



THE SPIRIT OF FOOTBALL

Around the world, the beautiful game may have different names and be played in different styles, but every game of football needs a ball. Spirit of Football CIC, our not-for-profit community interest company, is dedicated to promoting a very special ball as the “star of the beautiful game” in the run-up to each World Cup. We call it The Ball.

Every four years, The Ball travels from England to the World Cup and immerses itself in the passion and excitement of the people it encounters. The Ball explores and celebrates how football enriches their lives and shares their stories with a global audience. The Ball leaves an enduring legacy in its wake by connecting people and organisations together in mutually beneficial ways.

Everyone is welcome to play: it doesn't matter if you are black or white, old or young, rich or poor, male or female, intellectually or physically challenged or not. The Ball is our story and your story too.

We invite you to come and play in the next game.



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In pursuit of the Spirit of Football since 1998

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Table of Contents

1. The Ball 2014
2. One Ball, One World
3. The Kick Off
4. The Journey
 - Timeline
 - Press & Publicity
 - Sports & Fundraising
 - Education & Entertainment
 - Advocacy
 - Case Study: Special Olympics
5. Partnership Opportunities
 - Case Study: DHL Express
 - Case Study: Alive & Kicking
6. Education Curriculum
7. Media Production
8. Existing Media
9. Implementing Partners
10. About Us
11. Links

A Prime Minister speaks

"I would like to thank Spirit of Football, Special Olympics and all partners of The Ball for coming to Togo. We are delighted that you chose Togo as a point of destination on your noble journey to South Africa. The government will try and do everything in its powers to make sure that sport is supported in Togo. I would like to encourage you in what you are doing. It is a noble cause."

— Gilbert Houngbo, Prime Minister of Togo

Praise from FIFA

"We are aware of your initiative and your "ball journeys" at previous World Cups and would like to congratulate you for your efforts in connecting your project with social development endeavours worldwide. We certainly like and appreciate your idea and congratulate you on it [...] We wish you every success with The Ball."

— Federico Addiechi, Head of CSR, FIFA



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The Ball 2014

The fourth epic journey will kick off with a new ball called “The Ball 2014” on January 9th, 2014 — exactly 150 years to the day after the very first game of football to FA rules was played in Battersea Park, London.

What better way could there be to celebrate this momentous historical event than by starting The Ball’s pilgrimage to Brazil — the country that has taken to football like no other?

The Ball 2014 will connect people and organisations around the world with Brazil, the hosts of the World Cup, as excitement builds in the lead-up to what many believe will be the greatest ever World Cup.

We plan to use a repairable, fairtrade ball, designed and made in Brazil. Its journey will see it return to Brazil for the World Cup. It will be a legendary social ball that unites people within nations and across borders around a common call to action:

One Ball, One World



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One Ball, One World

In 2010, a typically African call-and-response became a delightful and effective theme of the journey to South Africa. We'd called out "One Ball!" to young children at a roadside kick-about in Mozambique, to the Zambian President and his cabinet on the lawn of the State House in Lusaka, or to hundreds of children at schools in Botswana and the unanimous response would be "One World!"

En route to South Africa, people often asked if we had a spare ball in case we lost the one we were carrying. "No," we'd reply, "there is only one ball and only one world, and we have to look after both of them."

Ein Ball, Eine Welt...
Una Pelota, Un Mundo...
Een Ball, Een Wêreld...
Mpira Moja. Dunia Moja...
Bola yimo. Chalo chimoza...
Uma bola. Um mundo.

Join in and play...

Origins of the Phrase

"We talk about unity, we talk about fair play, we talk about respect, we talk about inclusion. These are all things that The Ball represents. The slogan that we at Special Olympics Nigeria gave to The Ball: "One Ball One World" is born out of the fact that this leather, round item can do so many things in our lives and in the community. The race may differ. The belief may differ. The culture may differ. But with this round leather there is one, there is unity, there is inclusion, there is respect."

— Adeola Oladugba, Special Olympics
Nigeria Project Coordinator



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The Kick Off

The Ball's "Mount Olympus" is Battersea Park in London, where the very first official game of football to FA rules was played on 9th January 1864. We invite you to take part in a series of events to celebrate the origins of football, culminating in a match in Battersea Park on the 9th January 2014. The Ball's journey to Brazil will kick off exactly 150 years after that very first game.

