

Master's Thesis

The silence of the vuvuzelas - the importance of SIA Follow-up in mega events

Case Study – Cape Town, South Africa



The importance of SIA Follow-up in mega events

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Cover photo: Green Point in Cape Town before and after the FWC (Retrieved from Documents of Participant 17 and Kapstadt, 2023)

I hereby declare that this thesis is wholly work of Carina Krause. Any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgement together with the nature and the scope of their contribution.

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ABSTRACT

This research focuses on understanding the legacies of the FIFA World Cup in Cape Town, South Africa, as perceived by local communities. The study utilizes a combination of media content analysis and semi structured interviews to comprehensively examine the economic, environmental, infrastructural, and social impacts of the mega event. The importance of Social Impact Assessment (SIA) *during* the development phase and its follow-up in subsequent stages is emphasized. The analysis reveals that the chosen location of the stadium in Green Point was met with scepticism and has been criticized as a costly and underutilized "white elephant." Participants suggest that alternative locations could have unlocked greater urban development potential. While infrastructure improvements were made in preparation for the World Cup, concerns about long-term maintenance and utilization remain. The economic benefits of the event were limited, primarily benefiting tourists and the middle class. Participants expressed diverse perspectives on the social legacies of the World Cup, emphasizing the importance of community involvement, transparency, accountability, and sustainable practices in order to create benefiting and long-lasting legacies for their lives. Concerns about corruption and the misuse of funds were raised, calling for improved governance and financial accountability. The findings underscore the significance of considering the perspectives of local communities and conducting regular evaluations to inform decision-making and ensure positive outcomes, highlighting the need for more comprehensive post-event monitoring and evaluation to maximize benefits and minimize drawbacks. The research suggests that integrating principles of Environmental Impact Assessment (EIA) follow-up into SIA can enhance the assessment and management of social impacts, leading to more inclusive and informed decision-making processes. By prioritizing community engagement, transparency, and accountability, the planning and implementation of mega events can be improved to catalyse positive change. The study emphasizes the need for ongoing SIA throughout all stages of mega events to maximize the beneficial impacts on local communities and achieve sustainable and equitable outcomes.

KEYWORDS

Social Impact Assessment Follow-up; Hallmark events; Mega sport events; Community engagement; Monitoring and Evaluating Processes

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DISCLAIMER

In order to have a consistent style of currency throughout the paper, which is supposed to strengthen clarity, mentioned currencies such as ZAR (SA rand) and Euros are translated into US dollars. It is important to mention, that obviously the currency over the last years did change. Over the last ten years, the rand has systematically lost value, influenced by among others political and economic uncertainty, lack of foreign investment and trade deficits. The rand has experienced a decline in value from 2013 onwards to an extent, that ten years later, the South African currency has weakened by 105 percent against the US dollar (The Rand's Nose, 2023). Currently in 2023, the currency is the following: 1 ZAR = 0.0535 USD; 1 USD = 18.7081 ZAR (*Südafrikanischer Rand*, 2023). In 2010, the average exchange rate was around 1 ZAR = 0.137 USD (*South African Rand*, 2023) and 1 USD = 7.3137 ZAR.

1 INTRODUCTION

The FIFA World Cup (FWC), also referred to as mega event or mega project, is seen as the most prestigious tournament in the world. Reasons and motivations of cities and nations to host this kind of mega event are to create new jobs, business opportunities and trading partners. They are interested to showcase a country or city as a destination and to boost tourism as well as to fuel urban renewal such as housing and sports infrastructure (Preuss, 2000; Briedenhann, 2011; Hermann et al., 2012). With hosting the 2010 FWC in South Africa (SA), the nation saw the opportunity to demonstrate societal transformation, national unity, the fusion of white and black South Africans and the manifestation of nationalism next to economic development boosters (Hurst, 2017). The former South African president Thabo Mbeki stated that it is “a moment when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict” which cannot only be seen as an accomplishment for SA, but an achievement for the whole continent” (Cowell, 2009, para. 17).

