of other project participants, as well as local and regional media, along with the sponsors who donated the travel expenses.

The different street football cultures were displayed in a photo project – a “visuals programme” was developed in which all the young people involved took photos of their street football worlds using disposable cameras for the “Shootback Project”. In addition to this, 24 professional local photographers also documented elements from the project activities.

Filmmaker Ciro Cappellari produced and shot the documentary film titled “The Street and the Ball” in which he captured moments and events from six street football projects. Working on the film, he visited network partners in England, Macedonia, the mixed team from Israel and Palestine, Kenya, Argentina and Columbia. The film premiered on 2 July 2006 to celebrate the opening of the “festival 06”. Following this, the film was then broadcast on TV by Deutsche Welle.

The projects presented their work related to street football. All the foreign delegations took part in the “festival 06” tournament (the first street football world championship was won by the Mathare

Youth Sports Association (MYSA) from Kenya) and demonstrated their work at the dedicated areas around the specially built “streetfootballworld” stadium that can hold 2,000 spectators at Mariannenplatz in Berlin’s Kreuzberg district.

Visitors were able to gain an insight into the different (street) football cultures – in the stadium, on the festival grounds; this topic was also covered in detail by the media. A taste of 22 different cultures was transported for a week to Berlin, whether playing football, weaving footballs, practising tricks, or even the taste of the different foods in the stadium or specific local soccer sounds.

Between 2 and 8 July 2006, around 35,000 spectators watched the games played in the streetfootballworld stadium whilst around 800 accredited journalists from 142 national and 172 international media reported on the festival.

The “streetfootballworld festival 06” was presented at both www.festival06.org and www.streetfootballworld.org. These websites were also linked to the websites of all the participating organizations and to all websites relevant within the context of the 2006 World Cup (FIFA, the Federal Government, the DFB Cultural Foundation, etc.).

110,000 copies of the stadium magazine printed for the “festival 06” were published, featuring interesting and useful information. In mid-June, 70,000 of these were distributed in Berlin and the surrounding areas as supplements in the “Zitty” city magazine.

Deutsche Welle and BBC World Service, along with BBC World Football had a total of ten teams on site. The BBC broadcasts to around 200 million listeners world-wide, primarily in Europe and Africa. The BBC will also play a key role in implementing the “Europe festival 2008” in London. Plans exist to integrate the BBC’s “Your Game” initiative into the event.

The FIFA Fair Play Award 2006 was awarded to the streetfootballworld festival.



Quotes from some visitors:

Frank-Walter Steinmeier, Federal Foreign Minister:

The World Street Football tournament deserves very special praise. Let us hope that the spirit of peace and reconciliation demonstrated in Kreuzberg will grow.”

Joseph S. Blatter, FIFA President:

“The street is and always has been where the game begins. Football is hope, a school of life and the best way towards integration. FIFA continues to support street football world-wide . As a task and as a social responsibility.”

Boris Becker, three times Wimbledon champion:

“Sport has its own rules, it knows no skin colour and no religion, as we can see here, that is its secret.”

Wladimir Klitschko, world boxing champion:

“Football is perfect for international understanding. It is a great project, it is a great atmosphere and it is great how young people play together here.”

Gerd Hoofe, Parliamentary State Secretary at the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth:

“The Street Football World Festival 06 brings young people in from the outside”.

“Festival 06” has now made the cultural and social dimension of football a permanent part of the football world championship. A strategic alliance was entered into with FIFA in December 2005 now making the festival a permanent element of future World Cup tournaments. The 2nd street football world championship will be held in 2010 in South Africa. This represents a lasting legacy of the Artistic and Cultural Programme. The Federal Ministry for Family Affairs, Senior Citizens, Women and Youth will continue its basic promotion of this internationally much-recognised project.

The Federal Ministry for Economic Co-operation and Development (BMZ) and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) supported the “World Cup Schools – Fair Play for Fair Life” project:

The “World Cup Schools – Fair Play for Fair Life” project backed by the Federal Ministry for Economic Co-operation and Development (BMZ) and the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) was headed by streetfootballworld in cooperation with the Youth Football Association, “Brot für die Welt”, “Brandenburgische Sportjugend” and the Institute for Peace Education in Tübingen. The aim of this project was to motivate children and young people throughout Germany within the scope of the World Cup and to support the aspect of development policy education in schools. The patrons of the “World Cup Schools” project are Federal Minister for Economic Co-operation and Development Heidemarie Wieczorek-Zeul and Jürgen Klinsmann (co-founder of the Youth Football Association).

For this project, 205 German schools, each with around 250 pupils, assumed the role of ambassador for “their” FIFA country and then worked on finding out more about the county and its football culture. The pupils were to assume the role of ambassador for their FIFA countries so that they could meet as inter-cultural partners in learning and play, on the Internet and on the pitch. The aim was to give the participating schools the opportunity to form lasting contacts with schools and projects abroad, especially in developing countries. The idea was to link global learning with the



football game “Streetfootball for Tolerance” and to reach as many people as possible. Pupils were also to make their contribution towards openness, intercultural diversity, international understanding within the scope of the 2006 World Cup and beyond.

34,000 pupils worked hard for two years on the challenges of development cooperation in the respective countries. The enthusiasm that existed especially among young people was used to establish football as a means of triggering learning at schools.

For more than a year and half, everyday school life and project work in more than 200 schools in Germany were strongly influenced by the ambassador roles adopted through the “World Cup Schools – Fair Play for Fair Life” project, work on football methods based on fair play and mixed teams and dealing with development policy education content. All the participating schools invited neighbouring schools to take part in a street football tournament. Each school organized a project day in order to present the diverse project work to all those in and outside the school.

The project was launched in November 2004 in Berlin jointly by the two patrons, Federal Minister for Economic Co-operation and Development Heidemarie Wiczorek-Zeul and Jürgen Klinsmann. Following this, the “World Cup schools” were invited to a reception held by the respective federal Land governments. The schools were welcomed, for instance, by Minister-Presidents Peter Müller (Saarland), Kurt Beck (Rhineland-Palatinate),

Peer Steinbrück (North-Rhine Westphalia), Harald Ringstorff (Mecklenburg-West Pomerania).

In August 2005, a tournament was held to celebrate open day at the Federal Chancellery. World Cup schools from Berlin and Brandenburg took part in the project which was accompanied by a project presentation at the Federal Ministry for Economic Co-operation and Development (BMZ).

In autumn 2005, all “World Cup schools” with just under 2,000 participants took part in four national football tournaments in Wittenberge, Halle/Saale, Ostfildern near Stuttgart, and Hamburg.

The final in Potsdam also marked the end of the project which had run for more than one and a half school years. More than 1,000 pupils and their minders from all over Germany along with the South African school team representing Germany were welcomed by Federal Minister for Economic Co-operation and Development Heidemarie Wiczorek-Zeul and Minister-President Matthias Platzeck as the host. Between 7 and 10 June, they all took part in this event for learning and playing at Potsdam’s “Lustgarten”. In an exciting tournament, Angola (the Bertold-Brecht school from Nuremberg) won the championship.

In addition to the 200 “World Cup schools” directly involved, more than 1,000 schools also participated in other projects during the course of various schools seminars and project days. Both local and national activities met with a positive response among pupils, teachers and parents. All the “World Cup schools” extensively documented



their project work, presenting it in Potsdam and making it available to the project management.

The social and educational impact of this project is currently undergoing comprehensive evaluation at the Institute for Peace Education in Tübingen. The documentation of the project which is due to be published by the end of the year will provide good practice examples of successful project work focusing on global learning and fair play. This document will collect the experience made by the schools involved and by the project sponsors themselves.

Development Policy Youth Exchange

On behalf of the Federal Ministry for Economic Co-operation and Development (BMZ), the “ASA Programme” development policy exchange organization of InWent gGmbH organized in cooperation with the “streetfootballworld” network a pilot project for youth exchange prior to the World Cup: In this exchange, 30 pupils and ten teachers from five German World Cup schools at different school levels were to go on a two-week visit to street football projects in development countries. The aims of the project were:

- To establish partnerships between schools in Germany and street football projects in developing countries in order to focus on development topics in the respective local environmental with football as the medium.
- The acquisition and development of organizing expertise as an educational goal for educating sustainable development (goal of the current UN Decade).
- The strengthening of long-term commitment among pupils as multipliers for global learning in Germany.

The thirty pupils and ten teachers from five “World Cup schools” spent two weeks in January 2006 visiting street football projects in Peru, Brazil, Kenya, South Africa and Senegal. The visit gave the pupils aged 15 to 18 from a variety of secondary schools an in-depth insight into the work of social



projects in the Southern Hemisphere which use football to explore development issues in their local surroundings. A closing event was then held at the end of February 2006 in Bonn with Karin Kortmann, Parliamentary State Secretary at the Federal Ministry for Economic Co-operation and Development (BMZ). The Federal Ministry for Economic Co-operation and Development contributed €100,000 to this pilot project.

Questionnaires, interviews and participant monitoring were used in order to examine the impact of the project and recommendations for the future in an external evaluation. The evaluation report which is available at: asa@inwent.org came to the positive conclusion that the participating pupils and teachers were able to improve organizational competence thanks to the specific combination of preparation, travel and follow-up work and develop strong motivation for commitment to development policy. With this project, it was possible to successfully communicate the social dimension of football and its potential for development and international understanding to young people with different levels of education. The evaluation report recommends that development policy youth exchange be continued in this form and this endorses the decision by the Federal Ministry for Economic Co-operation and Development to once again support youth exchange both in terms of finance and quality.



“One World Day” by the Federal Ministry for Economic Co-operation and Development at the Berlin “Fan Festival”

At the Berlin “Fan Festival”, the Federal Ministry for Economic Co-operation and Development used the One World Days and the communicative opportunities of the World Cup to inform a large and international audience in an event-orientated manner about its development policy activities. The Ministry did not merely wish to convey complex political messages, instead it employed an artistic programme of events in order to convey a positive image for people from the continents of Africa, Latin America and Asia and at the same time to link this with Germany’s efforts in the world.



The international artistic programme was presented on the afternoon of 1 July 2006 and for some hours on 2 July on the main stage of the Fan Festival in front of the Brandenburg Gate. All the artists who appeared are themselves involved in social activities and gave an insight into these activities on stage. Their appearances and a slide show with impressions from developing countries were shown on all the screens along the Fan Mile.

On 1 July 2006, around 200,000 visitors came to watch football at the Fan Festival and watched the One World Day show before the game kicked off. On 2 July 2006, around 50,000 people came to the Fan Festival and the One World Day even though

no match was played that day. Compared to single development policy events, the successful aim here was to reach a broad audience and to convey information concerning development policy. The cost of the One World Days totalled around €90,000.

“Making kids strong” was the contribution by the Federal Centre for Health Education to the Organizing Committee’s campaign



The sports club competition was launched by the Organizing Committee under the motto “Club 2006 – The FIFA World Cup in the Club”. Sports clubs

were able to apply, for instance, with a World Cup activity day on the topics “A Time To Make Friends”, “Green Goal” or “Making Kids Strong/ Smoke-free”. The Federal Centre for Health Education (BZgA) is taking part in this club competition with the “Making Kids Strong” campaign and the “smoke-free” topic. The aim here was to make use of the attention given to the World Cup and to communicate anti-addiction messages. Football clubs were encouraged to make addiction prevention an integral part of their work with children and youths.

All in all, almost 900 clubs held an activity day. More than half of them (477 clubs) opted for one of the Centre’s topics: 310 held their World Cup activity day under the motto “Making Kids Strong”, 167 clubs chose the “Smoke-free” motto. The clubs received a support package containing material on both campaigns as well as a questionnaire about the scope and intensity of the efforts and about the level of acceptance for the topic of addiction prevention. The questionnaires were returned on a voluntary basis. They supplied the Centre with information about the initial impact in the clubs. The results of the preliminary evaluation of the questionnaires returned were largely positive. For many clubs, addiction prevention is a relevant topic. Many of the clubs are now planning to develop rules for dealing with alcohol and tobacco on the basis of the experience gained up to





now. The intermediate evaluation shows that the involvement of the Federal Centre for Health Education in the club campaign beyond the year 2006 will make it possible for the “Making Kids Strong” and “Smoke-Free” topics to gain a lasting foothold in many clubs.

Following the formal conclusion of the “Club 2006” competition in July 2006, the Organizing Committee sent a “Thank-You Brochure” to all the clubs that took part in August: “Best of Club 2006”. This gave the clubs the opportunity to continue their efforts for “Making Kids Strong” or “Smoke-free – Our Club is Taking Part”, so that they can benefit from the Centre’s services (advice and supporter packages) offered.

The “No Smoking, Please” campaign

In a “Memorandum of Co-operation” in 2002, FIFA and the World Health Organization (WHO) announced that sport and smoking are not compatible. The aim was to protect spectators in the World Cup stadiums from the risks of passive smoking during the World Cup in Germany. This was why the Federal Centre for Health Education on behalf of the Federal Ministry of Health (BMG) joined forces with the Organizing Committee to develop measures for the protection of non-smokers in the World Cup stadiums.

The heart of the measures was a World Cup TV spot by the Centre (length: 20 seconds) which was broadcast in the infotainment programme several times at the beginning of each match and again during half-time for the duration of the entire World Cup tournament. This spot

showed renowned international football stars like Germany’s team captain Michael Ballack, along with national players Lucio (Brazil), Roque Santa Cruz (Paraguay) and Owen Hargreaves (England) speaking out in favour of no-smoking. This ad was supplemented by stadium announcements, signs with the “No Smoking, please” slogan in the access areas to the different sectors of the stadiums, as well as print advertising campaigns by the Centre in the official tournament programme. Moreover, television stations which had planned to broad-



cast reports during the event were contacted and requested to broadcast the spot. The TV stations broadcast the spot more than 140 times in June 2006.

Successful support service programme for fans and visitors by the Fan Project Co-ordination Centre (KOS)

This Centre, which is equally supported by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the DFB, was commissioned to develop and implement a support service programme for fans and visitors for the 2006 World Cup. This programme pursued the following goals:



- Creating hospitality through friendliness, openness, trust and recognition of the cultural identity of the guests.
- A positive contribution towards security by integrating fans and fan groups and through programmes designed to meet the needs of football fans.
- Eliminating prejudice in the knowledge that fans and guest must be welcomed with respect and tolerance irrespective of their nationality or religion.
- Creating certainty for appropriate behaviour through information tailored to meet the needs of football fans.

The successful implementation of this concept was based on four main pillars:

- Stationary fan embassies at all the game venues, and even two such embassies at five selected venues (Frankfurt, Berlin, Munich, Gelsenkirchen and Nuremberg) – a total of 17 fan embassies as central points of contact for football fans open late into the night. Information, advice and service for German and foreign football fans. Effects: clearly perceived hospitality through direct contact, support in the case of difficulties, creation of certainty for appropriate behaviour and orientation assistance. The stationary fan embassies were managed by experts from projects and fan officers from football clubs. They received support from the people working in the Organizing Committee's personnel programme, so that all in all more than 800 people were available as trained contacts for football fans. The topics included questions concerning accommodation, the ticketing system and football-specific orientation in the cities. But individual assistance was also given on a large scale. More than half a million fans made use of the services offered by the fan embassies. These services were, without doubt, the most obvious element of the service and support programme for fans which was well received by all fans. Many fans came back to the



fan embassies after the game to express their thanks in person.

- The <http://fanguide2006.fifaworldcup.com/de> section of the FIFA website that was presented in four languages. This was updated every day and provided relevant, up-to-date information. Effects: orientation help, creating certainty with regard to appropriate behaviour, hospitality, daily help for self-help. Another popular website in four languages was <http://fanguide2006.fifaworldcup.com/de>. This website recorded 1.5 million hits with an average 3,500 visitors per day. For instance, fans getting ready to travel to Germany were able to pose their questions on the interactive element of the pinboard. The around 1,000 questions were related to the following areas: 23.8 percent of questions concerned ticketing, 17.5 percent stadium rules and information/security regulations, 8.2 percent team training times and locations, eight percent accommodation and eight percent public viewing and fan festivals.
- Production of almost one million copies of a free 132-page fan guide (in German and English) for football fans containing all the relevant fan information for staying in Germany. Effects: orientation help, certainty with regard to appropriate behaviour, hospitality. The fan guide published in German and English was well-received by fans at the fan embassies.
- International cooperation with fan experts from the eleven participating nations. The Football Supporters International (FSI) organiza-



tion supported the service programme for fans and visitors with teams of experts from eleven nations. England, the Czech Republic, Switzerland and Italy employed their own fan embassies which were used at all the respective game venues. These fan embassies offered a flexible service to “their” fans at the respective venues which was well received and recognised by the various fan groups. The Netherlands, Ukraine, Brazil, Ghana, Spain, Poland and France “joined forces” with the fan service programme already established at the venues. With their extensive knowledge of the fans in question and specific characteristics along with language skills, this cooperation was a valuable component of the overall service programme for fans. Additional financing was given by the Federal Ministry of the Interior, the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ) and the World Cup Organizing Committee. Effects: International fans were directly addressed, information, service and hospitality, emphasis was placed on the international flair of the tournament, created certainty with regard to appropriate behaviour.

International cooperation at this level proved to be invaluable for the success of such a tournament.

