

# Where the Game will be Played

Venue Allocation for Brazil's 2014 World Cup



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# AN INTRODUCTION

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- ▶ Power/politics
- ▶ No single pattern



## FRANCE 1998 (Dauncey 1999)



### Economic factors influencing the choice of cities

- ▶ 2/3 of the costs shared by central, regional and city governments
- ▶ Venues almost self-selected
- ▶ No host cities in the East



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# KOREA/JAPAN 2002 (Haruo and Toshio 2002)



Geographical balance and political considerations played a part

- ▶ Attempt to seek development and publicity through major events
- ▶ 17 new stadiums, often oversized and at inconvenient locations



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# GERMANY 2006 (Rahmann and Kurscheidt 2002)

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Risk minimising strategy with room for some policy decisions

- ▶ Most of the venues had optimal cost-benefit balance



- ▶ Choice of 12 instead of 10 cities a possible political compromise



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## SOUTH AFRICA 2010 (Cornelissen and Swart 2006)



Nation-building objectives hindered by external requirements

- ▶ Initial number of 13 venues reduced to 10 (in 9 cities)
- ▶ Development strategy focuses on training facilities in the communities





# OLYMPIC TOURNAMENT (Little 2008)



Several stakeholders involved

- ▶ IOC
- ▶ FIFA
- ▶ Funding government (central/local)
- ▶ OCOG
- ▶ Domestic actors



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# CHOICE OF VENUES - AGENDAS

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## FIFA'S LIST OF REQUIREMENTS



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# CHOICE OF VENUES - AGENDAS

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## ECONOMIC FACTORS (COST-BENEFIT ANALYSIS)



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## DEVELOPMENT GOALS



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# CHOICE OF VENUES - AGENDAS

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## POLITICAL INTERESTS



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# CHOICE OF VENUES - AGENDAS

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## PRIVATE SECTOR / CLUBS



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# BRAZIL 2014

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- ▶ Sole candidate nation
- ▶ Public/private model?



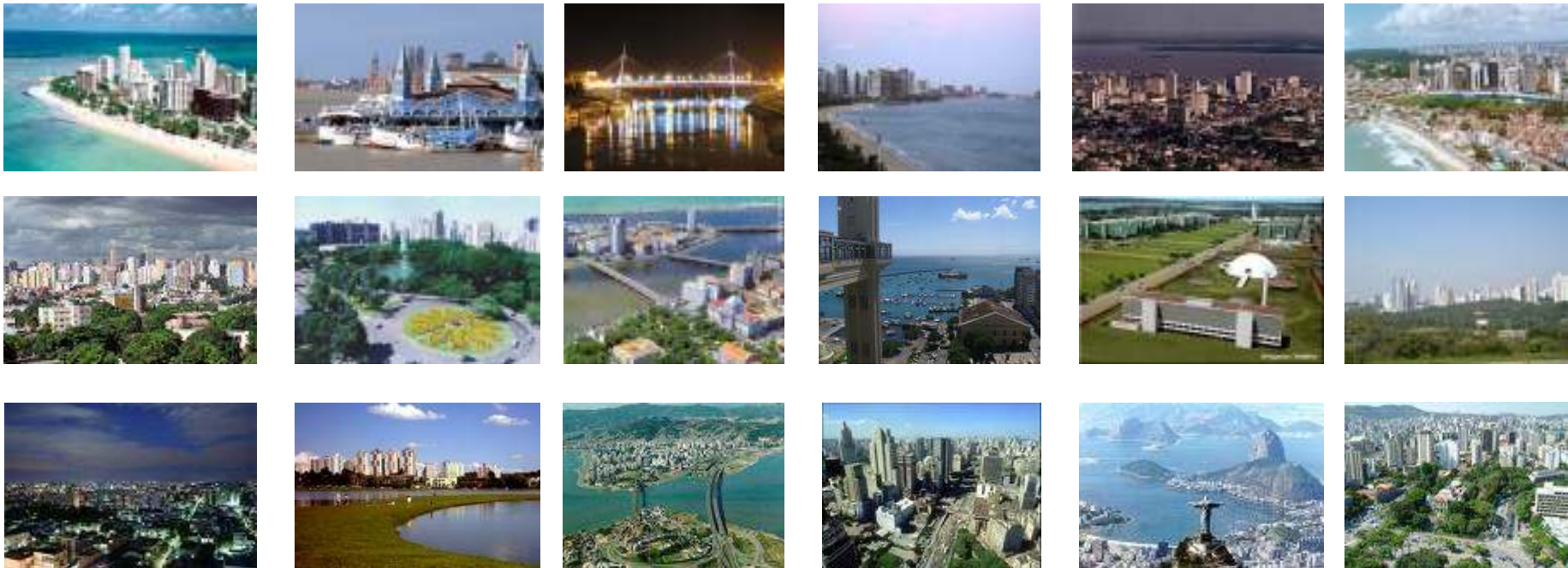
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Originally 18 host city candidates



12 have clubs in the national league's 1<sup>st</sup> and 2<sup>nd</sup> divisions



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# BRAZIL 2014

10 biggest bid cities with clubs in the 1<sup>st</sup> and 2<sup>nd</sup> divisions



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# BRAZIL 2014

A host city in the Amazon and another in the Pantanal



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A host city in the Amazon and another in the Pantanal



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## FIFA's take on the selection



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## Chosen venues



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- ▶ Parallel with Germany
- ▶ Politics of football > local politics
- ▶ Technical requirements



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# THANK YOU

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