News, academic papers, and journal articles focus pre-dominantly on the pre-excitement, wishes and ideas of what a FWC could bring to a nation and its people *prior* the actual tournament starts as well as the contributions *during* the mega event. The FWC falls under the thematic of mega events as well as hallmark events. Some academic literature distinguishes mega events to hallmark events. Hallmark events, for instance Carnival in Rio de Janeiro or Oktoberfest in Munich, is accordingly to Getz et al. (2012) a recurring or one-time event. He argues, that hallmark events have some cultural heritage, historical or symbolic value for the host communities and therefore focus especially on community involvement and local significance. In contrast, mega events, such as Olympic games, Burbank et al. (2002) emphasize especially their enormous scale, which international appeal logically attracts a global media coverage and leaves economic impact (Ritchie & Adair, 2004). Accordingly, to the mentioned authors, FWC could potentially be considered both, as it represents a moment of national pride and identity for the host country and participating countries (Getz et al., 2012), but also as a mega event due to its enormous magnitude, massive audience, global impact and influence on various economic sectors (Ritchie & Adair, 2004). In the academic literature FWC is pre-dominantly used under the term mega event (Gratton & Preuss, 2008; Burbank et al., 2002; Ritchie and Adair, 2004; Toohey & Veal, 2007; Weed & Dowse, 2018).

Attention is paid to the potential impacts on the host countries economic, cultural, and social development (Al-Emadi et al., 2017; Karadakis & Kaplanidou, 2012; Kim & Kaplanidou, 2019). Especially the economic component is a leading factor, since these kinds of mega events result generally into fruitful socio-economic returns and benefits, such as investment and foreign trade (Al-Dosari, 2020; Gagnon et al. 2017; Lin & Lu, 2018; Perić, 2018). *Prior* the event takes place, the development of

infrastructure, such as building new roads, stadiums, etc. plays a crucial role in guaranteeing achievement of mega events (Balduck et al., 2011; Poczta et al., 2020).

The majority of papers tend to focus on the perceptions of residents *prior* and *during* the occurrence of the mega event, or on the *anticipated* impacts it will have on the host-destination afterward. Less attention is paid towards an evaluation of the overall impacts of such mega event on affected stakeholders *after* it took place (Hurst, 2017). Outlined reasons by Horne and Manzenreiter (2006), Bob and Swart (2010), and Cornelissen et al. (2011) are, that the scholarship around social impacts of major sporting events itself is relatively recent. There is a tendency to allocate less focus and follow-ups to the developments and impacts generated, as well as a diminished emphasis on the fulfillment of the diverse legacies that were promised. Yet existing research on Social Impact Assessment (SIA) has emphasized the significance of conducting follow-up studies to monitor and mitigate potential project impacts (Lima & Marques, 2005).

The selection of the title “The Silence of the Vuvuzelas: The importance of SIA Follow-up in mega events” was motivated by the intention to illustrate contrasting perspectives between international and South African individuals regarding the FWC. The author’s personal observations revealed, that Internationals associated the South African FWC and the stadiums with the distinct sound of vuvuzelas. Surprisingly, during the course of the qualitative research, no interviewees mentioned the vuvuzelas. By choosing this title, the aim is to capture the divergent opinions and reflections surrounding the FWC, exploring its lasting impacts and beneficiaries, while emphasizing the significance of SIA as a recurring theme throughout this paper.

2 OBJECTIVES AND RESEARCH QUESTIONS

This research mainly aims to gain more in-depth insight into the impacts caused by mega events on affected local communities *prior*, *during* and *after* the tournament. Additionally, this research tries to contribute to the realm of SIA and to stress the importance on long-term SIA follow-ups of mega events. As will be discussed in the theoretical background chapter, follow-ups are already part of the monitoring phase within projects that implement Environmental Impact Assessments (EIA). EIA follow-up tries to monitor, evaluate and detect environmental consequences of development projects *after* their establishment (Morrison-Saunders & Arts, 2004). In contrast, even though the strategies of SIA are outlined in various guidance documents, the literature around the concept of SIA follow-up is still limited.