These four main pillars were accompanied by the “Football Unites – Together Against Racism” programme which was financed by the World Cup Organizing Committee. This programme was carried out together with the pan-European fan organization FARE (Football Against Racism in Europe) and was integrated into the service programme for fans and visitors. The German Fan Project Coordination Centre (KOS) was responsible for central co-ordination between FARE and local fan services by the fan embassies at the game venues.

The following factors went a long way in ensuring the success of the fan service programme for fans and visitors at the 2006 World Cup:

- The football fans were met with respect on all levels, they were seen as an elementary part of the World Cup rather than as a security risk.

This recognition was repaid by a great atmosphere, not just in the stadiums but at the public venues too.

- The motto of the World Cup was brought to life, not just by the Organizing Committee which was in charge of the support service programme for fans and visitors that was implemented by the German Fan Project Co-ordination Centre (KOS), but also by the cities with their impressive public viewing events.
- This created an atmosphere in which the World Cup was both accepted and carried by the entire population.

Professor Gunter A. Pilz from Hanover University cooperated with Camino gGmbH to conduct an evaluation of the service programme for fans and visitors, so that the results of the evaluation can be used by future organizers on a lasting basis. The general opinion was that following the enormous success of the service programme for fans during the 2006 World Cup, future organizers would not be able to fall below the standard set by the 2006 World Cup.

Experience at international tournaments once again showed that a hospitable atmosphere in which fans are respected is the best guarantee for safe hosting. Potential troublemakers have no ground to work on and their activities come to nothing. Cooperation between the different sectors of services for fans and their interaction forms the basis for successful and fan-orientated service and support for visitors. In this respect, the World Cup in Germany has set new standards.

The installation of a dedicated service programme for fans and visitors for the EURO 2008 in Austria and Switzerland is also now being considered.

German Youth Photo Award 2006: “Football Fever”

On behalf of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ), the Centre for Films for Children and Young People in Germany (KJF) conducted a photo competition, the German Youth Photo Award 2006, under the



motto “Football Fever”. The invitation to take part was as follows: “Whether street football or stadium action, a true fan or a football grouch: Germany in football fever has many different faces. We are looking for the most unusual photo ideas, either as a classical feature, an original production or a creative photo montage.”

The invitation to take place was held in March 2006. Flyers were distributed nationwide and the competition was communicated on all relevant websites. The closing date for entries was 15 July 2006 so that photos shot during the World Cup could be used. The entries were exhibited and the winners received their prizes at the Photokina show from 26 September to 1 October 2006.

Participation was good with 360 entries and around 900 photos. The winners (around 15 works) can be described as original and distinguished themselves from the usual photos published in the media. Typical for the Youth Photo Award, the photos range from feature photos to photo productions right through to experimental forms. A touring exhibition on the topic of “Football fever/ photo fever” is also planned for 2007.



Focus on Girls' Football

902,494 female members are currently registered with the German Football Association, this figure corresponds to approx. 14.2 percent of all members. Of this figure, 31,869 girls and women signed up with clubs for the first time in the 2005/2006 season. The enormous increase in the number of girls U16 teams is particularly striking. This is, without doubt, the result of a the considerable success of Germany's women's team (2003 world champions, 2005 European champions). Compared to the previous year, 5,140 and hence 20 percent more women's teams registered to play in the 21 Laender associations – an impressive figure. Many girls are following the example set by their male idols from the 2006 World Cup in Germany. Despite the lasting enthusiasm for this event, it must be remembered that the 2007 Women's World Cup is to be held in 2007 in China and the 2011 Women's World Cup in Germany. In light of these two major events, it is particularly important for girls' and women's football that the promotion of talent among female players be examined, analysed and optimised if possible. A project to this effect is sponsored by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ).

The “DAAD Academic Football Cup” – a different kind of exchange

For the many sport-loving foreign students in Germany, the World Cup was an outstanding event during their stay here. This motivated the German Academic Exchange Service (DAAD) in December 2005 to call on foreign students in Germany to come together at their universities or on a national



level to form national or regional teams and to take part in the DAAD Football Tournament. The response was overwhelming: Around 120 teams from all over Germany were eager to be among the 16 teams chosen by the DAAD selection committee.

The project partners of the German Academic Exchange Service (DAAD): Backing from the Federal Ministry of Education and Research (BMBF), partnership with the World Cup city of Cologne, support by Cologne's sport university, funds from the Post AG Foundation, donations in kind by Langenscheidt-Verlag and Deutsche Bank.

Within the scope of the "Germany – Land of Ideas" campaign by the German Government and the German business sector, the DAAD with its tournament was selected as one of "365 places in the Land of Ideas".

At the end of the three-day DAAD world championship, the score was 1:0 for the new DAAD world champion, the "Lions from West Africa" who are studying in Darmstadt, Mannheim and Gernersheim and who won against the "1. FC Sajones – Brasil y Amigos" from Dresden's TU.

Dr. Norbert Lammert, President of the German Bundestag, was the patron of the DAAD Academic Cup. Star guest Anthony Baffoe, a former 1. FC Köln player in the 1980s, former national player and now the team manager of World Cup qualifier Ghana, was pleased with the success of his fellow Africans.

This sporting competition from 27 to 29 April 2006 was part of a major scholarship meeting where around one thousand foreign students and their families celebrated a festival of cultures in a friendly, sporting and at the same time academic setting. For more information, visit: www.daad.de/fussball.

The Federal Ministry of Education and Research supported the "2006 RoboCup" World Cup in Bremen

From 14 to 18 June 2006, Bremen was the venue of yet another World Cup – the Robot Football World Cup. RoboCup is a research initiative in the field of robotics that is seriously pursued world-wide. The aim of these activities is to develop a football team of humanoid robots by the year 2050 that can play and defeat the then reigning FIFA World Champion.





Over 2,600 competitors in 440 teams from 36 countries took part in this, the biggest event in international robotics. During the four days of competition, play-off games took place in eleven leagues. At the championships in Bremen, the German teams won eleven of 33 World Cup titles and special competitions. The final of mid-sized football robots was a purely German match in which Osnabrück defeated Stuttgart. In addition to the football leagues, the RoboCup also featured competitions for rescue robots where autonomous, automated rescue helpers search for casualties in mock scenarios. The Federal Ministry of Education and Research (BMBF) supports the RoboCup Junior competition for young talented competitors.

More than 15,000 people came to the venues. In the media, there were more than 1,600 reports about the 2006 RoboCup.

Multimedia information with SmartWeb

The 2006 World Cup was one of the application fields for the demonstrator of the SmartWeb innovation supported by the BMBF. The core idea of this innovation concept is access to Internet content by voice dialogue. This means that spoken queries must be translated into queries for Internet search engines and the results of the search must be browsed on the basis of the desired content. As a final step, the reply to the query is output – generated as a voice output. SmartWeb can supply a precise reply to a question posed in everyday language. Generally speaking, it can process any questions the answer to which can be found in documents on the Internet.



Multimedia information (text, photos, videos) related to the 2006 World Cup is one field of application for SmartWeb. When asked: “When did Germany last win the World Cup?” SmartWeb answered: “1990”. A picture of the team was also shown on the mobile phone display.

A prototype of the system was demonstrated on a SmartPhone MDA Pro from T-Mobile. The system can also be used by motorists using the voice control feature in which case the system then evaluates up-to-date Internet information via a DMB receiver. SmartWeb was presented to the public and the press during the World Cup in Bremen at the 2006 RoboCup.

The lead partner of the project is the German Research Center for Artificial Intelligence (DFKI), with partners in this project being BMW, DaimlerChrysler, Deutsche Telekom AG, Siemens, the universities in Erlangen-Nuremberg, Stuttgart, Saarbrücken, Karlsruhe and Munich, Fraunhofer Gesellschaft as well as the companies EML, Ontoprise and Sympalog.

Servingo and Cinevision

On 14 June 2006, the “New Media Day” project was held in Berlin’s CinemaxX film theatre at Potsdamer Platz. This event was jointly sponsored by the Federal Ministry of Economics and Technology (BMWi), the “Germany – Land of Ideas” initiative and the federal marketing agency “Invest in Germany”. In conjunction with the World Cup, outstanding achievements in research and development “Made in Germany” were presented. The focus of activities here was placed on multimedia developments supported by the BMWi: Servingo,



an Internet-based, mobile information and communication platform for the World Cup and Cine-vision 2006 in which a world first was presented, a high-resolution cinema system of tomorrow that can be used, for example, to broadcast major events live. As an additional highlight, Germany's first-round game against Poland was shown in excellent digital cinema quality. Around 400 German and foreign guests, including many VIPs and more than 50 accredited press representatives, attended this event. Apart from the extremely positive response received, there are also signs of concrete business contacts and even of possible investment decisions.

International Green Week 2006 – Getting in the mood for a colourful (football) Germany

The appearance by the Federal Ministry for Food, Agriculture and Consumer Protection (BMELV) at the 2006 International Green Week focused strongly on the World Cup. Under the motto "Fair Play on Every Field", connections were drawn between topics of the Ministry at the first big international consumer exhibition of the year and the up and coming football tournament. The "first visit by the international community" was used to present Germany as a colourful, attractive destination and as an innovative, football-crazy nation.



The theme hall of the Federal Ministry for Food, Agriculture and Consumer Protection was reminiscent of a football pitch. Football was used in a playful manner and integrated into the different exhibition modules and the stage programme.

Child's play – on tour

The subject of football was also integrated into current campaigns by the BMELV. This was the case, for instance, with the "CHILD'S PLAY – on tour" project within the scope of the "Germany is moving" initiative. "CHILD'S PLAY – on tour" is part of a campaign by the Federal Ministry for Food, Agriculture and Consumer Protection under the motto: "Eat better. Move more. CHILD'S PLAY". The campaign is designed to effectively combat obesity among children and young people. The campaign includes measures to inform children/young people, parents and multipliers that only balanced interaction between a healthy diet and a sound measure of physical exercise can bring about physical and mental performance and protect one's health in the long term, thereby enabling the individual to cope with everyday life.

As a partner of the nation-wide "Germany is moving" initiative, the "CHILD'S PLAY – on tour" campaign addresses the central aspect of a healthy diet. As a partner of the "Germany is moving" campaign, "CHILD'S PLAY – on tour" organizes a two-year city tour. The most varied activities were offered at and in the pavilion, addressing central aspects of the campaign and geared towards the specific needs of the different age groups. Examples include the "CHILD'S PLAY" quiz for children, crossword puzzles, schoolbag quizzes, pyramid game, game of skill, wheel of fortune, CHILD'S PLAY giant carrot, the CHILD'S PLAY cross game (a football module) and the CHILD'S PLAY action passport.

The regular presence and support of prominent athletes for the "Germany is moving" health initiative at various locations of the tour once again underpinned the importance of this issue for the general public. In this way, visitors were able to learn from experts how important diet and physical exercise are for mental and physical performance.



“REALLY FAIR. Buying with care”

With the “REALLY FAIR. Buying with care” campaign, the Federal Ministry for Food, Agriculture and Consumer Protection informed consumers about possibilities for sustainable buying and consumption. Football was one of the issues of this campaign. A “fair-trade” football was used in order to talk about and explain sustainable production conditions.

On 16 March, the REALLY FAIR info bus set out on its tour of Germany. The bus stopped at central locations in more than 70 cities. The bus is fitted with mobile equipment in order to familiarize consumers with sustainable consumption in an informative, playful and interactive manner. Be it toys, energy, food, travel or investment: The exhibition in and at the bus informs visitors about the various options for sustainable consumption decisions. “Talking” refrigerators, cuddly toys telling about their production conditions or a fishing game for children bring the issues to life.

The historical Olympic Games grounds

Berlin’s Olympic grounds have been in the focus of public interest not just since the 2006 World Cup. The former Reichssportfeld – built on the occasion of the 1936 Olympic Games – is one of the promi-



nent landmarks of architecture from the era of the National Socialist dictatorship. In the run up to the World Cup, the history of the Olympic grounds was newly commented by a historical assessment. A permanent exhibition on the “Historical Olympic Games Grounds” informs about this site. The exhibition is located on the grandstand area to the west of the stadium with the bell tower and the former Langemarck hall. It was designed by the German Historical Museum and financed by the Federal Government Commissioner for Culture and the Media with €3.3 m. A “Historical Path” additionally conveys to visitors the historical importance of the rest of the grounds. Federal Minister Dr. Schäuble opened the permanent exhibition in March 2006.

41. CISM4 World Military Football Championship in Germany in June 2005



As part of the Federal Government’s hosting strategy for the 2006 World Cup, the Bundeswehr (Federal Armed Forces) initiated various activities to heighten anticipation for this major event. They included, for example, the **41st CISM World Military Football Championship** held under the patronage of the Federal Minister of Defence in Warendorf from 13 to 27 June 2005 (at the same time as the Confederations Cup 2005), 30 years after the event was last held in Germany and the third time overall.

More than 13,000 enthusiastic fans came to watch the matches in this big event in the region, the motto of which was “Friendship Through Sports”. Teams from a total of 11 countries and five conti-





nents qualified for the finals. The tournament was clearly dominated by teams from Africa. After the Qatar team defeated the German team 3:1 in the small final and thereby ensured its 3rd place, two representatives of Africa made it to the final. A well-filled stadium at the Federal Armed Forces' Sports Academy was the perfect setting for the thrilling final of this the 41st World Football Championship of CISM. In a lively, yet fair match, the Egyptian team defeated the strong Algerians with a deserved 1:0 result, thereby winning the title of World Military Football Champion for the fourth time.

2005 and 2006 Minister's Cup by the Federal Ministry of Defence

In 2005 for the first time, six teams from the various branches of the Bundeswehr competed for the first Minister's Cup, presented by the Federal Minister of Defence, with the final match played in Berlin. The supporting measures by the Federal Armed Forces within the scope of the Federal Government's hosting strategy for the 2006 World Cup will be brought to a close by the repeated organization of the 2006 Minister's Cup by the Federal Minister of Defence which was played in the first half of September. The final was held on 14 September 2006 in Berlin.

In addition to this competition, another highlight was a charity event on 23 May 2006 where a Bundeswehr team made up of players selected from all participating teams played against the Alemania Aachen team who had recently returned to the first league. This charity event in favour of the



hospice initiatives of the cities of Aachen and Eschweiler generated revenue of close to €10,000.

The BMI's plan for dealing with issues of foreigners law

As part of its preparations for the 2006 World Cup, and supplementing the German Foreign Office's visa strategy and the National Security Strategy, the Federal Ministry of the Interior developed a plan for dealing with issues of foreigners law. The plan was directed at the agencies responsible for executing foreigners law – in particular the border and foreigners authorities – and the National Organizing Committee.

This plan for dealing with issues of foreigners law provided the legal and organizational information and guidelines to accompany the 2006 World Cup in a transparent and compact manner and thus warranted smooth procedures. The implementation of this plan proved to be helpful and productive for cooperation with the federal agencies responsible for executing foreigners law and for finding quick and effective solutions on a case-to-case basis. This concerns, in particular, visa renewal by foreigners authorities for members of foreign delegations and visitors.

The experience reports by the federal Laender responsible for issues related to the right of abode suggest that there was no increase in the number of problems related to foreigners law in conjunction with the 2006 World Cup. Elevated numbers of cases of illegal stay were not found.



Even before the World Cup kicked off, the Federal Agency for Migration and Refugees (BAMF) received a request to carefully monitor the respective developments in entry numbers. In order to be able to retrieve this information by statistical means, the “FIFA 2006 World Cup” status was integrated into the MARiS IT system on 3 May 2006 and the field offices were ordered to capture this data for visitors to the World Cup who were in possession of a visa. The Federal Agency for Migration and Refugees reported that up to now just one application for asylum had been received in this context.

As a result, one can say that the plan for dealing with issues of foreigners law was successful and supported the foreigners and border authorities in a sensible and helpful manner.

2006 World Cup Jobs Initiative

Bundesagentur für Arbeit

In June 2005, the Federal Employment Agency (BA) and the German Football League (DFB) agreed to the joint “2006 World Cup Jobs Initiative” as a means for the targeted creation of temporary and long-term jobs in conjunction with the World Cup

and for speeding up recruitment of applicants for these jobs. The project was successful.

A total of almost 25,000 jobs were created. Applicants were recruited via the World Cup hotline, the Internet (virtual labour market of the Federal Employment Agency), by letter or in personal meetings between Employment Agency officers and employers.

The World Cup hotline which was specifically created for this purpose as well as a new functionality of the virtual labour market of the Federal Employment Agency constituted special service offerings for employers. Employers were given the possibility to publish their own job offerings with a specific World Cup reference without direct involvement of the Federal Employment Agency. Interested job applicants were easily able to find these job offerings via a prominent search functionality. The virtual labour market of the Federal Employment Agency thereby enabled unbureaucratic and cost-effective match-making of employers and job-seekers.

Of the almost 25,000 World Cup jobs, more than 7,500 were published via the virtual labour market of the Federal Employment Agency. Close to 5,000 of these jobs were subject to social insurance.



17,000 jobs were directly reported to the job centres and handled by these. 50 percent of these jobs were subject to social insurance.

The main industries were the security sector with 6,500 jobs, the hotel and catering industry with more than 4,500 jobs, arts with more than 1,100 jobs and retail business with almost 800 jobs.