The kick-off event will be an opportunity for you to join us and fill Battersea Park with football — whether it be freestyle football workshops, re-enactments of the 1864 game, street football, futsal or workshops where people can recycle their plastic bags into footballs.

Our goal is to bring together and showcase the myriad ways in which football has developed from those humble beginnings. Football has now become a universal, global language. So let's play...

The First Official Game

"The very first match to be played under the new "Football Association" rules came off on 9 January 1864 at Battersea Park, between the secretary's team and a side chosen by the President of the F.A., teams which included the best-known footballers of the day. After the game the two parties, their supporters and well-wishers adjourned to the Grosvenor Hotel, Pimlico for a smoking concert. The toast of the evening was "Success to football irrespective of class or creed."

– The Association of Football Statisticians



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The Journey

The “torch-like” journey of The Ball is naturally the most important element of the initiative and is the narrative spine that supports the activities that surround it.

Your organisation can be embedded in the 2014 narrative of The Ball and play a major role in shaping that narrative. The Ball can add value to your cause in a way that simultaneously enhances your brand identity and extends your community reach. The following overview can be seen as a starting point for a conversation about this narrative.

Central to the journey in 2014 will be a series of events whose purpose is to benefit the organisations that are involved with The Ball and leave a legacy for them once it has moved on. These events break down into several categories, although in practice, events may combine one or more of these. They are:

- **Press & Publicity**
- **Sports & Fundraising**
- **Education & Entertainment**
- **Advocacy**



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The Journey: Timeline

Thursday, January 9th 2014: *The Ball* kicks off in Battersea Park, London.

Europe

England: Jan 9—Jan 13
 Wales: Jan 13—Jan 15
 Ireland: Jan 15—Jan 17
 Northern Ireland: Jan 17—Jan 19
 Scotland: Jan 19—Jan 22
 Faroe Islands: Jan 22—Jan 24
 Iceland: Jan 24—Jan 28
 Greenland: Jan 28—Feb 1

North America

Canada: Feb 1—Feb 6
 USA: Feb 6—Feb 28

Central America

Mexico: Feb 28—Mar 14
 Guatemala: Mar 14—Mar 21
 Honduras: Mar 21—Mar 29
 Nicaragua: Mar 29—Apr 6
 Costa Rica: Apr 6—Apr 14
 Panama: Apr 14—Apr 20

South America

Columbia: Apr 20—Apr 27
 Ecuador: Apr 27—May 3
 Peru: May 3—May 11
 Bolivia: May 11—May 16
 Chile: May 16—May 23
 Argentina: May 23—June 2
 Uruguay: June 2—June 6

June 6—World Cup Final: *The Ball* tours Brazil.

Please note: the route and all dates are provisional at this stage.



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The Journey: Press & Publicity

The Ball can tell your story to global, national and local audiences. Over the last three World Cups, we have accumulated a great deal of experience in dealing with all forms of press, whether in print, on radio or on TV. Selected examples from 2010 include:

- The story of The Ball and its partners was the subject of a FIFA TV programme that was broadcast in a prime slot between World Cup games. It was syndicated to broadcasters around the world and reached an estimated audience of 100m.
- The BBC World Service followed the journey via fortnightly radio interviews which reached an estimated audience of 30m per programme.
- The Ball and its partners were guests on 10 national TV shows across Africa and were the subject of many more TV news reports in each country.
- National newspapers as diverse as The Sun, The Times, The Daily Mirror and The Guardian in the UK, regional papers such as the Kölner Stadt-Anzeiger and the Thüringer Allgemeine in Germany, as well as magazines such as Business Day in South Africa published feature articles about The Ball.



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The Journey: Sports & Fundraising

In 2014, we will be encouraging people and partners to arrange events for The Ball in their local communities, whether in Brazil or on the journey. Such involvement will draw upon local knowledge and encourage unique, organic, community-driven events. Our partnership with the Freestyle Football Federation gives us access to their global network of freestyle experts who are sure to thrill at these events.

Examples of legacy events from 2010 include the following:

- In Windhoek, Namibia, Special Olympics organised a game that was played between Ambassadors and Parliamentarians. The teams played for the “Spirit of Football Cup,” which will be contested each year as a fundraising event for Special Olympics Namibia.
- In Dar es Salaam, Tanzania, DHL assembled a team of corporate sponsors to support the establishment of a football tournament in the national stadium for underprivileged children from poor areas of the city. The Tanzanian Football Federation pledged to ensure that the tournament will be a recurring event.