For the purpose of this study, the researcher utilizes the EIA follow-up as a guiding framework, which can provide valuable insights and serve as a foundation for developing relevant strategies for incorporating the SIA follow-up. Following an interpretivist approach, interpretive research implies

that reality is constructed by peoples' experiences of the external world (O'Donoghue, 2007). The purpose for this research fits within the interpretivist paradigm. The paradigm confronts prevailing beliefs commonly referred to as societal values and norms, which have been authored by individuals representing a specific segment of society (Babbie, 2013). When focusing on social interaction as the basis for knowledge, it implies that knowledge is constructed by mutual negotiation as well as that the interpretivist approach is specific to the situation that it is investigated in (O'Donoghue, 2007). This study focuses on understanding different affected local communities and their individual perceptions in Cape Town. It enables the researcher to gain depth through coping with subjective experiences and perceptions within a specific social framework (Alharahsheh & Pius, 2020). This will be done by conducting a media content analysis during the stages of *pre-event*, *event* and *post-event* of the FWC. Additionally, interviews are conducted with community members who were affected by the event. The findings and discussions derived from these analyses and interviews are presented in a dedicated chapter. Finally, the study provides recommendations that are relevant for the city of Cape Town and can aid planners of mega events in navigating beneficial impacts for all stakeholders involved. These recommendations are valuable for event managers, planners, government officials, and other stakeholders associated with mega events. They offer constructive insights into the impacts that mega events have on their host destinations, facilitating a better understanding of long-term effects and enabling optimization of planning and management for future event and contributing towards community engagement strategies (Kasimati, 2006).

The author decided on the following research questions.

'How do local communities perceive the legacies of the World Cup in Cape Town?'

1. What are the perceptions of social impacts of the FWC *prior*, *during* and *after* the tournament?
2. *What insights can be derived from local communities' experience to improve development and performance of future mega events?*
3. *In which ways are the EIA follow-up principles applicable to SIA follow-up?*

The study begins by presenting relevant theories and literature surrounding mega events and their legacies, as well as the processes of SIA and EIA follow-up. This is followed by an outline of the developed conceptual framework and hypotheses. Subsequently, the study delves deeper into the methods employed and addresses ethical considerations. The next sections present the outcomes of the media content analysis, as well as the findings from the conducted interviews, which are further discussed and categorized into different legacies. The final steps of the study encompass research limitations, the conclusion and recommendations. The references and appendices round off the study.

3 THEORETICAL FRAMEWORK

3.1 Mega events

Since the turn of the century, mega-sports events, which are a form of megaprojects (Flyvbjerg et al., 2016) or referred to as just mega events or hallmark events (Kim et al., 2006) are hosted by countries all over the world. This has taken the importance of sport events to new dimensions, since before this turn, megaprojects were predominantly hosted by 'traditional' Western countries. These mega projects, locally and internationally, are seen for once as efficient instruments on the political use of mega events by countries, to practice soft power and public diplomacy (Cafiero & Alexander, 2020; Dubinsky, 2019; Grix & Brannagan, 2016; Grix & Houlihan, 2014; Grix & Lee, 2013; Grix et al., 2019; Nygård & Gates, 2013). Additionally, mega events can ensure and promote international recognition, positive associations, and symbolic power of the particular country (Almeida et al., 2014). From the early preparation to the implementation stages and beyond, stakeholders from government to industry partners, sport's governing bodies, residents, and the media work together. Their involvement is based on their own priorities in the political, social and cultural field (Mair et al., 2021).