Since for every job reported to the Federal Employment Agency at least one more job exists for which a job-seeker is found without the Federal Employment Agency's involvement, the agency expects that a total of around 50,000 additional jobs were created in the short term and that many of these jobs will continue to exist even beyond the World Cup. The project was supported by a host of marketing and press activities.

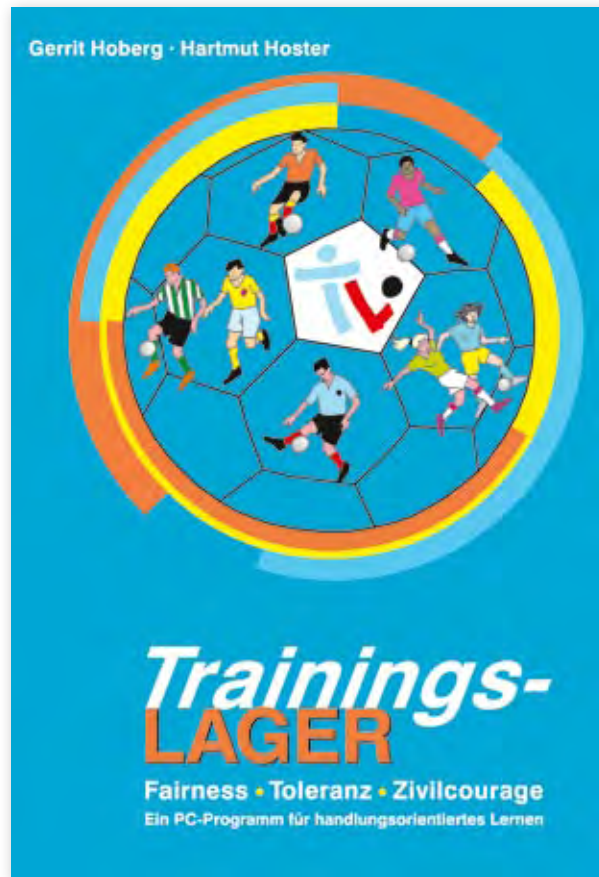
In view of the positive overall assessment of the "2006 World Cup Jobs Initiative" project, the Federal Employment Agency is planning to continue its cooperation with the German Football League and to make the project available as a re-use module for future project.

**The Federal Agency for Civic Education:
"Football – more than just a game"**

Sport is not apolitical, even though this opinion is voiced all too often. Be it public sport promotion, doping or the holding of major international events: there are many areas of interaction between sport, politics and society. Specific values such as team spirit, fairness and tolerance can be communicated through sport. These values are fundamental to a functioning solidary civil society.

The Federal Agency for Civic Education used the large-scale event of the 2006 World Cup as an opportunity to highlight the social, economic and political context of this sport in Germany and the world in new publications and events under the motto "Football – more than just a game".

The opportunities offered by such a major event for political education at schools and outside schools and for the promotion of developments in civil society were discussed and the results implemented in working and teaching materi-



als. However, undesired developments such as violence, hostility to foreigners and the use of sport as an instrument for biased political goals were also on the agenda. The following approaches constituted a red thread extending through all offerings before and during the 2006 World Cup in Germany:

- promotion of the discussion of values
- a geographical approach related to the countries participating in the world cup (facts, intercultural communication, interaction)
- a critical analysis of the role of sport in history, society and the economy.

The "schedule" included, among other things, exhibitions and discussion events, an online special feature at: www.bpb.de, an educational computer game, special editions of the "fluter" youth magazine, information on political education, a topic in teaching, and the GrafStat computer program. The importance of football in African society was also highlighted within the scope of the "Africome 2004–2006" events that focused on Africa.



The mobile “Fan Shop of Globalization”, an exhibition by the Federal Agency for Civic Education, was particularly successful. This exhibition which was housed in a twelve-metre long sea container, toured through nine of the 12 World Cup venues between 4 May and 14 July 2006. Several thousand people – including Chancellor Angela Merkel – visited the exhibition which showed processes and structures of globalization on the basis of examples taken from the world of football. Copies of the exhibition catalogue with texts and pictures on “Football and Globalization” are available from the Federal Agency for Civic Education.

Commemorative coins



In November 2002, the Federal Cabinet approved the issue of a series of four silver €10 commemorative coins between 2003 and 2006 to celebrate the 2006 World Cup. The design of the coins was presented to the public in November 2002 by then-Federal Minister of Finance Hans Eichel and Organizing Committee President Franz Beckenbauer. Nearly twice as many silver coins as usual were issued (around 4.4 million in each case), and the Organizing Committee was actively involved in selling these coins.



The first coin of the series was issued in June 2003, the second in February 2004 and the third in February 2005. The fourth and last silver €10 coin was presented by Federal Chancellor Angela Merkel, Federal Minister of Finance Peer Steinbrück, Federal Minister of the Interior Wolfgang Schäuble and Organizing Committee President Beckenbauer in February 2006 and subsequently went into circulation the following day. With these commemorative silver coins, the Federal Government advertised the 2006 World Cup at an early stage, thereby

supporting the Organizing Committee’s PR work and arousing interest among citizens.

The series (total circulation of 17.1 million) has not yet been fully sold. Revenue of around €130m is faced with a pure silver value of around €50m and other costs. The final amount of revenue is difficult to forecast, especially since the coins are in fact legal tender (and can be exchanged forever).

In October 2004, a golden €100 coin was additionally issued for the first time ever to commemorate a major sports event. The 350,000 coins produced are practically sold out now. At an issue price of €222, revenue totalled around €77.7m. This is faced with a pure gold value of around €69m plus further costs, for example, coining charges and transport costs as well as overhead costs which cannot be quantified.

Proceeds from the sale of these coins will be added to the general budget and are not subject to earmarking for a specific purpose.

Special-issue postage stamps

The special-issue postage stamps from the “For Sports 2006” series issued by the Federal Ministry of Finance not only drew the attention of collectors and postal service customers to the 2006 World Cup but were also souvenirs that were popular among World Cup guests. Proceeds from the surcharge on the sale of the special-issue stamps went





to Stiftung Deutsche Sporthilfe (German Foundation for the Promotion of Sports). These proceeds support the social concerns and tasks of the foundation in all areas of sports. From 2003 to 2006, a total of eleven special-issue postage stamps were dedicated to the 2006 World Cup. Furthermore, the Numisblatt issued annually by Deutsche Post links the two collector's items (postage stamps and coins) together.

In January 2003, the first five special-issue postage stamps from the "For the Sports" series dedicated to the 2006 World Cup were released for printing. In March 2003, the postage stamps were officially presented to the general public by the Federal Ministry of Finance together with the Federal Ministry of the Interior, the German Foundation for the Promotion of Sports and the 2006 World Cup Organizing Committee.

In February 2004, the sports stamps for 2004 as well as the second commemorative €10 silver coin were presented by Federal Chancellor Gerhard Schröder, Federal Minister of Finance Hans Eichel, Federal Minister of the Interior Otto Schily and Organizing Committee President Franz Beckenbauer. Furthermore, it was also decided to issue the special-issue postage stamps and the com-

memorative €10 silver coin at the same time in 2005 and 2006.

In February 2005, Federal Minister of Finance Hans Eichel, Federal Minister of the Interior Otto Schily and Organizing Committee Vice President Dr. Theo Zwanziger presented the 2005 "For Sports" special-issue postage stamps. Two of the five postage stamps are dedicated to the 2006 World Cup. They depict the "Goleo VI" mascot and André Heller's football globe.

In February 2006, the 2006 "For Sports" series of special-issue postage stamps was presented by Federal Chancellor Angela Merkel, Federal Minister of Finance Peer Steinbrück, Federal Minister of the Interior Wolfgang Schäuble and Organizing Committee President Franz Beckenbauer and focuses on the 2006 World Cup. Four of the five stamps are related to this event. The stamps bear images of the World Cup stadiums in Berlin and Munich, for example. The series' main theme is the motto of the 2006 World Cup: "A Time to Make Friends".



1.2. Promoting Germany as a good place for business



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The “Germany - Land of Ideas” initiative

The World Cup was a great opportunity to present Germany as an open, friendly and future-enabled country and to communicate the competitive strength, performance and innovative power of its economy. The “Germany – Land of Ideas” initiative was launched to this effect under the patronage of Federal President Horst Köhler. “Germany – Land of Ideas” is the joint and all-party initiative of the Federal Government and the German business community, represented by the Federation of German Industries (BDI). The aim of the initiative is to communicate the current image of Germany and thereby to give Germany’s image a positive boost both in Germany and abroad. The “Germany – Land of Ideas” initiative played a multiplier role. Individuals and institutions, such as the Federal Foreign Office, the Goethe Institute, the Press and Information Office of the Federal Government and the BMI, as the leading World Cup ministry within the Federal Government, contributed to this campaign with their networks and technical project support.

23 companies backed the “Germany – Land of Ideas” initiative, with the further support of cooperation partners from science, politics, culture and society. The central message of this initiative is: Germany is open, innovative, it is ready to perform and ready for the future. In order to communicate this message both in Germany and abroad and make use of the enormous media interest in Germany during the 2006 World Cup, the “Germany – Land of Ideas” initiative implemented six core projects.

- The nation-wide “365 Landmarks in the Land of Ideas” competition is a project under the initiative which, thanks to its strong success, will be continued also in 2007 together with Deutsche Bank as the exclusive project partner. Public or private institutes, institutions, companies or research bodies committed to innovation and creativity are called upon to apply for participation. A jury made up of prominent members selects 365 winners among all applicants – who numbered 1,200 in 2006. Every day of the year in 2007, one of these landmarks will receive an





official award and present its programme or event to the general public. A publication will additionally present each of the “Selected Landmarks 2007” with its events and programmes.

- The “Media service” is an online service for German and foreign journalists wishing to cover German issues. 4,500 journalists registered world-wide avail themselves of the text and image archive as a research tool for reporting on Germany. The portal offers exclusive and professionally edited copy – made by journalists for journalists. Supported by the dpa news agency, some 1,000 articles and hundreds of free images are available without restriction.

This service was supplemented by an economic focus which is managed by the Federal Government’s “Invest in Germany” agency in cooperation with dpa.

- The campaign “Germany – Land of Ideas” cooperates closely with the Federal Government’s Invest in Germany GmbH marketing agency. Led by FC Deutschland GmbH, the Agency implements a host of projects within the scope of the “Invest in Germany – Land of Ideas” campaign which are financed by the Federal Ministry of Economics and Technology (BMW). These initiatives are geared towards attracting international investors to Germany.



A large-sized poster series with top model Claudia Schiffer in London, Tokyo and New York aroused a particularly high degree of attention. Publications on Germany's business and industry environment as well as international investor workshops round off the service.



- Anybody joining the “FanClub Germany – Land of Ideas” is given the possibility to explain on the Internet why he or she is a fan of Germany, as well as the possibility to take part in prize draws. Registration is very simple at www.land-der-ideen.de. The project was launched on 3 October 2005 at a citizens' party during Germany's national bank holiday in Potsdam and has since met with a positive response. In 2006, the FanClub was present, for example, during the World Cup on the fan mile in Berlin, during the 2006 World Equestrian Games in Aachen and on Germany's national bank holiday in Kiel.
- The “Walk of Ideas” was one of the projects which specifically focused on the time before, during and after the World Cup. From 10 March to mid-September 2006, citizens were invited to take a stroll through Berlin's centre, along six giant sculptures which symbolised Germany's inventive spirit and wealth of ideas. In a touristically attractive settings, the first use of the “modern football boot”, “milestones of medicine”, the “automobile”, “modern book-printing”, “masterpieces of music” and the “theory of relativity” were called to mind. The “Walk of Ideas” attracted crowds of visitors and became an interesting focal point for Berliners and their guests. The “Automobile” sculpture is

now a new landmark at Munich Airport, whilst the “Modern Football Boot” is now on display in South Africa in order to set the mood for the 2010 World Cup. The “Walk of Ideas” started at the German Historical Museum at Unter den Linden where the “100 Heads of Tomorrow” Exhibition presented the creative minds of the future. The “100 Heads” exhibition will tour several cities with Austria's capital Vienna as the first stop on the tour.

- The “Welcome to Germany – Land of Ideas” initiative: In order to set the mood for the host country of the 2006 World Cup in the run up to the tournament, the more than 220 German embassies and consulates general abroad were continuously supplied, in cooperation with the Foreign Office, with information and advertising material about the Land of Ideas. Presentations of the initiative abroad were carried out, for example, in cooperation with Goethe Institutes and the foreign trade chambers at trade shows and information events. This is also the underlying aim of the “Welcome to Germany” film in which prominent citizens advertise Germany as a modern and open country.



According to FC Deutschland GmbH, “Germany – Land of Ideas” is the most successful image campaign ever launched in the history of the Federal Republic of Germany. More than 3.5 billion contacts were recorded world-wide since the campaign started. Its mechanism worked well and thanks to the combination of complementary projects it was possible to successfully implement the aims of the initiative at national and international level. Far more than 16,000 articles about



the initiative and more than six hours of airtime on German TV reached 1.3 billion contacts throughout Germany. The contents with their positive notion were successfully conveyed by the media and communicated in a sustainable manner. The “Germany – Land of Ideas” initiative made a crucial contribution towards coining Germany’s modern image and influencing foreign perception in this direction. The “Germany – Land of Ideas” initiative broke the ground for sustainable nation branding in the year of the World Cup. Plans exist to continue the overall campaign with a new structure (refer also to chapter 9 in part A).

The Federal Government’s “Invest in Germany” marketing agency



Invest in Germany is the Federal Government’s marketing agency which is funded by the Federal Ministry of Economics and Technology (BMWi). Since autumn 2004, the agency has made use of the world-wide excitement in anticipation of the World Cup and hence the World Cup’s enormous publicity in order to advertise Germany and attract investors. This campaign mainly targeted potential investors and important direct investors from the countries involved. The strategy of the investors’ seminars organized by Invest in Germany in the context of football matches was to combine enthusiasm for sport with facts about Germany as a business location and to present Germany to a selected audience as an important place for the production of high-tech products.

These events which were organized around football matches showed that foreign businesses are interested in learning more about Germany’s potential as a target for investment, not just in the form of purely economic facts and figures, but also through an emphasis on creativity, joie de vivre and hospitality.



Invest in Germany’s “Summer of Football” began in late May 2005 with the DFB Cup Final in the Olympic Stadium in Berlin, followed by the opening of the new World Cup stadium in Munich on 31 May 2005 and the international match between Germany and Russia in Mönchengladbach on 8 June 2005. In conjunction with the Confederations Cup 2005 too, investors’ seminars were organized in Cologne and Hanover, as well as during the matches of the German team in August 2005 in Rotterdam (Netherlands), in October 2005 in Istanbul (Turkey) and in November 2005 in Paris (France).



Furthermore, Invest in Germany GmbH also staged events for specific target groups in conjunction with three World Cup matches (Hanover, Munich, Dortmund). It invited more than 100 entrepreneurs and prospective investors from all over the world to the World Cup in Germany, most of whom represented modern sectors, such as life science, automotive, logistics, IT/media and research. The guests visited not just the World Cup matches, but also high-tech companies and scientific insti-



tutions and met with politicians and local business promotion organizations.

By the time the World Cup was over, 27 events involving more than 2,500 participants had been carried out and more than 20,000 potential investors and multipliers had directly received new information on Germany as a centre for business and technology.

To provide media support for its advertising activities in connection with the 2006 World Cup, Invest in Germany commissioned a film which links football and high technology in Germany using analogies such as creativity and enthusiasm, precision and spontaneity.

Advertising by the German National Tourist Board (DZT) for the 2006 World Cup and a welcoming, open Germany



It is already twelve years since the German National Tourist Board (DZT) launched its cooperation with the German Football Association (DFB). Since then, Germany's "Tourist Board" has advertised the 2006 World Cup at 1,000 exhibitions, on 5,000 study trips and in 25 million print products. 75 million users have since accessed the Internet portal www.deutschland-tourismus.de to find out more about Germany as a travel destination.

According to the German National Tourist Board, the 2006 World Cup was an enormous success for German tourism. 12.5 million overnight stays by foreign visitors during the months of June and July 2006 corresponded to an increase of 19.3 percent. During the first seven months of this year, a total of around 30 million international overnight stays was recorded, corresponding to an 11.5 percent increase or 3.1 million more than the year before.

July 2006 during which the last two World Cup matches took place was a very strong time in terms



of visitors. Overnight stays by international guests increased by 9.5 percent to around 6.7 million against the same month in the previous year. According to the Federal Statistical Office, international guests are becoming increasingly important for the German hotel industry. Foreign visitors accounted for around 15 percent of all overnight stays during the period from January to July 2006.

From the ten most important source markets for German tourism, visitors from football-loving countries came in growing numbers during June und July 2006 to the World Cup host country, thereby generating extremely positive growth rates for German tourism. Overnight stays by visitors from the UK increased by 35.9 percent, by 21.2 percent from the US and by 19.2 percent from Sweden. From north-west Europe, it was primarily the Irish who accounted for large visitor numbers. Football enthusiasts from the Emerald Isle accounted for a 44.9 percent increase in June and July.

Many Italian fans also came to Germany in order to support their national team especially during the





final. During the World Cup months, overnight stays by visitors from the country of the new World Champion increased by 15.3 percent. The growth rate ranking of south west European countries which include not just Italy, but also France, was led by Portugal with a 110.3 percent increase during the two World Cup months of June and July 2006.