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The Journey: Education & Entertainment

The Ball enables you to take an active role in relaying positive social messages in events held at venues such as schools and stadiums. We have developed an entertaining and educational programme, honed through practice during the 2010 journey. It features storytelling, video, slideshows and, wherever possible, physical activity. The framework can be deployed to any cause or set of causes.

Goethe-Institut report

"Having The Ball [at the Bambino School in Lilongwe, Malawi] was a very special opportunity for the pupils to feel part of the 'African' World Cup... Christian Wach and Andrew Aris explained The Ball project and shared some examples of their former travel experiences in a film screening. Pupils of the Bambino school presented a dance and a Hip-Hop song written by them especially for the World Cup. The good mood did not diminish when we went to the second part of the program: the football activities outside. After we took a big group photo with the ball on the field, several teams played football games on the sports ground. Altogether, one can look back on a successful day with a lot of fun and team spirit. Thanks to Christian, Andrew and all active organizers and participants who brought a piece of the World Cup to Malawi!"

— Kirstin Pagels, Malawi Director, Goethe-Institut



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The Journey: Advocacy

The Ball offers you the opportunity to gain access to decision-makers at the highest level in the countries en route to Brazil.

- In 2010, in support of their Global Football Initiative, our partner Special Olympics arranged meetings with the President of Mali, The Prime Minister of Togo and Ministers of Sport in Senegal, Burkina Faso, Ivory Coast, Togo, Benin, Cameroon, Tanzania and Malawi resulting in many pledges of government support. The Mayors of Dakar and Nairobi both granted Special Olympics access to city-wide sports facilities.
- In Lusaka, Zambia, The Ball was called to the State House along with Alive & Kicking (the charity who made The Ball 2010) and DHL, our logistics partner. President Rupiah Banda had this to say to Zambian national media:

"We are very happy that young people thought of this idea of taking The Ball around Africa. It makes us all feel part of the game. We have cancelled all of the things before and after your visit. All of my ministers are here with many things to do. But we thought that it was so important, that we must attend to this."

— President Rupiah Banda of Zambia



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Case Study: Special Olympics

Special Olympics organised a series of high-profile public events for The Ball in 16 countries in Sub-Saharan Africa. The events featured Unified Football, where mixed teams comprise players with and without intellectual disability. People with special needs were very publically seen to be included in sport without prejudice.

"The eye of the world has now turned for a moment to the pitches of Special Olympics football: to their hearts, to their eyes, to their minds, to their skills, to their abilities, to the joy they bring to this sport, to the joy that they can also bring to their communities everyday. The Ball helped us tell that story."

— Tim Shriver, Chairman & CEO, Special Olympics



The events were publicised widely and were attended by political leaders who pledged their support on national TV. Corporate involvement in events has led directly to the formation of new partnerships for Special Olympics, for example with Precision Air in Tanzania.

Participation in the initiative by Special Olympics staff and volunteers has led to the strengthening of internal communities while press coverage through The Ball has helped to kick-start the Special Olympics Global Football Initiative.



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Partnership Opportunities

The journey of the The Ball offers a narrative that serves as a collaborative framework for our partners. Partners will participate in the narrative in ways that will consistently engage their customer audiences. There are five types of partnership opportunities available: Worldwide, Regional, Local, Education and Football.

Worldwide

Worldwide partners receive rights to co-brand, and get unlimited access to, all Spirit of Football 2014 resources, including media, personalities, events, programs and audiences. They also get access to all media generated on the 2002, 2006 and 2010 journeys of The Ball.

Regional

Regional partners receive category exclusivity and rights to co-brand within their region or territory (typically a country). They will receive rights to co-brand, and get unlimited access to, all Spirit of Football 2014 resources generated in their region.



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Partnership Opportunities cont.

Local

35 local partnerships are available, tailored to each of the 35 'stops' The Ball will make on its journey from London to Rio in 2014. The journey will be organized like a relay, with hand-offs from one local partner to the next. Partners, SOF and a local media partner will co-produce an event to generate the desired impact at their particular location.

Education

One school per stop of The Ball where we will activate any or all of the K-12 curriculum based on the journey of The Ball that has been developed and piloted in Germany and Brazil. (See 'Education Curriculum' pages for details.)