As mentioned by Ritchie (1984, p.2), "international sports events such as the *Fédération Internationale de Football Association* (FIFA) World Cup or the Olympic Games are major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term." This stands in accordance with Vanclay et al. (2015), who declares that in fact, any large-scale project potentially creates environmental and social impacts. Additionally, Müller (2015, p.634) declares that "mega events are ambulatory occasions of a fixed duration," which are characterized by attracting many visitors, increased mediated reach, high costs and enormous impacts on the people and their build environment. Generally, such one-time sporting events create both, positive and negative impacts for host destinations (Gratton & Preuss, 2008) which are defined as the sum of effects. These felt impacts *before* or in *accordance* of hosting can take place on the level of economic, environment, culture, politic and social life and generally effect the quality of life of affected ones (Gillett & Tennent, 2017; Holt & Ruta, 2015). Additionally, social impacts can provide immediate outcomes, which affect residents' quality of life (Balduck et al., 2011). Recent literatures tend to focus especially on the environmental and ecological effects caused by mega events (Amponsah et al., 2018; Azzali, 2019; Kim et al., 2006; Ohmann et al., 2006), while less attention is given towards short- and long-term impacts on society especially in the *aftermath* of such an event.

3.1.1 Costs and Benefits of mega events

The following benefits and costs of mega events focus on the time *prior*, *during* and *after* the event occurrence. Mega events have enormous impacts on the economy of host destinations as well

as their cultural and social development (Al-Emadi et al., 2017; Karadakis & Kaplanidou, 2012; Kim & Kaplanidou, 2019). Fruitful benefits and returns, that the investment of financial and other related resources in the construction of required facilities and infrastructures can create, are countless and vary from new investments and foreign trade arrangements (Al-Dosari, 2020; Gagnon et al., 2017; Lin & Lu, 2018; Perić, 2018) to infrastructure funding. Prominently, money for the urban planning and development of the host destination is spent for the creation of stadiums, roads, buildings, airports, etc. (Al-Emadi et al., 2017; Balduck et al., 2011; Kassens-Noor et al., 2015; Mirzayeva et al., 2020; Poczta et al., 2020; Wise, 2016). Other reoccurring positive perceived benefits for host countries are regeneration, revalorization and tourism growth, improved destination branding, variety of jobs, and higher income. On the contrary, negative perceived impacts by hosts are that daily life becomes more expensive and that general pollution and traffic congestions become worse off (Bob & Swart, 2010; Cornelissen et al., 2011; Hall, 2004; Swart & Bob, 2012). Positive associated impacts by residents are a higher degree of social inclusion, acceptance, community cohesion, civic pride, social capital, intercultural understanding, engagement in sport activities and volunteering (Al-Emadi et al., 2017; Leng & Hopfl, 2013; Mair et al., 2021; Shone & Parry, 2004; Storm & Jakobsen, 2020).

The given literature entails a research gap of specifying stakeholder groups perspectives further down and a lack of perceived impacts or benefits from immigrants coming to the destination for work and who might have different perceptions and feelings connected to the event than those who potentially can afford to buy tickets, join the event or benefit on higher scales (Mair et al., 2021). Additionally, most papers in that field concentrate on the perceptions of residents *prior* to the mega event or on the assumed impacts it will have on the destination *afterwards*. This does not cover the long-term advantages or disadvantages of mega events on the hosting destination. The potential role that SIA could play in follow-up assessments on events, is going to be explained in the section 3.2.