The enormous football enthusiasm in central and Latin America triggered outstanding growth in the DZT America/Israel regional management sector in June and July 2006: A 405.1 increase was recorded for the Central America/Caribbean source market which includes Trinidad-Tobago as a newcomer to the World Cup. Brazil, home of the former World Champion, recorded growth of 255.8 percent during the World Cup months. South Africa which is to organize the next World Cup recorded a very good increase of 40.2 percent in June and July 2006.

But much more important than these numbers is the sustainable boost to Germany's image which visitors to Germany and TV spectators and newspaper readers witnessed all over the world. In a poll conducted among World Cup tourists, more than 90 percent stated that they would recommend Germany as a travel destination. And the rewards of the friendly, happy image of Germany that was sent out all around the globe will be reaped in Germany for years to come. The small selection of international opinions below speaks for itself:

Response by international media:

La Gazzetta dello Sport, Rome:

"When it came to good humour and organization, Germany as a nation was the winner of this World Cup."

The Independent, London:

"Less expected was the relaxed hospitality Germany extended to its visitors."

Der Standard, Vienna:

"...summer weeks in which Germany presented itself as a good, happy host."

Iswestija, Moscow:

"In just one month, Germany laid to rest the misconception that its citizens are boring, uncommunicative and inhospitable."

El País, Madrid:

"[Germany] was the best host..."

During the World Cup, an empirical survey (a thesis at the Alpen-Adria university in Klagenfurt, Austria) was carried out in all twelve World Cup cities between 9 June and 9 July 2006 in order to determine to what extent the World Cup had changed the opinion of international visitors about the host nation and its people. The questionnaire that was completed by 2,113 international guests primarily contained questions regarding visitors' opinions about Germany and its people. Visitors were asked, on the one hand, what opinion they had in the past (i.e. before they knew that they would be travelling to the World Cup) and, on the other hand, what their opinion was now at the time of the survey (after they had spent some time in Germany).

Almost 50 percent of those polled had never visited Germany before. Almost 50 percent of those polled knew little or very little about Germany before their visit. All the nationalities polled viewed the host nation and its people positively before coming for the World Cup.



The World Cup visit changed opinion about Germany and its people. The World Cup concept “A Time to Make Friends(tm)” paid off: Visitors from all nations who came for the World Cup now have a much more positive opinion. The most pronounced change in opinion was found among non-European visitors, whilst European visitors had the least change in opinion (the exception being visitors from the UK who reported a very strong positive change in opinion).

Those polled particularly praised Germany as being well organized, modern and wealthy. Visitors had not expected such good food, such a welcoming atmosphere for foreigners and such hospitality. Before coming to Germany for the World Cup, visitors regarded Germans as being well organized, hard-working and self-confident whilst very few visitors regarded Germans as having a sense of humour, of being spontaneous or as welcoming towards foreigners. Of the 17 characteristics polled, 15 of these characteristics saw a significantly positive change after visiting Germany and 13 characteristics showed at least a weak change. The positive change is most clear when it comes to the characteristics: friendly, tolerant and welcoming towards foreigners.

Although the way in which “a sense of humour” was regarded also improved considerably, this characteristic still received the least positive rating. Opinion among World Cup visitors was most positively influenced by the quality of public transport, by the security strategy / quality of security and by communication with World Cup visitors from other nations.

Due to the positive experience made during the World Cup in Germany, approx. 80 percent of those polled will report positively about Germany to their friends and family (and half of those polled will even report very positively). Only approx. four percent of those polled will report negatively or very negatively about Germany. 67.5 of those polled would like to come back to Germany for a private visit. 40 percent of participants in the survey wanted to know more about Germany and 31.5% would like to learn German. 25 percent of



visitors can envisage establishing new or intensifying existing business contacts.

Another visitor poll was conducted by Mainz University addressed travelling and consumption patterns of visitors to mega sports events. The underlying idea was: visitors to large-scale sports events have different consumption behaviour than normal city visitors. Furthermore, tourists visiting various types of sports events differ in terms of their social and travelling profiles. This is why all the forecasts and calculations so far carried out with regard to the economic effects of the 2006 World Cup are based on estimates. The aim of the Bochum study was to calculate more precisely the economic effect of the 2006 World Cup in retrospect on the basis of visitor polls. Other aspects surveyed were consumption patterns, travel behaviour and social profiles of the World Cup visitors in order to eventually derive generally valid statements concerning visitors to mega events in Germany.

The underlying questions included, for example, the following:

1. What was the social profile of the 2006 World Cup visitors (in the stadiums and at the fan parties)?
2. How many days, with whom and how long did 2006 World Cup visitors travel in Germany?
3. What was the visitors' (Germans and foreigners) consumption pattern during the 2006 World Cup, i.e. what did they spend money on?
4. Which economic impulses (gross domestic product, employment effect, tax revenue) did a region (a host city) and/or Germany experience from the 2006 World Cup?



Data was captured throughout the entire World Cup at all locations (except Hanover). Poll locations and times were selected according to a complex, theory-based system which considered the attractiveness of matches, their time, venue, the teams involved, etc.

At a total of 23 polling units, 9,456 visitors were polled. 59.4 percent of these visitors were German (25.1 percent fan parties/34.4 percent stadium) and 40.6 percent were foreigners (15.8 percent fan parties/24.7 percent stadium). The questionnaire was available in German, English, Portuguese, Spanish and French. It consisted of 18 questions which covered around 150 variables to be evaluated. The project was financed by the Federal Institute of Sports Science (BISp) after it had successfully passed a demanding expert evaluation phase.



First interesting results are now available.

1. Foreign visitors with a high income: Income levels of Germans at the fan parties were significantly lower than those of stadium visitors. The incomes of foreign visitors are significantly higher than those of Germans.
2. Attractiveness of fan parties for women: Compared to the stadiums, twice as many German women (44 percent) were present at the fan parties.
3. People liked to visit World Cup matches together with friends and their families: 34 percent of stadium visitors were accompanied by family members, 63 percent by friends.
4. World Cup for young people: The average age (34 years) of stadium visitors was significantly higher than the average age (31 years) of fan party visitors. The average age in industrialized nations is above 37 years.
5. High education level of stadium visitors: 71 percent of stadium visitors had completed secondary-school education, 47 percent even had a university degree.
6. Attractiveness of fan parties for foreigners: The fan parties were visited by a significant share of foreign visitors who did not have any tickets for any match during the entire visit to the World Cup.
7. Germans also travelled through Germany during the World Cup: Visitors on average had 2.9 tickets with no differences existing between German and foreign visitors. Furthermore, Germans spent on average 6.4 days “away from their homes”, visiting fan parties and sometimes travelling long distances through Germany. Ticket holders even travelled 8.8 days on average. Foreign visitors spent around eleven days in Germany on average.
8. The World Cup influenced holiday plans: 6.5 percent of German World Cup visitors decided not to go on holiday and 8.2 percent decided to go on holiday at a different time.
9. Different consumption patterns: Fan party visitors and stadium visitors displayed different consumption patterns. Furthermore, consumption patterns also differed between German and foreign visitors who spent significantly more.
10. Not all foreign visitors generated economic benefits: ten percent of all World Cup visitors were tourists who stated that they would have visited Germany anyway this or next year even without the World Cup.



1.3. The Federal Government's Artistic and Cultural Programme

In the run up to the 2006 World Cup in Germany, the Federal Government, DFB and the Organizing Committee were eager not just to organize this large international sport event, but also to offer a forum in order to give a positive demonstration of Germany's cultural diversity and its links to football. One way to implement this concept was a national Artistic and Cultural Programme for which the Federal Government had pledged funds of some €30 million from the federal budget. The Federal Government, DFB and the FIFA 2006 Organizing Committee were in consensus in this context that this Artistic and Cultural Programme was to be implemented by a non-profit PLC (Nationale DFB Kulturstiftung WM 2006 gemeinnützige GmbH – DFB Kulturstiftung) established by DFB with André Heller as its artistic director. The activities of this company are supervised by a supervisory board with members representing the Federal Government and members of the German parliament. The mission of the DFB Cultural Foundation was to enable, support and design cultural and artistic projects within the scope of the 2006 World Cup in Germany. The supervisory board of



the DFB Culture Foundation decided to include a project in the official Artistic and Cultural Programme during the 2006 World Cup. This decision was preceded by a coordination process between management and the other parties involved who, besides André Heller and the 2006 Organizing Committee, also included FIFA with a view to the protection of brand and sponsor rights.

Germany was the first country ever to initiate such a diverse and outstanding artistic and cultural programme within the scope of a World Cup. Football was not only seen as a sport event, but was considered much more to be a cultural mass phenomenon that can cross borders both in a social, geographic and political sense.

The DFB Cultural Foundation supported football-related artistic and cultural projects which were officially recognized by a quality mark. The Artistic and Cultural Programme for the 2006 World Cup helped to present Germany's cultural diversity to its guests and at the same time increased anticipation for the 2006 World Cup both in Germany and abroad.

More than 350 project applications were received by the end of 2004 of which 48 were added as official contributions to the programme (refer to appendix VII) on the basis of a joint decision by the supervisory board of the DFB Cultural Foundation, the Organizing Committee, FIFA and André Heller. This was the framework for creating projects in the fields of literature, dance, drama and performance, music, events and festivals, film, TV and video as well as exhibitions linking football and culture together in a myriad of ways.





The team of the DFB Cultural Foundation with its six members since 2005 was responsible for designing a controlling system for the different projects in order to ensure that the projects were implemented in the manner applied for and on a high quality level. Project managers of the foundation were in charge of financial controlling and project implementation in close coordination with those responsible for the projects.

Prior to the launch of the Artistic and Cultural Programme, the DFB Cultural Foundation developed a questionnaire for a handicap check. This questionnaire was expected to show the extent and ways in which handicapped people were considered and involved in the development of concepts and implementation of the different projects both in practical terms and with a view to project contents. In this way, projects which were still in the planning stage were scrutinized and ideas were encouraged in order to address this complex too. The questionnaire primarily addresses general issues of barrier freedom, such as access and toilets suitable for wheel-chair users. A positive response was given in the case of around 90 percent of projects with a fixed venue. The situation is similar with regard to reduced admission for the handicapped or people accompanying them which was granted in more than 80 percent of cases. Furthermore, the websites of almost half of the projects was programmed according to barrier-free principles. Many projects offered further aids, such as audio guides and subtitles which improved or enabled the use of these projects by certain groups of visitors, although these projects

were not necessarily designed from the very beginning for the hard of hearing or for people with impaired vision. Information in Braille and/or the services of sign language interpreters were made available in at least around ten percent of relevant cases. The survey also addresses aspects of project concept development, such as orientation towards, involvement and direct cooperation of handicapped people which applied to a good quarter of the projects surveyed.

The respective performances at the project venues were regularly attended by the manager and/or project manager of the DFB Cultural Foundation in order to carry out PR work for the Artistic and Cultural Programme. The visual presence of the Artistic and Cultural Programme during events was ensured in the form of displays, press folders, information material etc.

The media and press response in Germany was calculated at 4.2 billion contacts. Other positive elements included extensive coverage of individual projects in many other countries around the globe and the fact that such a programme existed at all. The press echo as a whole was very positive, but this does not rule out critical voices in indi-



vidual cases. The sometimes very rigid boundaries between football on the one hand and art and culture on the other became certainly more flexible. This Artistic and Cultural Programme was unique in many respects and gave many stimuli.

Other PR activities of the DFB Cultural Foundation included events during the Frankfurt Book Fair, several meetings with foreign journalists at the Goethe Institute Berlin and during a conference of the Tourism Board.

The contributions by the Federal Government's official Artistic and Cultural Programme covered a wide range of artistic activities, ranging from film productions, various exhibitions, drama, dance and performance projects, literature projects and events, as well as popular cultural events.



By the end of August 2006, 45 German cities hosted 194 performances, concerts, one exhibition, radio plays, operas, dance events, etc. from the Federal Government's Artistic and Cultural Programme for the 2006 World Cup. Projects belonging to the Artistic and Cultural Programme were also on show in a total of 40 different countries and 87 different international cities outside Germany. The Football Globe alone which toured all the twelve World Cup cities attracted one million visitors. An extrapolation suggests that on the whole around 3.5 million people personally experienced the various projects.

After the World Cup, the Football Globe created by André Heller will be exhibited in Hamburg where it will be illuminated in blue light when the Hamburger SV team plays and in brown light during

matches played by FC St. Pauli. The precise location has yet to be decided. The globe is to become a hallmark of the Sport Museum planned in Hamburg and was purchased by a Hamburg-based company for this purpose from the Federal Disposal Sales and Marketing Agency VEBEG.

The Football Globe Germany was also put up for sale via VEBEG. The DFB was the highest bidder and will hence become the new owner. The Football Globe Germany is to be installed at DFB's headquarters in Frankfurt/Main.

The newly installed historic signs for the Nazi Party Rally Grounds in Nuremberg and for Berlin's Olympic Stadium will remain permanently in place. The films produced will be evaluated further, and some of the theatre productions (Vespero, Rambazamba, Panoptikum) will continue to be played even after the World Cup. The commissioned "Football Oratorio" composition is likely to be staged again one day.

In mid-June 2006, Franz Beckenbauer said to the Frankfurter Allgemeine Zeitung newspaper that the cultural programme also contributed towards the great atmosphere during the World Cup. One can expect that South Africa will create a similar programme for the forthcoming World Cup and that Austria and Switzerland will follow suit for the next European Championship.

The DFB Cultural foundation has prepared a detailed documentation (www.dfb-kulturstiftung.de).



Quotes regarding the World Cup Artistic and Cultural Programme:

André Heller (curator of the Artistic and Cultural Programme):

“Was there ever a cultural programme that achieved such popularity? That is truly unique.”

Franz Beckenbauer (Organizing Committee President):

“The cultural programme that coincided with the World Cup had a role to play in the great atmosphere.”

Wolfgang Schäuble (Federal Minister of the Interior):

“You may be interested in sports, but you should be interested in culture because this is where we can discover so much more about ourselves and our world.”

Bernd Neumann (Cultural Minister of State):

“The cultural programme certainly has a role model character: It showed that there is more mutual enrichment than generally believed between the supposedly purely intellectual spheres of arts and the supposedly purely physical area of sport”.

Göttrik Wewer, (Chairman of the Supervisory Board of the DFB Cultural Foundation):

“The cultural programme is an electrifying project”.

Thomas D. (musician):

“The World Cup culture programme stands for tolerance and openness – both of which are vital for both football and arts”.

Werner Hansch (football reporter):

“A one-two pass like this with football and culture was certainly ambitious, but then it worked. A sensational experience for me!”

The Goethe Institute made very good use of the film packages (a selection of international films on football, a supplement to the Berlinale Talent Campus, short films presenting the twelve World Cup cities and regions in an artistic way), which were distributed world-wide, as well as the “Planet Football” exhibition and linked these with the Institute’s own activities by its foreign representations, schools and other partners. The presentation of Germany within the scope of the cultural and education policy abroad, which the Federal Foreign Office supported with € 609,000 for projects, has strengthened cooperation between culture communicators and successfully advertised Germany as a land of culture.





1.4. The Nation-wide Service and Hospitality Campaign

The people of Germany proved themselves to be a great host – it truly was “A Time to Make Friends”. This is the result of a survey by TNS Infratest conducted on behalf of the German National Tourist Board (DZT) which is financed by the Federal Ministry of Economics and Labour. Fans praised the hospitality of the host nation and the friendly, peaceful atmosphere in Germany: 90 percent of those polled stated that they would like to return even without a World Cup.

The aim of the Nation-wide Service and Hospitality Campaign was to transform the official motto of the World Cup “A Time to Make Friends(tm)” into something that visitors to the World Cup could experience in order to give a lasting boost to the positive image of Germany as a travel destination before, during and after the 2006 World Cup on all service levels and among the general public and to use this as a basis for boosting future visitor numbers.

DZT successfully coordinated the Nation-wide Service and Hospitality Campaign which was jointly financed by the Federal Ministry of the Interior (BMI) and the Federal Ministry of Economics

and Technology (BMW). Partners in this campaign were the FIFA 2006 World Cup Organizing Committee, the Federal Association of the German Tourism Industry (BTW), the Bundestag Committee on Tourism, DEHOGA, Deutsche Bahn AG, ADAC e. V., representatives from the FIFA World Cup host cities, the tourism marketing agencies of the 16 federal Laender and the German Airports’ Association.

The various measures and projects of the campaign triggered widespread public interest among Germans and international guests, showing that all of Germany had rolled out the red carpet for visitors.

Concrete measures of the Nation-wide Service and Hospitality Campaign were felt for the first time during the week of the Final Draw for the 2006 World Cup in Leipzig. Specific activities offered by hotels, the Leipzig Trade Fair, the railway station management, taxi companies and the Leipziger Volkszeitung newspaper put into effect the official World Cup motto – “A Time to Make Friends – for the guests from Germany and abroad from 4 to 10 December 2005. Furthermore, the world’s longest red carpet was symbolically rolled out in Leipzig’s Central Stadium for more than 500 journalists.