Football

SOF will have global affiliations with football organizations such as the Freestyle Football Federation. All football clubs along The Ball's 2014 route will be invited to play along.



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Case Study: DHL Express

In 2010, DHL delivered The Ball by road and air from Senegal to South Africa. They ensured The Ball was present at events, organised cavalcades around cities, helped the team get visas and sent video footage and equipment to our partners in the USA and Europe. They also provided us with office facilities and internet access.

Hundreds of DHL employees took great pride in helping The Ball along. Staff from different countries passed The Ball to one another across national borders. Some opened their homes to accommodate The Ball, while others were so motivated by their experiences that they have since volunteered with Special Olympics.

The Ball helped DHL build brand awareness throughout Africa. DHL staff met decision-makers such as the President of Zambia and the Prime Minister of Togo. They gained new customers and strengthened existing relationships. In Tanzania, for example, DHL recruited Zantel and Precision Air to work on the initiative and their participation in the football tournaments led to new opportunities with the Embassy of Brazil and the EU Commission.

DHL's assessment

"DHL Express Sub Saharan Africa is proud to have been part of this initiative, to share our logistical expertise and support for The Ball and it's representatives during their travels through 17 Sub Saharan countries. The bright yellow procession of DHL vehicles moving through Africa certainly helped heighten the awareness of The Ball. DHL employees experienced first-hand what a great and worthwhile positive message the journey communicates to thousands of people from all walks of life; a message to break down boundaries and end negative stereotypes about people with intellectual disabilities."

— Phil Couchman, Managing Director, DHL SSA



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Case Study: Alive & Kicking

The Ball 2010 was made in Kenya by the social enterprise Alive & Kicking. It was repaired and serviced at their stitching factories in Kenya and Zambia during its 138 day pilgrimage to South Africa. The Ball's journey through Africa fulfilled the dying wish of Alive & Kicking's founder, Jim Cogan, who requested that one of their balls make just such a journey.



The Ball meets its maker, Bernard, for repairs and maintenance at the stitching factory in Nairobi. Alive & Kicking balls were donated by supporters of The Ball to Special Olympics projects throughout Sub-Saharan Africa.

Alive & Kicking's assessment

"The Ball 2010 gave Alive & Kicking the opportunity to be involved in the greatest social journey a football has ever taken. In addition to the excellent work that the journey achieved in highlighting the power of football to bring communities together, The Ball gave Alive & Kicking a platform to show the world that Africa can produce top quality sports balls in fair trade conditions and the sense of pride at seeing The Ball arrive in Johannesburg in time for the World Cup was immense."

"From a business perspective, the journey of The Ball allowed Alive & Kicking to make new partnerships and increase the enterprise's profile. The advertising equivalent value of the editorial coverage around The Ball was worth well in excess of £100,000."

— Will Prochaska, Managing Director, Alive & Kicking



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Education Curriculum

During the 2010 journey, The Ball visited schools where thousands of children kicked, headed and signed it and learned about the Spirit of Football. In South Africa, we led workshops for children from 50 different schools across Sub-Saharan Africa. Their success, and the enthusiasm that welcomed The Ball all along each World Cup journey, led us to develop an education curriculum called "One Ball, One World."

The curriculum consists of video, music, dance, theatre, sport, travelogues, and craft-work which explore The Ball's journeys. Modules introduce the *Spirit of Football* and its social messages: fair-play, collaboration, empathy for and acceptance of others.

A pilot curriculum kicked off in 2011 with a three-day workshop for 60 pupils at the Johannesschule in Erfurt, Germany. The teachers are eager for us to return. "They were the best three days of my life" wrote Theresa (a ten-year-old pupil) in her German class the following day.

Johannesschule's assessment

"Spirit of Football gripped all of us here at the school and Africa fever broke out. We had three great days for our fourth grade children: music, dance, theatre — the children were able to experience everything. And very, very, very much movement. And they were brought closer to African culture. It is fair to say, that after these three days our school community, and especially the three fourth year classes, became much closer and interacted with each other like never before."

— Frau Sabine Iffarth
Director, Johannesschule, Erfurt



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Education Curriculum cont.

The entire school community is involved: teachers help to identify modules that fit the needs of the school; a parents' evening explains the project and involves them as volunteers; students are able to choose the modules that motivate them the most.