According to Kim, Gursoy and Lee (2006), local communities often overlook the negative impacts of hosting mega events while focusing on the anticipated benefits. These events often result in increased taxes for infrastructure development and the mishandling of public funds by event organizers (Deccio & Baloglu, 2002). To achieve positive outcomes in particular projects, the host community must foster collaboration and establish a network where everyone can contribute (Ife, 1995). However, some individuals in the community may lack interest or time to engage in social projects, while integrating locals into joint initiatives has been found to enhance commitment and support for further development (Kenny, 1999; Schulenkorf, 2010). Conversely, residents' support may be influenced by perceived adverse effects (Kitnuntaviwat & Tang, 2008). Insufficient community participation can lead to a lack of support and negative perspectives on future development, which is crucial since the success of tourism and events relies on the backing of the host community (Gursoy &

Rutherford, 2004). The coordination and cohesion within the host community plays a significant role in the planning process of a mega event, as a lack thereof can lead to a politically and socially charged environment (Gursoy & Kendall, 2006). Residents who view tourism as advantageous and hold belief that the advantages for the host destination surpass the disadvantages in the long run are inclined to endorse the developmental procedure (Ap, 1992).

The authors of 'Development and Dreams: The Urban Legacy of the 2010 Football World Cup' (Pillay et al., 2009a) highlight, that research conducted *after* mega-sports events is limited and frequently absent as organizers dissolve and governments redirect their attention elsewhere (Hiller, 1998; Horne & Manzenreiter, 2006). However, the discrepancy between *actual* and *projected* impacts continues to be a significant concern among scholars (Cornelissen, 2004a; Horne & Manzenreiter, 2004, 2006; Whitson & Horne, 2006). The available evidence suggests that the economic impact is often not as significant as initially projected (Pillay et al., 2009a) as well as the absence of proactive government initiatives to maximize spillover benefits (Atkinson, 2007 as cited in Pillay et al., 2009b). It is also pointed out that governments face significant political pressure from provinces and cities as well as from FIFA, when it comes to the selection of host cities and regarding the stadiums (Pillay et al., 2009a). Host nations have experienced financial losses (South African Sports Commission, 2004), increased costs for locals, and temporary job creation (Pillay & Bass, 2008). Additionally, displacement of public funds (Matheson and Baade, 2004) and public spending on event infrastructure often leads to budget cuts in other areas which affects the urban poor (Whitson, 2004).

Conducting post-event longitudinal analysis is essential to comprehensively assess the long-term impacts of mega events, particularly in terms of urban economic growth and development. It is crucial to move beyond commissioned studies that provide preconceived impressions of benefits and positive effects. By examining standard measures such as figures related to employment, business, start-ups, the transportation systems outcomes, property prices, and sales tax revenues, a more objective and comprehensive understanding of the events' effects can be obtained. Furthermore, promoting research collaboration among various stakeholders can significantly enrich our comprehension of the multifaceted impacts of mega events in various settings. While this form of research may necessitate extra funding and collaboration frameworks, it is a valuable proposition for host nations striving to optimize the potential advantages and mitigate any adverse effects of mega events as part of their national and developmental objectives (Altringer, 2006; Black & Van der Westhuizen, 2004; Pillay & Bass, 2008; Whitson, 2004).

3.1.2 Different types of Legacies

Legacies of mega events developed from mainly focusing on economic and infrastructure impacts towards the inclusion and recognition of long-term consequences of social and environmental

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legacies on the hosting destination (Weed & Bull, 2004; Lenskyj, 2002). Even though, studies examine the lasting effects of mega events, it is lacking consensus on the precise meaning and definition of the term legacy. According to Horne & Manzenreiter (2006) this lack of agreement has made it challenging to measure the legacies of these events impacts and long-lasting legacies on countries caused by mega events. This stands in alliance to Preuss (2007), who adds that as a result, countries frequently engage in competition to host mega events, often without fully grasping the complex implications and long-term legacies associated with such events. He states that the countries therefore fail to recognize that events can encompass possible as well as negative outcomes which means they are not always predictable and controllable. Chappelet and Junod (2006) identified five types of legacies which are linked with mega events – sporting legacies, urban legacies, infrastructural legacies, economic legacies and social legacies. However as pointed out by Cornelissen et al. (2011), it is equally important to also include environmental and political legacies.

The author of this thesis proposes changing some of these legacies to better encompass the reality encountered during fieldwork, which can be seen in the conceptual model in figure 1.