The web shop of the Nation-wide Service and Hospitality Campaign that was set up specially for organizations and companies of the tourism industry was very popular: All in all, before the opening match kicked off on 9 June 2006, around 50,000 employees from the entire tourism service chain had prepared themselves for the 2006 World Cup in their own country using the “Album of Hospitality” training manual, and almost another 3,000 employees had made use of the eLearning tool that was available at:
www.germany-extranet.net



Many leading companies, especially from the hotel industry, took part in the campaign: Some of Germany’s biggest hotel chains, including for instance all Accor facilities (12,000 employees in Germany), the InterContinental Hotels Group (more than 4,500 employees), all Maritim hotels (6,000 employees), a number of NH hotels (2,000 employees) as well as all Lindner hotels (1,000 employees), placed orders via the web shop for kits tailor-made for their industry. The hotels used these kits to prepare their employees in the best possible way for guests and to visually mark their hotels during the 2006 World Cup. In addition to the hotel chains, many privately run hotels also took part.

The success of the campaign can also be seen in the participation by big renowned companies such as Deutsche Bahn AG (240,000 employees). In this case, the campaign supplemented the company’s own measures within the scope of the national support campaign. The ADAC motor club (8,000 employees) was another partner, as were Germany’s two biggest hubs, Munich Airport (24,000

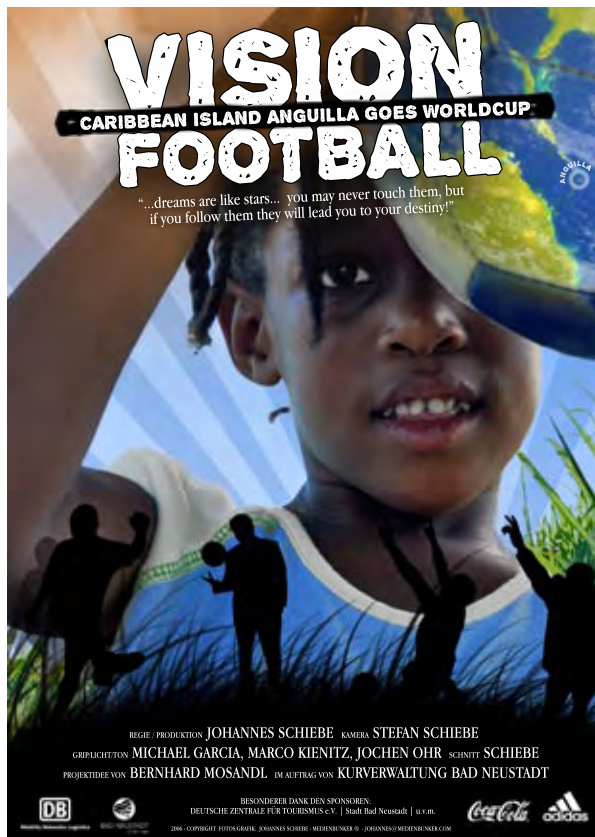
employees) and Frankfurt Airport (18,000 employees). Germany’s largest department store group Karstadt also took part with 100 of its official 2006 World Cup Shops as did World Cup host city Stuttgart and Bad Neustadt an der Saale which was neither a host city nor a World Cup base for visiting teams.

Further productions within the framework of the communication concept included the “Germany’s line-up for 2006” poster campaign as well as a TV spot of the same name which increased awareness among Germans for their role as the host nation. The “Germany’s Service Champion 2006” competition saw the best of the best competing in a thrilling final in Europa-Park Rust for this title which was awarded for the first time. Winner Claudia Kraft was most convincing with her knowledge, friendliness and service and subsequently received from Franz Beckenbauer the “Germany’s Service Champion 2006” award.

National and international media and press representatives were considered to be important multipliers for the campaign. The PR concept also foresaw their integration into the Nation-wide Service and Hospitality Campaign. 500 international journalists attended a total of three press conferences. City talks as well as participation in the “Talents 2006 Festival in Berlin” additionally boosted awareness of the campaign and its aims.

A campaign titled “Bad Neustadt rolls out the red carpet for Anguilla” set another accent. From a competition perspective, this Caribbean island nation had no chance of qualifying. However, as





a special sign of hospitality, the Bavarian town of Bad Neustadt invited the team ranking 196th on FIFA's world ranking list to visit the World Cup host country. One highlight was the visit to the team's World Cup press conference together with Organizing Committee President Franz Beckenbauer and Federal Minister of the Interior Wolfgang Schäuble. The visit to Germany was meanwhile documented in a film: "Vision Football – Caribbean Island Anguilla goes World Cup":

The many measures that were additionally undertaken in order to prepare Germany for its role as host nation certainly seem to have paid off. "The Service Ambassadors – Open and Tolerant" was the title of a XENOS project which was carried out by Deutsche Bahn AG/DB Training from March 2006 until the 2006 World Cup kicked off in June 2006. This project was overseen by the National Coordination Unit XENOS at the Federal Ministry for Labour and Social Affairs (BMAS) in terms of contents and finance.

The aim of the project was to enable employees in the services sector in direct contact with World Cup visitors to properly communicate with guests

from other cultures, to extend hospitality and to implement international service standards whilst also integrating the special regional and local elements of the World Cup cities.

The central idea of the training programmes was to link service orientation and inter-cultural competence to each other, to combine hospitality with tolerance and respect for foreigners, and to communicate this concept to a broad public. The "German Service Ambassadors" were the first point of contact for many foreign guests and thereby coined Germany's image as it was perceived by the guests. The XENOS project and the Service Ambassador training programme were designed to prepare them for this role.

The project was sponsored by Federal Ministry for Labour and Social Affairs with money from the European Social Fund. The XENOS programme is designed to sustainably counteract xenophobia in society and to promote peaceful coexistence. Target groups of XENOS are, above all, youths and young adults who find it difficult to access training, jobs, school education and vocational training and who therefore have a tendency to xenophobic attitudes and acts. In this context, the programme combines labour-market measures for youths and young adults with activities against racism and xenophobia. Information campaigns on hospitality, tolerance and inter-cultural competences which also include the "Service Ambassadors" project are designed to address a broad public and to deepen awareness of XENOS issues in business, politics and in the training and education sector. Within the scope of the XENOS subsidies and support funds, it was possible to offer the training programmes to all service staff at no cost.

In order to implement the project, DB Training as one of Germany's largest qualification service providers developed a training concept designed to train service staff in the twelve World Cup cities as "Service Ambassadors". Training focussed on teaching intercultural skills and boosting awareness of hospitality, tolerance and respect for foreigners in order to counteract racist trends and attitudes. The curriculum was designed in such a



manner that immediate implementation was possible during day-to-day work and in contact with customers.

In March 2006, the training programmes started in all the twelve World Cup cities. The “service staff” target group includes people working in the taxi business, public transport, hostesses, train conductors, city guides, receptionists, people in the hotel and catering industry, security and service personnel at airports, people working in public institutions, shipping companies, in the medical professions, department store chains, mobility service providers as well as people in the general medical services sector.



Interested service providers were able to visit the website at <http://www.wm-service-botschafter.de> in order to examine training schedules and to enrol for training online. DB Training offered training courses for trainers who then conducted further training programmes throughout Germany. Two train-the-trainer sessions were held to this effect. Most of the training courses were conducted at DB’s own facilities.

In order to inform the general public about the project, press conferences were held at all World Cup sites in cooperation with municipal authorities. Furthermore, the Federal Ministry for Labour and Social Affairs released press statements concerning the project.

A total of 6,287 service staff attended 437 training courses. 60 trainers were employed and during the course of training adapted the contents to the respective needs of the participants.

After each training course, questionnaires were distributed to attendees who were asked to evaluate the contents of training and its suitability for their respective professional fields. The response was very positive. 80 percent of attendees gave the training programmes good marks for contents and applicability – a value which was unexpectedly high in view of the very heterogeneous composition of the participant group.


Media response too was tremendous. All major daily papers as well as numerous regional daily papers, radio and TV stations covered the training programmes. This means that both the contents of the Service Ambassador training programs in par-

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Ziel



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ticular as well as the results of the federal XENOS programme and of the other 250 XENOS projects which will be performed throughout Germany until 2007 were brought to the attention of the general public.

The training programmes for the first time ever linked service orientation and inter-cultural competence to each other, and combined hospitality with tolerance and respect for foreigners.

The voluntary Organizing Committee helpers – a total of 15,000 volunteers – also received training and approached guests positively both inside and outside the stadiums: they represented Germany's smiling face in a charming, helpful and well-informed manner.

TNS Infratest conducted on behalf of the DZT a representative poll among 1,281 people from all over the world on the subject of Germany as a travel destination and host nation. This poll was carried out in the World Cup cities of Berlin, Dortmund, Hamburg, Cologne and Munich and examined the experience made in Germany during the first-

round matches: According to the results of the survey, the international guests of the 2006 World Cup became Germany fans. For the DZT, this is a particularly important result of the poll: The 2006 World Cup made it possible to gain access to new customer groups. Three quarters of those polled came to Germany specifically for the World Cup and for almost half of those polled (43 percent) this was their first ever visit to Germany. 16 percent combined the World Cup event with a holiday in Germany, ten percent took this opportunity to visit friends or relatives between Hamburg and Munich. The fact that more than 90 percent of those polled would recommend Germany as a place to visit confirms the success and desired impact of the Nation-wide Service and Hospitality Campaign. This major sport event has generated a lasting, long-term effect.

The reason for this positive evaluation is the good time enjoyed by the guests polled during the 2006 World Cup in Germany. More than 91 percent felt welcome in Germany, at least 93 percent confirmed that the World Cup in Germany was a great event. Average ratings of between 1.3 and





1.8 confirm the positive opinion expressed by the foreign guests in Germany. The feedback from the 30 world-wide DZT representations has also been enthusiastic through and through. The World Cup itself has also generated a tourism potential for German destinations: Around two thirds (63 percent) of those polled visited other sights in Germany in addition to the World Cup and more than half of those polled (54 percent) made use of their trip to Germany to go shopping. The highest share of those polled who combined their trip to the World Cup with a holiday was found among Americans (31 percent) and Australians (43 percent).

Of course, all the trips to Germany were clearly linked to football: 76 percent of foreign guests came to Germany for the public viewing events, and 75 percent in order to attend one or more matches in the twelve World Cup stadiums. This surpassed all expectations.



2. World Cup communication by the Federal Government at home and abroad



Part of the Press and Information Office of the Federal Government's brief was to provide the public with information on services and activities by the Federal Government accompanying the 2006 World Cup. One key task here was the setting up and design of the Federal Government's central website. At www.wm2006.deutschland.de and www.fifawm2006.deutschland.de, the site offered the latest, comprehensive information in German, English, French, Spanish, Portuguese, Japanese and Arabic about the Federal Government's services in conjunction with the 2006 World Cup (refer to Appendix X). The websites which were managed and edited by the Press and Information Office's 2006 World Cup Team focused on topical news presented as a news ticker, comprehensive information regarding the Federal Government's activities with regard to the World Cup, event information and topical interviews. Interactive elements, games and constantly updated quizzes with attractive prizes rounded off this Internet offer. A guest book with around 4,300 entries in 20 languages from 30 countries and thousands of e-mails from all over the world bear impressive testimony to the interest among users. Since March 2005, this website clocked up just under 19 million hits, and more than 6 million hits were recorded in the World Cup month of June. In addition to this, at

the beginning of 2006 a weekly newsletter began to inform users about the latest events.

The website by the sport ministry at the Federal Ministry of the Interior regarding the 2006 World Cup was also available to users and complemented the information provided online. Special information, e.g. from the field of security, was once again bundled here. In addition to this, every day the statements by senior ministers, especially by the Federal Minister of the Interior as the minister responsible for sport, were published in the World Cup publications. An English version of this was also offered. Due to the keen interest expressed by the hosts of the EURO 2008 and the 2010 World Cup, this service will also be available in more concise form after the World Cup is over.

The Press and Information Office of the Federal Government (BPA) also provided information concerning services by the Federal Government in conjunction with the World Cup. This information was provided in the many different flyers published in different languages, in a supplement in the official FIFA magazine on the Confederations Cup 2005, on CD-ROMs, posters, USB sticks and in a schedule issued in different formats which was particularly popular.



At its own initiative and in cooperation with partners, the BPA hosted information events with distinguished guests from politics, culture, business, media and sport in the BPA press and visitor centre and at the Federal Chancellery. Journalists from all over the world accepted the invitation by the BPA - in cooperation with FC Deutschland GmbH and other partners - to find out more about the venues and their surroundings before the World Cup began. In addition to Berlin, this also included the cities of Hamburg, Munich, Dortmund, Gelsenkirchen, Leipzig, Nuremberg, Frankfurt and Stuttgart.

Prior to the World Cup, the BPA also informed visitors in Munich, Kaiserslautern, Cottbus, Berlin, Hamburg and Leipzig about the Federal Government's contribution to the World Cup and offered related information material. The main attraction was a quiz about the activities of the host nation for the World Cup and participants were able to win trips to Berlin.



When the World Cup kicked off, the BPA also ran an information booth at the International Media Club at the Federal Press Association. This meant that it was possible to promptly answer the many queries received from journalists and citizens.

In conjunction with the World Cup, the Foreign Office's Department for Communication, PR and Media had taken on a liaison role by financing and accompanying the – often very creative – events by the German embassies and consulates general. An idea exchange was set up for this purpose on the Foreign Office's intranet.

All foreign representations accompanied the World Cup with a host of press and PR programmes and campaigns, such as articles and interviews in newspapers and TV shows, information on their own websites, poster, newspaper and cinema advertising, press conferences, information booths at trade shows and major events, distribution of print material issued by the Federal Government, the Organizing Committee, the German National Tourist Board, the Goethe Institute, etc. Furthermore, foreign representations also staged their own, diverse World Cup events: concerts, exhibitions, film showings, (journalist) competitions, prize awarding ceremonies, sports competitions, receptions, galas and, above all, public viewings of the matches, usually in conjunction with PR work for Germany as part of the supporting programme. Just like the fan miles in the German World Cup cities, the public viewing offering by Germany's foreign representations was highly successful. The embassy in Bamako (Mali), for example, set up two mobile teams who enabled the presentation of TV broadcastings even on the outskirts of the city which were not connected to the electricity grid.

Some foreign representations organized football tournaments for pupils or embassy teams wearing national jerseys (Mini-Mundial, "Fußball-wellmeisterschaft" by the embassy in Wellington, "Sauerkraut-Cup" by the embassy in London, German Embassy Cup by the embassy in Beijing, ladies' football tournament by the Izmir consulate general with German-Turkish teams).

The embassy in Cairo created a logo for posters, banners, print and online products in the Arabic region, with the embassy in Tel Aviv adopting a Hebrew version. The embassies in Mexico and Beijing also used special logos to advertise their many events and PR materials.

The foreign representations distributed a total of 168,883 give-aways bearing World Cup logos, such as footballs, T-shirts, baseball caps, World Cup posters, flags, stickers, etc.



In the run up to the World Cup, the Foreign Office's Department for Communication PR and Media had communicated to foreign representations official language instructions for frequently asked questions (FAQ) on issues like xenophobia, racism, right-wing extremism, no-go areas, anti-Semitism, stadium security, hooliganism, forced prostitution and human trafficking, etc.

Within the scope of its visitor programme, the Foreign Office invited around 60 foreign journalists from different countries on four theme trips in order to support press coverage in the run up to the World Cup. The programmes included trips to the World Cup cities, contacts to leading sport officials and to the institutions planning and preparing the event (e.g. the Federal Ministry of the Interior, the Organizing Committee).

With the same aim in mind, the Foreign Office organized five film-shooting tours for foreign TV teams from English, French, Spanish and Portuguese speaking countries before the World Cup (with a total of 35 foreign TV stations taking part). In cooperation with Deutsche Welle TV, a comprehensive collection of raw footage was produced on the twelve World Cup cities and made available to all the participants of the shooting trips and was intensively used by them in their reporting work.

Starting in August 2004, the www.socceringermany.info website informed a mostly younger audience in nine languages about Germany as the 2006 World Cup host nation. User numbers increased continuously until the World Cup reached a

high of 350,000 visitors in June. Several foreign representations were involved in maintaining and updating this website.

Further image-boosting products which the Foreign Office's Department for Communication, PR and Media made available to foreign representations included the following:



- A flyer entitled “Germany is looking forward to the 2006 FIFA World Cup” which was produced in cooperation with the 2006 World Cup Office. The English, French and Spanish versions came with a foreword by the Federal Minister of the Exterior, whilst a Federal Minister wrote the foreword for the German edition. A total of 260,000 copies of the flyer were distributed to German foreign representations. The text specifically referred to the Federal Government’s services (“government guarantees”, “hosting strategy”) and the websites of the Federal Government, the “Germany - Land of Ideas” initiative, the German National Tourist Board and to “socceringermany”.



- The image film titled “Welcome to Germany – Land of Ideas” which was produced in ten languages in cooperation with the “Germany – Land of Ideas” initiative. The premiere of this film took place on the occasion of the opening of the World Cup year on New Year’s Eve at Berlin’s Brandenburg Gate. The film was subsequently shown in many German and foreign TV programmes, on board Lufthansa aircraft, during the Berlinale Film Festival, the CeBit trade show, by German foreign trade chambers, Goethe Institutes, at the International Media Club, and on many other occasions.
- A “football spot” in two different lengths (30 and 60 seconds) in the format of a TV clip.