Brazil-centric curriculum roll-out

Our partner Zênega Tecnologia is bringing together educational, business and government organisations to support the roll-out of The Ball's educational curriculum in Brazil and is also adapting it to the Brazilian cultural landscape.

But our vision is that the fully-developed curriculum will enable teachers, parents and schoolchildren to follow and take part in The Ball's journey as it travels from London to Brazil — no matter where in the world they happen to live.

Making balls at Johannesschule

"The process of how to make a football was important. Plastic bags and sacks were used and the result was a ball. The children worked together. They had a goal. They ended up producing a ball that was the guiding light for the entire workshop. The balls are still at the school and they will continue to be used."

— Thomas Herrmann
Sport teacher, Johannesschule, Erfurt



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Media Production

When The Ball 2002 debuted as an online documentary, it became one of the very first videoblogs. Subsequent journeys sought to explore and understand the possibilities of this new genre and incorporated social media into the mix.

For The Ball 2014, we are looking for a dedicated media partner who can produce a videoblog and TV series of the journey with minimum latency. Our goal is to have the 2014 material edited while the journey is still in progress and released along with previous films just as The Ball arrives in Brazil on the eve of the World Cup.

In 2014, our existing online activities will be augmented by location-based technologies. Geotagging and geolocation features will enhance the narrative by offering people, for example, the chance to encounter The Ball if they happen to be nearby or tag a place of interest for The Ball's attention en route.

The Ball 2014 offers you the opportunity to create experiences, stories and media featuring enhanced audience involvement and distributed participatory design. For example, our partner Freestyle Football Federation recently held "World F3style Day". Over 1500 freestylers took part across 79 cities in 49 countries. This event was not centrally organised, but created instead by local members. This kind of methodology for The Ball 2014 creates stories that our partners and audience feel is their own and one that they want to share in the myriad ways open to them.



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Existing Media

The Ball has left a legacy of media assets from its three previous journeys which can act in support of the 2014 journey. By media assets, we refer not only to the traditional assets listed below, but also our “social media” community.

Our online community is global (the blog was accessed from 104 countries), young (over 60% of our Facebook community is 18–34 years old), two-thirds male, and the most active countries are USA, Germany and UK though the highest concentration of members live in Jakarta.

A call for translations of “One Ball. One World.” on Facebook saw it translated into many languages including Tamil, Indonesian, Bulgarian and Moldovan and illustrates The Ball’s global following. Our target, since the next journey goes through the UK, across the Americas to Brazil, is to engage people in those regions to join the community and get involved.

2002

- 40,000 word blog
- 800 photos
- 68 videoblog episodes
- 5 minute short film
- 55 minute film

2006

- 3 minute short film
- 15,000 word blog
- 25 videoblog episodes

2010

- 60,000 word blog
- 5,000 photos
- 120 hours of footage
- 30 videoblog episodes



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Implementing Partners



GameChangers is a business communication and brand strategy company that uses improvisation techniques to help clients infuse their brand narratives into the marketplace. Clients include: Live Earth, Disney, Allstate, Kimball International, and United Airlines.

GameChangers collaborates with the Spirit of Football team and its partners to design improvisational brand strategies enabling them to Connect (generate awareness), Adapt (act on opportunities) and Deliver (realize objectives) on a global scale via their participation in the narrative of The Ball.

Zênega Tecnologia

Zênega is based in São Paulo, Rio de Janeiro, Salvador and Belo Horizonte and employs about 400 people. Its core business is network infrastructure (cabling, wireless, telecoms). Its major clients are Alcatel-Lucent, the Federal Police, Court of Justice (Rio de Janeiro), City Hall of São Paulo and PETROBRAS.

Zênega are ready to play

"I've spent the last 20 years of my life working with technology and always involved with soccer in Brazil and USA. I really think the project The Ball can make a difference bringing optimism and hope for a youth in need of dreams. I want to be part of this journey."

— Fernando Godoy, Director, Zênega Tecnologia



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Implementing Partners cont.

F3: Freestyle Football Federation

F3 is the governing body for the sport of freestyle football, promoting the sport as a natural approach to developing skill and staying fit. It represents regional and national networks of up to 100,000 freestylers and provides an information portal and social platform that connects freestyle enthusiasts worldwide.

F3 will provide freestylers to entertain crowds and offer tricks workshops to players along The Ball's route in 2014, adding value to events and leaving a consistent legacy of skills. In 2010, freestylers added their amazing performance skills to The Ball's videoblog and the most popular video of the 2010 journey features Urban Freestyle Morocco as they show The Ball around their home city of Rabat.