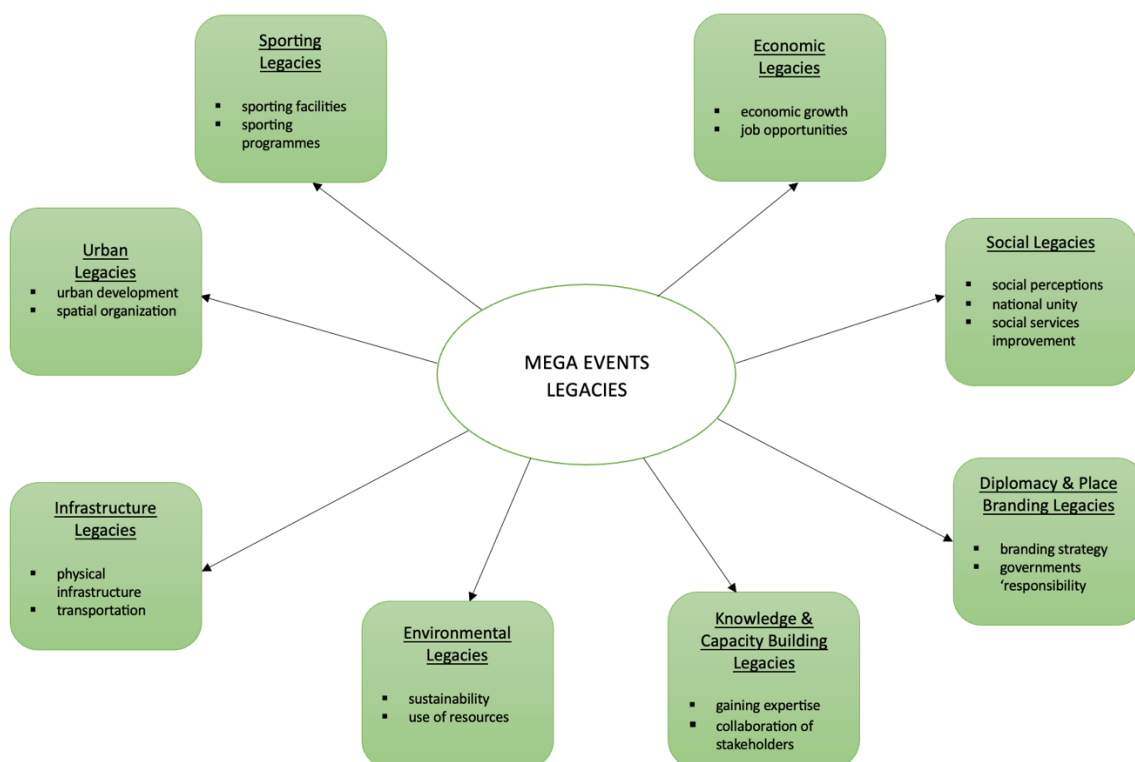


Figure 1: Conceptual Model- Mega events legacies (Author's creation)

The conceptual model illustrates, that some form of overlap between the different forms of legacies can be found, such as between sport, urban and infrastructure legacies as well as some of the title names are not matching well with the findings. The author modifies the proposed legacies

'political legacies' into 'diplomacy & place branding legacies,' since it seems to better fit and encompass the research outcomes. Even though on some level related, the author proposes another legacy, knowledge & capacity building legacies, which is similar to social legacies, but focuses especially on capacity building of locals, which can be further read in detail in this chapter.

Sporting legacies involve the constructing or renovating sporting facilities that continue to be utilized beyond the event (Chappelet & Junod, 2006). These facilities can potentially influence local sporting cultures, introduce new sports, develop sporting programs and initiatives, and inspire increased participation in sports within the community (Preuss, 2007; Kasimati, 2003). With tangible legacies that remain accessible *after* the event's conclusion, mega events can serve as catalysts for promoting diverse communities' engagement in various physical activities (Chappelet & Junod, 2006).