- Two photo collections/DVD image databases “Impressions of Germany” and “Football” in order to satisfy the strong demand for free picture material on “Germany” and the “Football World Cup”.
- The special edition of the “Deutschland” magazine in ten languages with a circulation of more than 500,000 copies, accompanied by an online publication with media service at www.magazine-deutschland.de where foreign journalists could download free articles and pictures on the subject of the Football World Cup.



- The “Facts about Germany” manual with a World Cup supplement in 14 languages and an online edition at www.tatsachen-ueber-deutschland.de
- The 2006 desk calendar in twelve languages with the Football World Cup as its focal theme.

For further selected publications and multimedia productions of the Federal Ministries concerning the 2006 World Cup, please refer to Appendix IX.



3. Other Topics



3.1. Barrier-free access to the World Cup warranted

The 2006 World Cup was barrier-free throughout. Football fans with a handicap were able to experience the matches in the stadiums first-hand just like hundreds of thousands of other enthusiasts from Germany and all over the world. This is the result of the efforts by all the partners involved in the preparation of the final round. Important suggestions came from representatives of disabled fans and organized fan clubs of wheelchair users in Germany.

A barrier-free World Cup meant for the handicapped: they were able to enter the stadium without difficulty and generally without assistance from others; they found suitable seats to follow the match; they were able to reach the stadium by public transport and stay in barrier-free accommodation in the World Cup cities. Planning and

organization of the 2006 World Cup in Germany were thus in line with the Federal Government's policy for the disabled which is designed to ensure that people with disabilities can fully participate in social life.

Around 4,500 tickets – an average of 70 tickets per match – were offered for wheelchair users for the 64 World Cup matches. Each World Cup stadium had between 60 and 200 seats for wheelchair users and the same number of seats for accompanying persons. The prices for the tickets including a ticket for the accompanying person were the same as those for the cheapest ticket category available. Access to these seats was barrier-free and usually ensured by ramps or lifts. For each match, an additional ten seats were fitted with headphones for blind or visually impaired citizens. Specially trained commentators covered the match on the lawn live. Barrier-free toilets were also available in sufficient numbers.



In the World Cup cities, barrier-free arrival and departure were possible at airports or railway stations. All World Cup host cities provided at least one means of local public transport suitable for the handicapped and ensured transport between airports and railway stations to the stadiums. In cooperation with airport operators, many airlines offered an additional support service for the distance to and from the aircraft. Deutsche Bahn AG's mobility centre offered advice by phone, fax and on the Internet. Disabled people arriving by car received a parking permit along with the ticket for the match and were offered free access to separate parking spaces. Especially for the handicapped, the website www.fifaworldcup.com offered information concerning barrier-free access to the World Cup stadiums under the "Destination Germany" tab.

Barrier freedom was also an important issue during TV broadcasts and at hotels and boarding houses in the World Cup cities. The ARD and ZDF TV stations displayed videotext messages, so that the hard of hearing were able to follow the matches live. The vast majority of the 500 hotels which had contracts with the Organizing Committee offered rooms and facilities especially for the handicapped. These rooms could be booked by telephone via a service centre or on the Internet, along with the possibility to specify special wishes.

Barrier freedom is one of the most important pre-conditions for discrimination-free participation of the disabled in social life. The barrier freedom of public match venues was improved considerably within the scope of the World Cup: Barrier-free design and transport connections were an important aspect with long-term implications that was considered during the re-designing and expansion of the stadiums. Even after the World Cup, the designated areas for wheelchairs and special facilities for blind and visually impaired fans will remain in the stadiums.

3.2. Fight against racism: "Say no to racism"

Setting a clear and global sign against racism at the 2006 World Cup was the expressed goal of FIFA. Even before the World Cup, FIFA had already received the support of the United Nations, the European Parliament, the European Monitoring Centre on Racism and Xenophobia (EUMC) and the Federal Government.

At all of the 64 World Cup matches, a banner was laid out on the pitch before the game kicked off that combined the official World Cup motto "A Time to Make Friends" with the anti-racist message of the World Cup "Say no to racism".





The FIFA anti-racism days in conjunction with the four quarter-final matches on 30 June and 1 July 2006 in Berlin, Hamburg, Gelsenkirchen and Frankfurt were the highlight of anti-racist efforts within the scope of the 2006 World Cup. Just before the national anthems were played, the team captains read a declaration rejecting all forms of discrimination in football and society and demanding that spectators in the stadium and in front of their televisions speak out against racism and discrimination. The teams and officials then lined up for a photo behind a banner bearing the message “Say no to Racism”. This action was broadcast world-wide as part of the official pre-match protocol and was seen by billions of viewers.

Before the World Cup started, all 736 players of the participating teams and all the delegation members of the 32 teams signed a declaration against racism and discrimination.

The World Cup authorities responsible for maintaining order as well as the volunteers received special anti-racism training in cooperation with the European anti-racism initiative FARE, the Organizing Committee and the Federal Government’s Fan Project Coordination Centre (KOS). Racism was monitored in all twelve World Cup cities.

At a press conference held in Berlin on 28 June 2006, FIFA President Blatter, Federal Minister of the Interior Dr Schäuble, Organizing Committee President Franz Beckenbauer, UNICEF Director Ann Veneman, President of the players’ union FIFPro, Philippe Piat, and South-African human

rights activist Tokyo Sexwale jointly presented to representatives of the media the measures introduced by FIFA to combat racism in world football, and in particular, the anti-racism campaign for the 2006 World Cup.

3.3. Human trafficking and forced prostitution were not an issue at the 2006 World Cup

The safeguards to counteract event-related smuggling and trafficking of humans which the Federal Government and the federal Laender implemented within the scope of the National Security Strategy for the 2006 World Cup proved to be successful. According to findings by the Federal Government and federal Laender security authorities, no cases of human trafficking or forced prostitution came to light during the World Cup. There was no sign whatsoever of the 40,000 forced prostitutes – a figure which repeatedly featured in international media reports – who were allegedly to be brought to Germany for the World Cup. Before the World Cup, experts at the Federal Criminal Police Office (BKA) and from various non-government organizations had already described this figure as being completely fictitious.



Some of the key approaches towards combating event-related human trafficking and forced prostitution included international cooperation by security authorities with the German Federal Criminal Police Office acting as the national central office of the police forces, with the Interpol National Central Bureau and the Europol National Unit, as well as the “Plan for Fighting Crime Related to the 2006 World”, which supplemented the National Security Strategy for the 2006 World Cup and the Framework Strategy for Policing, which was drafted by the federal and state police forces and considered local conditions, the value of experience by local special consultation services and the





local police experienced in combating human trafficking.

Initiated by the National Council of German Women's Organizations, under the patronage of the DFB and backed by the Federal Government, the "Final Whistle – Stop Forced Prostitution" campaign played a key role in raising awareness of this issue. Around 50,000 signatures were gathered for the campaign during the World Cup.

3.4. Ticketing: This was where the fans won

Although the event was all about sport, organizers and consumer protectionists were in considerable disagreement as to what fairness to ticket buyers actually meant – something which happens too often when general terms and conditions come into play. Just before a decision by a court of first instance, the Federal Ministry for Food, Agriculture and Consumer Protection (BMELV) achieved an out-of-court settlement which brought clarity into the terms and conditions for tickets and considerable benefits for fans, e.g. with regard to ticket rates. This solution was positively received and widely reported in the media. The BMELV was

also able to successfully act as moderator when it came to the later transfer of tickets – after all, at the time a ticket is purchased, it is not possible to consider every possibility, e.g. illness, changes in career. The naming of an ombudsperson – a measure implemented jointly by the Organizing Committee, the consumer protection association and the BMELV – meant that thousands of tickets were safely and quickly transferred with a minimum of red tape. The stadiums were completely sold out during almost all of the matches.

3.5. Noise protection

Specifically for the World Cup, the Federal Ministry for the Environment – which in this capacity was also responsible for issues related to noise from sports facilities – created the legal preconditions so that World Cup games could take place even after 10 pm. Without an exceptional permit under the Sports Facilities Noise Protection Ordinance – which had been approved by the Federal Cabinet and the Bundesrat – one to four matches which did not begin until 9 pm would have been subject to restrictions in each of the twelve World Cup stadiums. The exceptional permit made it



possible to hold international and national sports events of paramount importance even after 10 pm at night. In individual cases, the authorities were hence able to permit increased noise levels in the immediate vicinity of the sports arena. This concerned not just the World Cup, but will also be important in future for Athletics World Championships or Olympic Games. But not only the referees would have been forced to blow the final whistle, many video screens would also have been doomed to switch off. The reason being that the Federal Immission Control Act (BImSchG) lacked a corresponding provision for this new form of communication. Now the federal Laender were able to agree with municipal administrations from case to case on whether and how long parties were permitted in inner-city areas.

3.6. Trademark protection

On 27 April 2006, the division of the Federal Court of Justice (BGH) responsible for trademark matters ruled on the validity of FIFA's German trademarks on the phrases "FUSSBALL WM 2006" (2006 World Cup) and "WM 2006" (2006 World Cup). The German Patent Office (DPMA) had registered the trademarks between mid-2002 and early 2003 for more than 850 goods and services. But a number of applications to cancel these registered trademarks had been submitted on the grounds of an absolute obstacle to trademark protection.

The court ruled that the trademark on "FUSSBALL WM 2006" should be revoked as it is devoid of any distinctive character for the goods and services in question. The court deferred its decision on the phrase "WM 2006", only confirming the Federal Patents Court's partial cancellation of trademarks on products and services related to the World Cup and referring the matter to the Federal Patents Court for re-examination.

FIFA had also registered the phrase "WM 2006" with the Office for Harmonization in the Internal Market (OHIM) for the single market in Alicante, Spain, protecting the mark in all EU member states including Germany. Requests were also filed to declare the Community trademark on "WM 2006"

invalid, but these were rejected by the OHIM's cancellation division in October 2005. FIFA opposed the cancellation proceedings and filed an appeal, which the OHIM has not yet ruled on.

3.7. Shop opening hours

In the run up to the 2006 World Cup, the federal Laender responsible for legislation governing shop opening hours adopted a general framework for extended opening hours for the duration of the tournament in the host cities and their surrounding regions. Many federal Laender passed general ordinances permitting longer shop opening hours throughout their territories, or issued recommendations to this effect to municipal administrations if these were responsible for approving such exceptions.

In Bavaria, Berlin, Hamburg, Hesse, North-Rhine Westphalia and Thuringia, shops were able to stay open on working days until midnight and on Sundays from 2 pm to 8 pm under a general ordinance, with shop opening hour restrictions on working days being completely abandoned in most cases. The federal Laender of Baden-Württemberg and Brandenburg issued recommendations to this effect to the municipal authorities in charge of shop opening hours. In the Lower Saxon city of Hameln, the statutory shop closing hour regulations were completely abandoned from 9 June to 9 July 2006, whilst shops in Rotenburg/Wümme, Celle and Hanover were allowed to open on one Sunday. In the city of Leipzig (Saxony) shops were allowed to stay open until midnight on working days, and additionally from 1 pm to 8 pm on the Sundays of 11 and 18 June. The government of Rhineland-Palatinate permitted, at the application of municipalities, eleven exceptions from general shop opening hour regulations for individual days or longer periods of time. In Halle (Saxony-Anhalt), shop owners agreed to make use of a general ordinance issued by the municipal administrations and to keep their shops open on three Saturdays until 11 pm only. In Schleswig-Holstein and Mecklenburg-West Pomerania, exceptions were approved in individual cases for events related to the World Cup. No exceptions from shop





opening hour regulations were granted in Bremen and Saarland as no World Cup matches were staged in these two federal Laender.

By keeping their shops open for longer, retailers contributed towards presenting Germany as an open and hospitable country. Especially in the World Cup cities and the surrounding regions, these additional services met with the catering and shopping needs of German and foreign visitors.

The possibility to stay open for longer was used in different ways by business owners. The extended shop opening hours were welcomed by customers, especially in the inner city districts of major cities, reported the German Retail Federation and reported an overall positive result.

3.8. Tax treatment of expenses for VIP boxes

Simplified rules for the tax treatment of expenses for VIP boxes at sport venues and for hospitality services in connection with the 2006 World Cup went into effect with notices from the Federal Ministry of Finance (BMF) dated 22 August 2005 and 30 March 2006. Among other things, these rules allowed companies providing boxes and/or services to pay applicable taxes on behalf of the recipients. This addresses a significant concern of the private sector ahead of the 2006 World Cup. The BMF notice of 30 March 2006 was published in the Federal Tax Gazette, Part I.



4. 2010 World Cup in South Africa – Keep the ball rolling!



The 2010 World Cup will be the first time this event is to take place on the African continent. During the past years, numerous South African delegations visited

Germany as the World Cup host nation and were able to gain an important insight into the preparation of a major sports event on all levels (politics, sports).

The Federal Government signalled its support to the South African government and promised to take part in an intensive exchange of experience and know-how.



The fifth meeting of the German-South African Binational Commission took place on 23 and 24 October 2006 at the Foreign Office. Chaired by Federal Foreign Minister Dr. Frank-Walter Steinmeier and South African Minister of Foreign Affairs Dr. Nkosazana Clarice Dlamini-Zuma, six specialist commissions met, representing the fields of business, culture, environment, science and research, defence and development.

Under the motto “Keep the ball rolling!”, the delegates of the Binational Commission agreed to future fields of cooperation and concrete projects.

Cooperation in the run up to the 2010 World Cup is a central element of bilateral cooperation.

Germany and South Africa are aware of the opportunities which a World Cup has to offer for the host nation’s global image. The two countries are determined to do their utmost in order to make the 2010 Football World Cup in South Africa a real success for the entire continent of Africa.

In cooperation with the South African German Chamber of Commerce, the Africa Association, the Federation of German Industries and the Southern Africa Initiative of German Business (SAFRI), the German Office for Foreign Trade (bfai) published a brochure entitled “2010 Football World Cup:



Impulses for Business in South Africa - Opportunities for Exporters and Investors”.

The streetfootballworld festival 06 will also be repeated in South Africa in 2010. Within the scope of a strategic alliance entered into with FIFA in 2005 and as a central element of the joint “Football for Hope” project, the “festival” is to become an official element of the FIFA World Cup as of 2010. The social dimension of football as a World Cup element will thereby materialize in the form of the “festival” as a legacy of the 2006 World Cup in Germany. Furthermore, work in Germany is to





continue in cooperation with the Federal Government with regard to “Integration by football” and “Football and global learning”.

FIFA was able to win Mr Horst R. Schmidt, Secretary General of the German Football League (DFB) and 1st Vice President of the German Organizing Committee, as a consultant for the 2010 World Cup.

2006 World Cup Office

Under a Federal Cabinet decision to this effect, the Federal Ministry of the Interior, which is responsible for promoting high-performance sports, was also the ministry in charge of the World Cup.

For further information concerning the 2006 World Cup Office, co-opted departments in the Federal Ministry of the Interior, contact partners in the ministries (Inter-ministerial Working Group, IMAK) as well as partners of the Federal Government, please refer to Appendix XIV.