Spirit of Football e.V.

Spirit of Football e.V. is a not-for-profit organisation based in Erfurt, Germany. The organisation was established to use the possibilities that are offered by football to realize positive social change and academic projects. Since 2006, a partnership with the University of Erfurt, has enabled students to take a seminar called "Spirit of Football", gaining real project management experience and academic credit points. Spirit of Football e.V. is undertaking the educational pilot project centred around The Ball.



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About Spirit of Football CIC

Spirit of Football is a not-for-profit Community Interest Company registered in the UK. The aim of the company is to establish the legend of The Ball by organising and making the journeys of The Ball from England to the World Cup, for as long as there is a World Cup. The initiative brings attention to the community of diverse projects working in places along The Ball's route and emphasizes the role football can play in social change and development. By creating a shared experience and encouraging links between the wider global football community, The Ball adds value to existing organisations as well as to football itself.

Andrew Aris

Andrew has football running through his veins. He played for New Zealand, the University of Notre Dame in the US and Rot-Weiss Erfurt in Germany. In 2002, he attended the first FIFA World Cup in Asia. In 2005, he interned with the German World Cup Organising Committee, graduated with a Master of Public Policy from the Erfurt School of Public Policy and founded Spirit of Football e.V. Andrew has been involved with The Ball since 2005.

Phil Wake

Convinced of the unique power that football has to connect people throughout the world, Phil has devoted much of his time over the last 10 years developing The Ball. When he's not restoring furniture, Phil can be found developing musicianship on drums, playing acoustic guitar and singing. Phil is also skilled in circus arts, including juggling, acrobatics and sleight-of-hand magic. He now lives in Brighton, England.

Christian Wach

Christian travelled to more than 50 countries following his passion for street theatre, programme-making and storytelling. He has worked in Asia, Australasia, Polynesia and America. His travels included an audience with the Dalai Lama, experiencing the reunification of Germany, escaping unharmed from the Thai mafia and living with tribal people in the rainforests of Sumatra. He now lives near Bath, UK where he works as an interactive media developer.

Richard Hamilton

Richard was a key figure in the development of The Ball. It was his suggestion in 2002 that Phil and Christian meet him in Afghanistan – and that they all travel to Korea from there – that led them to the idea of The Ball. He currently works in programme management for CARE International and the Norwegian Refugee Council. He has served in North Korea, Burundi, Tajikistan, Afghanistan, Darfur, Sri Lanka and is currently back in Afghanistan.



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Origins of The Ball

In 1998, Phil Wake, Christian Wach and Richard Hamilton went to the FIFA World Cup in France where they became fascinated by the songs and celebrations of supporters. They were captivated by the power that music had to bring rival fans together and discovered through kick-about that football truly is a global language. Infected by the World Cup bug, they began planning an overland trip to the next World Cup in Korea & Japan.

The Ball 2002

Realizing that their ball was in fact "The Ball" – football's equivalent to the Olympic Torch – Phil and Christian set off from Battersea Park in London, the birthplace of modern rules football. They travelled 8,000 miles with The Ball, going overland, on foot, by bus, or train (and very occasionally by plane) across Central and Eastern Europe into Asia to reach their final destination, the World Cup finals in Korea. On the way they met and played football with grassroots fans from Tibetan Monks high in the mountains of China, to street urchins in the turbulent region of Kyrgyzstan.

The Ball 2006

Four years later, they and their precious ball travelled from London to Munich. Along the way they investigated fan culture and football history in Europe. Joined by Andrew Aris during the World Cup, The Ball was the guest of honour at a 24-hour Football Against Racism Marathon. It also held court over an EU Youth exchange that investigated fan culture in European football.



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Links

Work-in-progress trailer for The Ball 2010

<http://youtu.be/1a8l4843lro>

FIFA TV feature, broadcast during the World Cup

http://theball.tv/2010_fifa_tv

The Ball 2010: BBC Five Live video feature

http://news.bbc.co.uk/sport1/hi/football/world_cup_2010/8739283.stm

The Ball 2002: The original film trailer

<http://vimeo.com/309180>

The Ball on Facebook

<http://facebook.com/theball.tv>

The Ball on Twitter

http://twitter.com/the_ball

The Ball Website

<http://theball.tv>



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