Mega events have a significant impact on urban areas, resulting in the construction or renovation of buildings and structures. The *urban legacies* of these events encompass transformative effects of the city's development, physical infrastructure, and spatial organization. These lasting impacts on the urban landscape not only serve as symbols of revitalization and transformation but also stimulate the creation of new urban districts or specialized areas, such as convention centers or Olympic villages. Additionally, the event-related infrastructure can enhance the host city's capacity to host future events and attract economic activities (Chappelet & Junod, 2006).

Infrastructure legacies primarily focus on the long-term effects on the physical infrastructure and networks, such as transportation infrastructure (e.g., roads, railways, airports, public transit systems) and the modernization of services like waste treatment, water, and electricity (Chappelet & Junod, 2006; Gibson & Kaplanidou, 2014). Mega events play a pivotal role in driving the development or renovation of these infrastructural networks to meet the increased demand generated by the event. This serves the purpose of accommodating goods, participants, and ensuring the smooth execution of the event. Ideally, these upgrades leave a lasting legacy for the host city, benefiting its residents and future visitors (Chappelet & Junod, 2006).

Cornelissen et al. (2011) emphasize the importance of including *environmental legacies* alongside the other five legacies. The environmental legacies of mega events can have both positive and negative effects on the host destination. Negative impacts may include environmental degradation due to the overuse of water resources, pollution from transportation emissions and increased fuel consumption (Davenport & Davenport, 2006). However, on the positive side, mega events can drive the development of greener infrastructure and improvements in services like water management, contributing to overall environmental sustainability (Dodouras & James, 2004). Host cities might implement greening programs *during* event preparation to achieve these goals (Death, 2011).

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As previously mentioned, mega events align with the host destinations' aspirations by delivering immediate economic benefits. These economic *legacies* include increased revenue for restaurants, hotels, and local businesses resulting from a surge in visitors and tourism (Gratton & Preuss, 2008). Additionally, mega events can serve as catalysts for long-term economic growth by attracting new companies, creating job opportunities, and leveraging investment prospects (Chappelet & Junod, 2006; Preuss, 2007).

According to Cashman & Hughes (1999), mega events leave *social legacies* that encompasses various impacts on the host community. These include fostering a sense of pride, national identity, unity, and cultural exchanges among local residents. Moreover, mega events have the potential to shape social perceptions, become ingrained in the social fabric and collective identity, and facilitate the acquisition of new skills through direct or indirect involvement (Cashman & Hughes, 1999; Chappelet & Junod, 2006). Social impacts, often overlooked in literature (Cornelissen et al., 2011), can also result from spin-off effects of social infrastructure investments and improvements in services, such as parks, recreational spaces, and schools, which can continue to benefit the community in the *aftermath* of the event (Cashman & Hughes, 1999). However, it is essential to acknowledge the negative impacts on society caused by mega events, including issues such as prostitution, increased crime rates, security threats, expanded drug businesses, and traffic congestion (Cornelissen et al., 2011).

As stated before, the researcher proposes the *diplomacy & place branding legacies*. In line with the emphasis placed on environmental legacies, Cornelissen et al. (2011) highlight the significance of focusing on political legacies as well. Cashman & Hughes (1999) have also emphasized this point, asserting that mega events can create new avenues of opportunity for governments. Hosting mega events not only allows for showcasing capabilities, but also provides an opportunity for investing in infrastructure development, including transportation systems and other urban planning projects that contribute to the long-term well-being of local communities. Moreover, governments hold positions of influence, enabling them to establish new frameworks for public-private partnerships that ideally foster collaboration among various stakeholders and to generally position the country internationally (Malfas et al., 2004).