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The 2006 World Cup Office staff and World Cup contact partners in the ministries together with Federal Minister of the Interior Dr Wolfgang Schäuble and Organizing Committee President Franz Beckenbauer



C

Appendices









FIFA WORLD CUP GERMANY 2006



GROUP A

	Germany	3	3	0	0	8:2	9
	Ecuador	3	2	0	1	5:3	6
	Poland	3	1	0	2	2:4	3
	Costa Rica	3	0	0	3	3:9	0

1 9-June Munich 18:00
Germany – Costa Rica 4:2 (2:1)

2 9-June Gelsenkirchen 21:00
Poland – Ecuador 0:2 (0:1)





17 14-June Dortmund 21:00
Germany – Poland 1:0 (0:0)

18 15-June Hamburg 15:00
Ecuador – Costa Rica 3:0 (1:0)

33 20-June Berlin 16:00
Ecuador – Germany 0:3 (0:2)

34 20-June Hanover 16:00
Costa Rica – Poland 1:2 (1:1)

GROUP B

	England	3	2	1	0	5:2	7
	Sweden	3	1	2	0	3:2	5
	Paraguay	3	1	0	2	2:2	3
	Trinidad & Tobago	3	0	1	2	0:4	1

3 10-June Frankfurt 15:00
England – Paraguay 1:0 (1:0)

4 10-June Dortmund 18:00
Trinidad & Tobago – Sweden 0:0





19 15-June Nuremberg 18:00
England – Trinidad & Tobago 2:0 (0:0)

20 15-June Berlin 21:00
Sweden – Paraguay 1:0 (0:0)

35 20-June Cologne 21:00
Sweden – England 2:2 (0:1)

36 20-June Kaiserslautern 21:00
Paraguay – Trinidad & Tobago 2:0 (1:0)

GROUP C

	Argentina	3	2	1	0	8:1	7
	Netherlands	3	2	1	0	3:1	7
	Ivory Coast	3	1	0	2	5:6	3
	Serb.-Monten.	3	0	0	3	2:10	0

5 10-June Hamburg 21:00
Argentina – Ivory Coast 2:1 (2:0)

6 11-June Leipzig 15:00 0:1 (0:1)
Serbia-Montenegro – Netherlands





21 16-June Gelsenkirchen 15:00 6:0 (3:0)
Argentina – Serbia-Montenegro

22 16-June Stuttgart 18:00
Netherlands – Ivory Coast 2:1 (2:1)

37 21-June Frankfurt 21:00
Netherlands – Argentina 0:0

38 21-June Munich 21:00 3:2 (1:2)
Ivory Coast – Serbia-Montenegro

GROUP D

	Portugal	3	3	0	0	5:1	9
	Mexico	3	1	1	1	4:3	4
	Angola	3	0	2	1	1:2	2
	Iran	3	0	1	2	2:6	1

7 11-June Nuremberg 18:00
Mexico – Iran 3:1 (1:1)

8 11-June Cologne 21:00
Angola – Portugal 0:1 (0:1)

23 16-June Hanover 21:00
Mexico – Angola 0:0

24 17-June Frankfurt 15:00
Portugal – Iran 2:0 (0:0)

39 21-June Gelsenkirchen 16:00
Portugal – Mexico 2:1 (2:1)

40 21-June Leipzig 16:00
Iran – Angola 1:1 (0:0)

ROUND OF 16

49 Munich	24.06.	17.00	SA – ZB	Germany – Sweden	2:0 (2:0)
50 Leipzig	24.06.	21.00	SC – ZD	Argentina – Mexiko	2:1 OT (1:1, 1:1)
51 Stuttgart	25.06.	17.00	SB – ZA	England – Ecuador	1:0 (0:0)
52 Nuremberg	25.06.	21.00	SD – ZC	Portugal – Netherlands	1:0 (1:0)
53 Kaiserslautern	26.06.	17.00	SE – ZF	Italy – Australia	1:0 (0:0)
54 Cologne	26.06.	21.00	SG – ZH	Switzerland – Ukraine	0:0 OT 0:3 pen.
55 Dortmund	27.06.	17.00	SF – ZE	Brazil – Ghana	3:0 (2:0)
56 Hanover	27.06.	21.00	SH – ZG	Spain – France	1:3 (1:1)

QUARTER-FINALS

57 Berlin	30.06.	17.00	S49 – S50	Germany – Argentina	1:1 OT (1:1, 0:0) 4:2 pen.
58 Hamburg	30.06.	21.00	S53 – S54	Italy – Ukraine	3:0 (1:0)
59 Gelsenkirchen	01.07.	17.00	S51 – S52	England – Portugal	0:0 OT 1:3 pen.
60 Frankfurt	01.07.	21.00	S55 – S56	Brazil – France	0:1 (0:0)



GROUP E

	Italy	3	2	1	0	5:1	7
	Ghana	3	2	0	1	4:3	6
	Czech Rep.	3	1	0	2	3:4	3
	USA	3	0	1	2	2:6	1

9 12-June Hanover 21:00
Italy – Ghana 2:0 (1:0)

10 12-June Gelsenkirchen 18:00
USA – Czech Republic 0:3 (0:2)





25 17-June Kaiserslautern 21:00
Italy – USA 1:1 (1:1)

26 17-June Cologne 18:00
Czech Republic – Ghana 0:2 (0:1)

41 22-June Hamburg 16:00
Czech Republic – Italy 0:2 (0:1)

42 22-June Nuremberg 16:00
Ghana – USA 2:1 (2:1)

GROUP F

	Brazil	3	3	0	0	7:1	9
	Australia	3	1	1	1	5:5	4
	Croatia	3	0	2	1	2:3	2
	Japan	3	0	1	2	2:7	1

11 13-June Berlin 21:00
Brazil – Croatia 1:0 (1:0)

12 12-June Kaiserslautern 15:00
Australia – Japan 3:1 (0:1)

27 18-June Munich 18:00
Brazil – Australia 2:0 (0:0)

28 18-June Nuremberg 15:00
Japan – Croatia 0:0

43 22-June Dortmund 21:00
Japan – Brazil 1:4 (1:1)

44 22-June Stuttgart 21:00
Croatia – Australia 2:2 (1:1)

GROUP G

	Switzerland	3	2	1	0	4:0	7
	France	3	1	2	0	3:1	5
	South Korea	3	1	1	1	3:4	4
	Togo	3	0	0	3	1:6	0

13 13-June Stuttgart 18:00
France – Switzerland 0:0

14 13-June Frankfurt 15:00
South Korea – Togo 2:1 (0:1)

29 18-June Leipzig 21:00
France – South Korea 1:1 (1:0)

30 19-June Dortmund 15:00
Togo – Switzerland 0:2 (0:1)

45 23-June Cologne 21:00
Togo – France 0:2 (0:0)

46 23-June Hanover 21:00
Switzerland – South Korea 2:0 (1:0)

SEMI-FINALS

61 Dortmund 04.07. 21.00 G57 – G58 Germany – Italy 0:2 OT (0:0)

62 Munich 05.07. 21.00 G59 – G60 Portugal – France 0:1 (0:1)

THIRD PLACE

63 Stuttgart 08.07. 21.00 V61 – V62 Germany – Portugal 3:1 (0:0)

FINAL

64 Berlin 09.07.2006 20.00 S61 – S62

Italy – France 1:1 OT 5:3 pen.

GROUP H

	Spain	3	3	0	0	8:1	9
	Ukraine	3	2	0	1	5:4	6
	Tunisia	3	0	1	2	3:6	1
	Saudi-Arabia	3	0	1	2	2:7	1

15 14-June Leipzig 15:00
Spain – Ukraine 4:0 (2:0)

16 14-June Munich 18:00
Tunisia – Saudi-Arabia 2:2 (1:0)

31 19-June Stuttgart 21:00
Spain – Tunisia 3:1 (1:0)

32 19-June Hamburg 18:00
Saudi-Arabia – Ukraine 0:4 (0:2)

47 23-June Kaiserslautern 16:00
Saudi-Arabia – Spain 0:1 (0:1)

48 23-June Berlin 16:00
Ukraine – Tunisia 1:0 (0:0)



Federal Ministry
of the Interior



Government guarantees for the 2006 FIFA World Cup - Summary -

In accordance with the **FIFA rule book**, the host country is required to declare during the bidding process that it will fulfil a catalogue of state guarantees. In his letter of 6 July 1999, the former **Federal Chancellor** gave **FIFA** these guarantees.

The DFB's bidding document of July 1999 includes the following areas of state support:

1. Entry permits (visas)
2. Work permits
3. Customs and tax regulations
4. Security
5. Banking and currency exchange
6. Telecommunications
7. International Broadcast Centre
8. Media centre
9. Transport
10. Pricing policy
11. State taxes and duties
12. Ticket fees
13. Anthems and flags
14. Emergency medical services

Concerning these areas, the bidding document says:

"With the full support of all state bodies involved – both at federal and, if necessary, at Länder level, the DFB will give all guarantees to create the conditions for organizing and hosting the 2006 FIFA World Cup. Guarantees which will not be fulfilled by the Federal Government and/or the Länder because of legal provision in the Federal Republic of Germany will be submitted by the DFB in cooperation with the competent bodies."

The guarantees in detail:

1. Entry permits (visas)

In case participants and visitors were required to have an entry visa, it was guaranteed that the German missions abroad would issue visas in a swift and service-oriented fashion in line with general rules of international law and the agreements with EU partners.

Pursuant to the FIFA rule book, representatives of official delegations (e.g. the FIFA delegation, delegations of qualified national federations, licensing and TV partners, official FIFA partners, official suppliers) and media representatives receive visas free of charge. For persons required to have a visa, German foreigners law does not differentiate between the nationality, race or religion of the applicant (written guarantee of 15 June 1999 by the Federal Foreign Minister to the DFB).

2. Work permits

Free access to the labour market for FIFA officials (including referees and their assistants), players and paid staff of participating teams, representatives of official FIFA partners, official LOK suppliers and official licensing partners, media representatives including technical staff, staff members of FIFA's TV and marketing partners.

Unless covered by current law, such as for professional football players, unrestricted labour-market access of the above-mentioned groups of persons was ensured by a legal ordinance. It was guaranteed that labour law provisions would not present any obstacles to these groups of persons when doing their job (written guarantee of 8 June 1999 by the Federal Minister of Labour and Social Affairs to the DFB).

3. Customs and tax regulations

In its letter of 13 July 1999, the Federal Ministry of Finance guaranteed that the goods mentioned in the FIFA rule book were free of customs and import duties upon entry in the customs territory of the European Community.

The official delegations, such as the FIFA delegation and its staff, the participating national federations and FIFA partners, as well as media representatives were promised priority in customs clearance procedures.

Furthermore, the Federal Ministry of Finance and the supreme financial authorities of the Länder declared that FIFA, the FIFA delegation, FIFA officials and guests, referees and their assistants, as well as FIFA conference participants would be exempt from income/corporation taxes on income generated in the context of the 2006 World Cup in Germany, and would be subject to limited taxation.

4. Security

In his letter of 30 June 1999 to the DFB, the Federal Minister of the Interior promised his support for the international football federation FIFA, the DFB and all bodies concerned to ensure maximum security during the matches, for the FIFA delegations and participating teams, for media representatives and spectators.

5. Banking and currency exchange

In the Federal Republic of Germany there are no limitations in transnational banking and currency exchange transactions. Against this background, the Federal Ministry of Finance guaranteed the free import and export of currencies, currency exchanges in accordance with internationally recognized conditions on the currency markets and payments to countries abroad (letter of 13 July 1999 to the DFB).

6. Telecommunications

Since in the Federal Republic of Germany telecommunications is privatized and no longer a state responsibility, neither the Federal Government nor any other state body were able to give a government guarantee in this area.

Instead, Deutsche Telekom AG, one of the major communication companies in the world, guaranteed optimum conditions. A high-performance telecommunication network for all forms of telecommunication including national and international data transmission through computer-aided facilities was available (letter of 10 May 1999 by Deutsche Telekom to the DFB).

7. International Broadcast Centre

Providing space for setting up the International Broadcast Centre was the responsibility of the local Organizing Committee.

The DFB guaranteed that in order to have sufficient time available, an International Broadcast Centre (IBC) with top equipment would be set up at least eight months prior to the start of the World Cup, fulfilling all technical requirements specified in the FIFA rule book.

The Federal Government and the competent Land government promised their maximum support to the DFB in setting up the IBC within the framework of their general support for the DFB's official bid and the related FIFA requirements.

Setting up the main media centre and subsidiary press centres in the venue stadiums was also a responsibility of the local Organizing Committee (written guarantee of July 1999 by the DFB to FIFA).

8. Media centre

The DFB guaranteed that a media centre with top equipment would be set up. In general, the DFB ensured optimum working conditions for representatives of all media.

Against the background of this FIFA requirement, the Federal Government and the competent Land government promised their full support for the DFB in this matter (written guarantee of July 1999 of the DFB to FIFA).

9. Transport

The Federal Minister of Transport, Building and Housing declared that Germany has an outstanding transport infrastructure (road, rail, air) required for the rapid and smooth transport of persons and goods during the preparations and hosting of the FIFA World Cup.

He promised that Deutsche Bahn AG and airlines (Lufthansa) would prepare themselves for the World Cup by providing appropriate services. Within the framework of regular road-building projects, a network of motorways with up to six lanes would be available in 2006. High-speed train (ICE) connections are constantly being expanded.

10. Pricing policy

The DFB would ensure that hotel prices for the FIFA delegation including FIFA officials and guest, the teams with their players and officials, the referees and their assistants, FIFA conference participants and other persons officially accredited by FIFA would be determined in accordance with the specifications of paragraph 4 of the agreement concluded between FIFA and the hosting federation in its version of 9 June 1999 amended by FIFA. This would also apply to hotels for representatives of commercial partners and accredited media. The above-mentioned guarantees were laid down in agreements with hotels (letter of July 1999 by the DFB to FIFA).

11. State taxes and duties

It was guaranteed (in a letter of 13 July 1999 by the Federal Ministry of Finance) that FIFA, its representatives and staff members, referees, guests and the participating national federations and their teams – with the exception of players and coaches – were not subject to direct or indirect taxes in Germany – with the exception of VAT – or duties related to or resulting from the 2006 World Cup.

12. Ticket fees

The DFB guaranteed that the local organizing committee or other organizations would charge no more than 10 per cent ticket fees on top of the regular ticket price when selling tickets (letter of July 1999 by the DFB to FIFA).

13. Anthems and flags

The Federal Ministry of the Interior guaranteed that in each match the national anthems of the relevant participating teams would be played before the kick-off and their national flags would be hoisted (letter of 8 June 1999 by the Federal Ministry of the Interior to the DFB).

14. Medical services

It is not a state institution's responsibility to ensure medical services. It is the sophisticated state-based health service in the Federal Republic of Germany that guarantees optimum medical services.

Against this background the DFB made sure that comprehensive medical services were provided at all venues on a 24/7 basis for all persons participating in the tournament or accredited for it, as required by the FIFA rule book. Thus, emergency medical services and possible treatment of all persons in the stadium were ensured on match days (letter of July 1999 by the DFB to FIFA).

Team headquarters of the 2006 FIFA World Cup

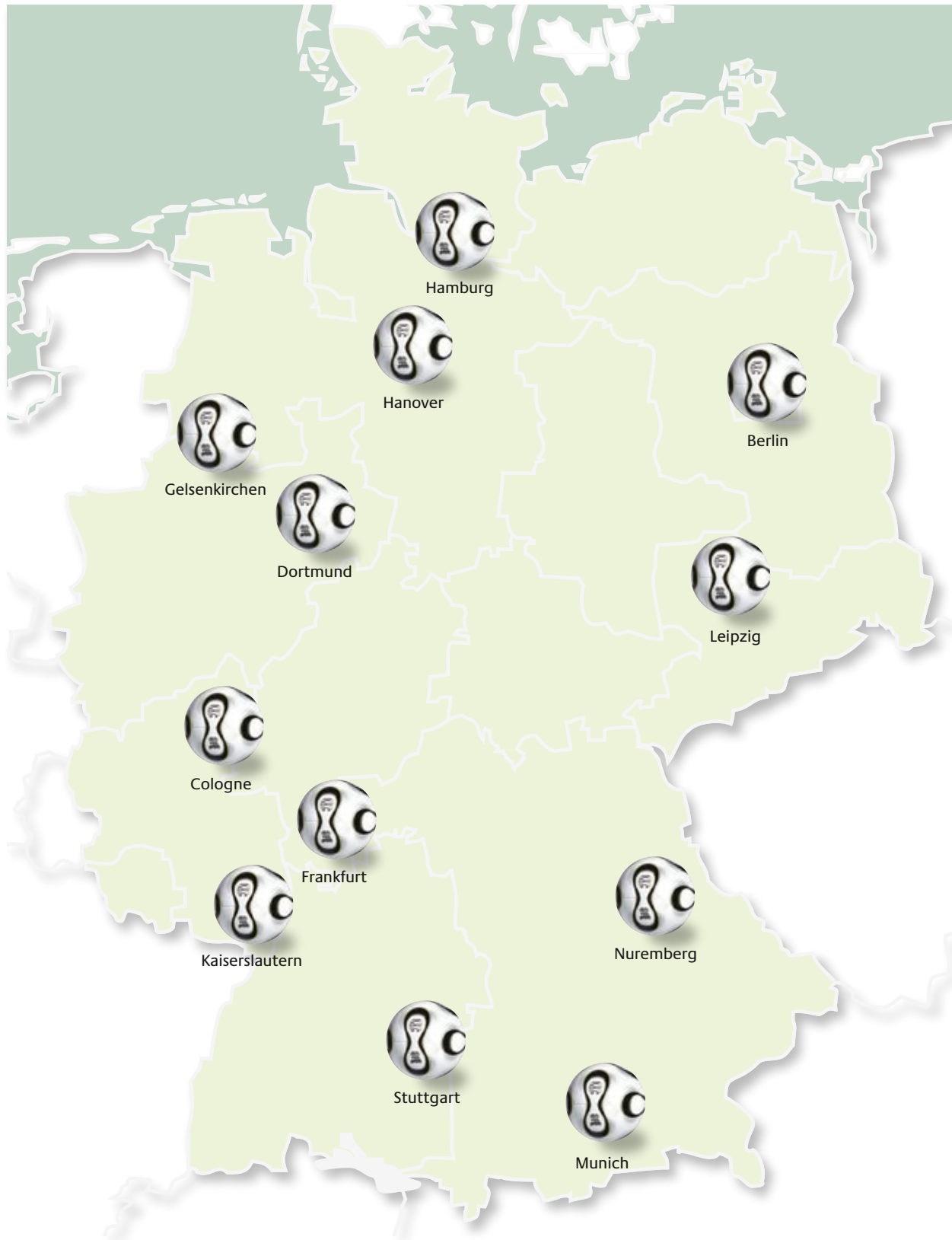


Countries in alphabetical order:

	National Football Team of Angola:	Celle
	National Football Team of Argentina:	Herzogenaurach
	National Football Team of Australia:	Öhringen
	National Football Team of Brazil:	Königstein
	National Football Team of Costa Rica:	Heidelberg
	National Football Team of Croatia:	Bad Brückenau
	National Football Team of Czech Republic:	Westerburg
	National Football Team of Ecuador:	Bad Kissingen
	National Football Team of England:	Baden-Baden
	National Football Team of France:	Aerzen/Hameln
	National Football Team of Germany:	Berlin
	National Football Team of Ghana:	Würzburg
	National Football Team of Iran:	Friedrichshafen
	National Football Team of Italy:	Duisburg
	National Football Team of Ivory Coast:	Niederkassel
	National Football Team of Japan:	Bonn
	National Football Team of Mexico:	Göttingen
	National Football Team of the Netherlands:	Freiburg
	National Football Team of Paraguay:	Oberhaching
	National Football Team of Poland:	Barsinghausen
	National Football Team of Portugal:	Marienfeld
	National Football Team of Saudi-Arabia:	Bad Nauheim
	National Football Team of Serbia-Montenegro:	Billerbeck
	National Football Team of South Korea:	Bensberg
	National Football Team of Spain:	Kamen
	National Football Team of Sweden:	Bremen
	National Football Team of Switzerland:	Bad Bertrich
	National Football Team of Togo:	Wangen
	National Football Team of Trinidad & Tobago:	Rotenburg/Wümme
	National Football Team of Tunisia:	Schweinfurt
	National Football Team of Ukraine:	Potsdam
	National Football Team of the United States:	Hamburg

Note: The Brazilian team had booked two team headquarters for the World Cup. During the group stage the team stayed and trained in Königstein/Taunus. Starting from the Round of 16, the winning team of the 2002 World Cup stayed in Bergisch Gladbach close to Cologne.

World Cup host cities:



The Federal Government's 2006 World Cup website

The screenshot shows the website's layout with the following sections:

- Navigation:** A top bar with language options (Deutsch, English, Français, Español, Português, العربية) and a search bar. A left sidebar contains menu items: Host Country Germany, World Cup News, Interactive, A time to make friends, and Service.
- Header:** The German coat of arms and the text 'Die Bundesregierung' are on the left. The word 'DEUTSCHLAND' is written in large, stylized letters across the top.
- Main Content:**
 - CITIES AND STADIUMS:** A map of Germany highlighting host cities: Hamburg, Hanover, Berlin, Gelsenkirchen, Dortmund, Cologne, Frankfurt, Leipzig, Kalderslautern, Nuremberg, Stuttgart, and Munich. A callout for Nuremberg mentions 'Franken-Stadion 45,000 Capacity'.
 - WORLD CUP NEWS:** A featured article titled 'The World Cup is over: Italy win the World Cup - Germany are third' dated July 9, 2006. The text describes the final match and the German team's farewell.
 - THROW-IN:** A section titled 'Golz asks... Rafael van der Vaart and Khalid Boulahrouz' discussing the Dutch players' chances.
 - A TIME TO MAKE FRIENDS:** A 'Guest book' section with the question 'What is that makes the Word Cup a big hit for you?'.
 - INTERACTIVE:** A 'Dribble king' game where users can 'Dribble your way through twenty matches on our new World Cup game Dribble King'.
 - GERMANY IN BRIEF:** A list of links: Football in Germany, Germany - your travel destination, Germany, a land of culture, Germany as a centre of business, and Germany's science and research landscape.
- FEDERAL GOVERNMENT:** A section for 'REGIERUNG online' with the tagline 'WISSEN. OUR DIGITAL HOME'. It states: 'Here you can find out everything worth knowing about the Federal Government politics and reforms.'
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Cost and Financing of the Twelve World Cup Stadiums

(Source: www.FIFAworldcup.com)

Olympic Stadium Berlin

Measures: Renovation
Costs: €242 million
Funding: Federal Government: €196 million
 Loan: €46 million to the Olympiastadion Besitzgesellschaft mbH guaranteed by the Federal Land of Berlin.



FIFA World Cup Stadium Dortmund

Measures: Renovation
Costs: €40 million plus €5.5 million for modernization
Funding: Completely funded by Westfalenstadion Dortmund GmbH



FIFA World Cup Stadium Frankfurt/Main

Measures: New construction
Costs: €126 million
Funding: City of Frankfurt: €64.0 million
 Federal Land of Hesse: €20.5 million
 Capital loan: €41.5 million



FIFA World Cup Stadium Gelsenkirchen

Measures: New construction
Costs: €191 million
Funding: Loan: €122.5 million by a banking consortium
 Loan: €6.4 million by a general contractor
 Equity capital: €40 million by the holding company
 Contribution by the city of Gelsenkirchen: €10 million
 Fan capital: €5.1 million
 Emscher-Lippe-Energie: €1.7 million
 Leasing contract: €5.3 million



FIFA World Cup Stadium Hamburg

- Measures:** New construction
- Costs:** € 97 million
- Funding:** City of Hamburg: €11 million
Debt financing: €70 million
Stadium holding company: €16 million



FIFA World Cup Stadium Hanover

- Measures:** Renovation
- Costs:** € 64 million
- Funding:** City of Hanover: €24 million including funds by the Federal Land of Lower Saxony and the region of Hanover
Banking consortium: €20 million
Reconstruction Loan Corporation: €20 million (guaranteed by the city of Hanover)



Fritz-Walter-Stadium Kaiserslautern

- Measures:** Extension
- Costs:** € 48.3 million
- Funding:** Federal State of Rhineland-Palatinate: €21.7 million
City of Kaiserslautern: €7.7 million
1.FC Kaiserslautern: €18.9 million



FIFA World Cup Stadium Cologne

- Measures:** Renovation
- Costs:** € 119 million
- Funding:** City of Cologne: €25.7 million
Kölner Sportstätten GmbH: €93.3 million (owner and operator)



Central Stadium Leipzig

- Measures:** New construction
- Costs:** € 90.6 million
- Funding:** Federal Government: € 51.1 million
City of Leipzig: € 12.1 million
EMKA GmbH: € 27.4 million



FIFA World Cup Stadium Munich

- Measures:** New construction
- Costs:** Approx. € 280 million
- Funding:** FC Bayern Munich and TSV Munich 1860 (50% each)



Franken Stadium Nuremberg

- Measures:** Renovation
- Costs:** € 56 million
- Funding:** Free State of Bavaria and the city of Nuremberg (50% each)



Gottlieb Daimler Stadium Stuttgart

- Measures:** Modernization
- Costs:** € 51.5 million
- Funding:** Federal Land of Baden-Württemberg: One third of construction costs up to a maximum of € 15.3 million
City of Stuttgart: € 36.2 million
VfB Stuttgart: Costs of the second spectator stand on the opposing team's side.



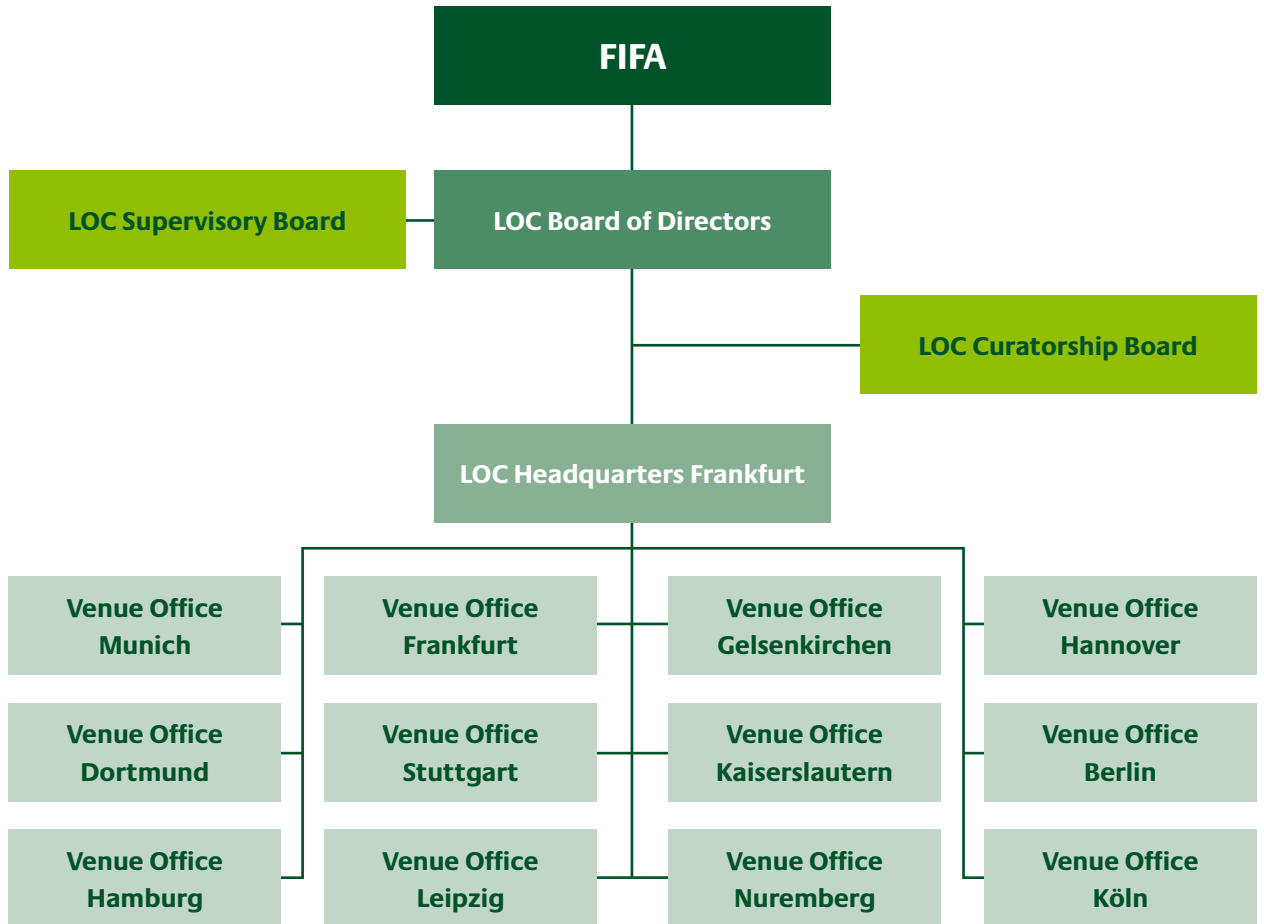
Selected Committees

Bodies of the Organizing Committee	Chair	Members
OC Presidency	President: Franz Beckenbauer	OC Vice-Presidents and Advisors
OC Supervisory Board	Chair: Gerhard Mayer-Vorfelder; Vice-chair: Federal Minister of the Interior, Dr. Wolfgang Schäuble / former Federal Minister of the Interior Otto Schily	DFB (German Football Association), DOSB (German Olympic Sports Federation), DFL (German Football League), Infront Sports & Media AG, OBI AG
Presidential Committee of the OC Supervisory Board	DFB	DFB, DFL, DOSB, BMI (Federal Ministry of the Interior)
OC Board of Trustees	Manfred von Richthofen, DSB President (National Sports Association)	14 high-ranking personalities of sports, politics, business and the media

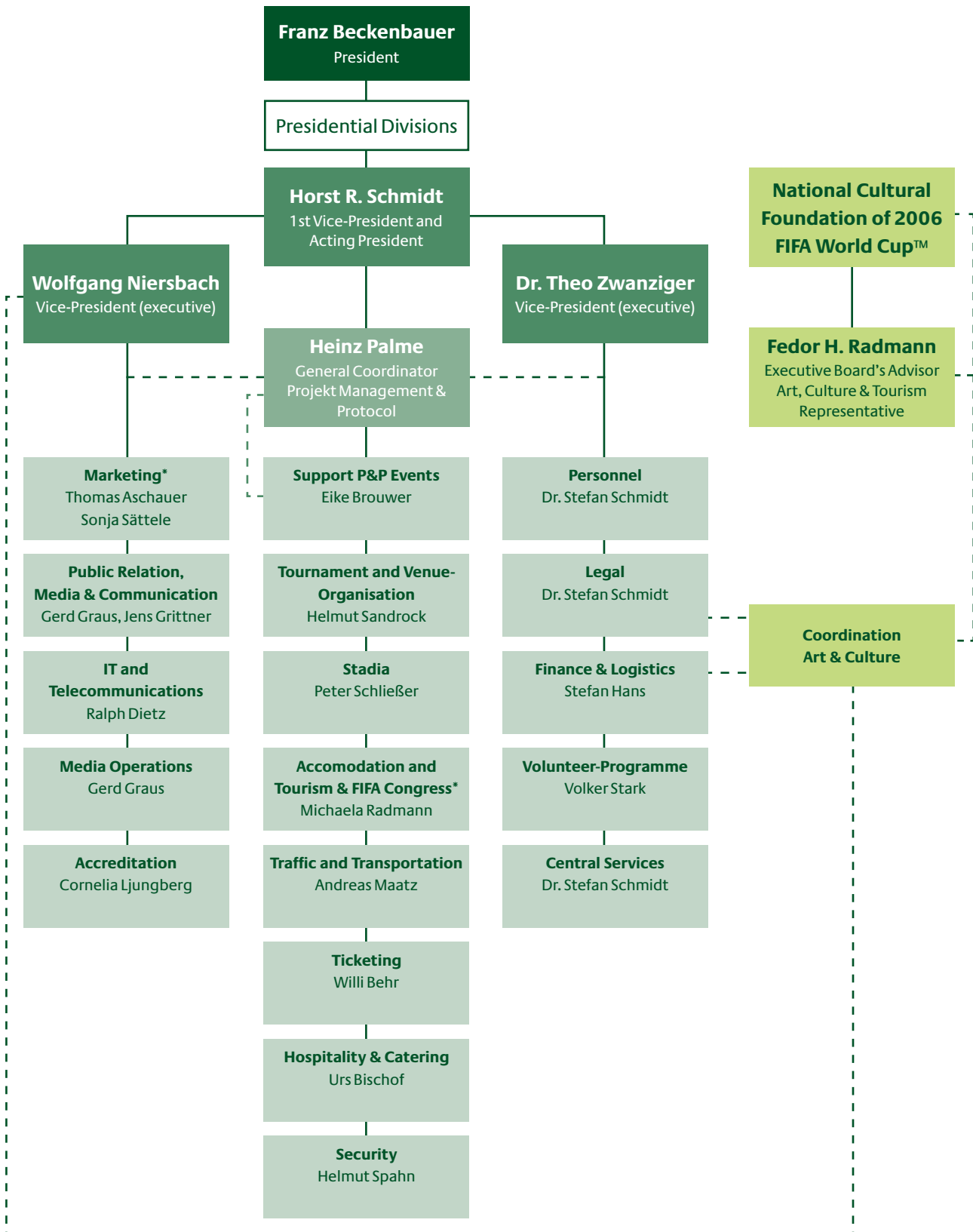
Additional bodies	Chair	Members
Interministerial working group (IMAK)	Chair: Federal Ministry of the Interior	Federal Government Ministries, Federal Chancellery, Office of the Federal President, Press and Information Office, Organizing Committee, DFB Cultural Foundation, FC Deutschland GmbH, Invest in Germany GmbH, German National Tourist Board
Standing Conference of the Interior Ministers of the Länder in the Federal Republic of Germany	Chair rotating between the Länder	Interior ministers and senators of the Federal Länder
Federal Government and Länder Committee on the 2006 FIFA World Cup (BLA)	Chair: Federal Ministry of the Interior	The BLA had 56 members (e. g. Federal Government, all Federal Länder, Federal Criminal Police Office, Federal Police, Federal Intelligence Service, Federal Agency for Technical Relief, Organizing Committee)
Sport Committee of the DST (German Association of Cities)		55 professional deputies, mayors or lord mayors of all member cities of the DST

Additional bodies	Chair	Members
DST working group of World Cup host cities	Spokesperson: Jürgen Kießling, Berlin, spokesperson for the World Cup host cities	Representatives of all twelve host cities
Coordinating transport working group of the Federal Länder and the World Cup host cities	Chair: Dr. Karl-Geert Kuchenbecker, Partenheim, transport spokesperson and coordinator of the Federal Länder	Representatives of the Federal Länder and the World Cup host cities
SMK (Conference of the Sport Ministers of the Länder)	Chair rotating between the Länder	Sport ministers/senators of the Federal Länder
SRK (Conference of Sport Directors of the Länder)	Chair rotating between the Länder	Sport Directors of the Länder
Supervisory Board of the national DFB Cultural Foundation	Chair: Councillor of State, Dr. Göttrik Wewer, Bremen	Federal Ministry of the Interior, Members of Parliament, representatives of society, Federal Government Commissioner for Culture and the Media
Tourism & hospitality working group (National Service and Hospitality Campaign)	Chair: Klaus Läßle (BTW President, Federal Association of the German Tourism Industry)	Example: Organizing Committee, BTW, Federal Government, World Cup host cities, Federal Länder, DZT, Deutsche Bahn, ADAC (German Automobile Club)
Advisory Board of FC Deutschland GmbH	Chair: Peter Zühlsdorff (Deutsche Industrie Holding)	Dr. Wolfgang Schäuble (Federal Minister of the Interior), Otto Schily (former Federal Minister of the Interior), Dr. Michael Rogowski (Voith AG), Jürgen R. Thumann (President of the Federation of German Industries), Dr. Wulf H. Bernotat (E.ON AG)

Structure of the LOC FIFA World Cup 2006™



2006 FIFA World Cup Organizing Committee Germany



World Cup working levels of the Federal Government and its partners

2006 World Cup Office at the Federal Ministry of the Interior	
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