The *knowledge & capacity building legacies* are added by the researcher since ideally, hosting mega events can yield long-term benefits for the local workforce, enabling them to gain expertise, knowledge, and skills, particularly in sectors such as hospitality and event management (Gratton & Preuss, 2008). Events like world expos and Olympic games are recognized for their potential to serve as platforms for knowledge promotion, innovation, and the facilitation of collaboration among diverse stakeholders (Liu & Liu, 2012; Lee & Kim, 2019).

3.2 Social Impact Assessment and follow-up

Social Impact Assessment (SIA) is recognized as a powerful tool for driving organizational and institutional changes that prioritize the well-being of both the planet and its people (Vanclay et al., 2015). Vanclay (2003) characterizes SIA as the systematic assessment, continuous monitoring, and proficient handling of the deliberate and unforeseen social outcomes associated with planned interventions, including policies, programs, plans, and projects, and the social changes that occur as a result. Implementing SIA involves fairness, transparency, and accountability. One of its essential goals is to empower disadvantaged communities and enhance social well-being by promoting community engagement, capacity building, empowerment of marginalized members, equity increase, and poverty reduction (Capire, 2016; Vanclay, 2003, 2015). Ziller (2012) asserts that SIA ensures the fair and equitable distribution of project effects. Maintaining good practice in SIA involves the implementation of Social Impact Management Plans and continuous community engagement throughout the monitoring phases (Vanclay et al., 2015; Franks and Vanclay, 2013). Building trust, ensuring accountability, and involving the public in the decision-making process are crucial for SIA practitioners to enhance public trust and gather valuable input *during* assessment processes (Flyvbjerg et al., 2003). For instance, in the context of urban transport infrastructure projects, meeting the public's transportation needs is of utmost importance (Hale, 2011).

Various strategies can be employed *during* different project phases to assess and manage social impacts (see Appendix 1 for the phases of SIA). This research particularly emphasizes the final stage, 'design and implement monitoring programs,' as indicators may undergo changes over time or when projects officially conclude, necessitating adaptive management, social management systems, and evaluation. Given the ongoing nature of social performance work, evaluating the effectiveness of SIA becomes desirable at a certain point. Follow-up assessments are valuable not only for individual projects to identify what worked well or not, but also for reflecting, reviewing, and improving the overall SIA process (Vanclay et al., 2015). They aid in better predicting social impacts, enhancing mitigation measures, and comparing expectations and perceived impacts *prior, during, and after* a mega event. Ex-post assessments are recommended to effectively evaluate the impacts of specific projects. In addition to SIA evaluations, regular project reviews are essential. Particularly for large, long-term projects, periodic audits are appropriate to identify significant deviations from residual impact targets and ensure compliance with current international best practices. Moreover, conducting ex-post assessments *after* events is recommended to effectively evaluate the impacts of specific projects (Vanclay et al., 2015).

Existing work on SIA follow-up underscores the importance of conducting studies to monitor and mitigate potential project impacts, with a particular emphasis on assessing psychological factors

related to social impacts (Lima & Marques, 2005). In a recent paper by Mottee & Howitt (2018), the significance of SIA follow-up in urban transport infrastructure projects is highlighted, emphasizing the need for proactive monitoring and addressing of social effects in the long term by governments and project managers (Department of Planning, 2023). SIA follow-up also plays a vital role in increasing transparency in decision-making processes and addressing public concerns through enhanced engagement and community empowerment (Esteves et al., 2012; O'Faircheallaigh, 2009).

Despite SIA being part of IA processes, the follow-up and evaluation of approved projects remain infrequent, which means that the effectiveness, actual impacts, and potential mitigation strategies, which will be discussed in the next section, cannot be fully accounted for (Norgrady, 2013; Morrison-Saunders et al., 2007). According to Morrison-Saunders et al. (2007), SIA follow-up can be divided into two approaches: one examines whether the approved project is delivered as planned, considering modifications post-approval, while the other evaluates the actual impacts of the completed project and the effectiveness of recommended mitigation and management responses.

3.3 The mitigation hierarchy

In impact assessment and environmental management, the mitigation hierarchy serves as a widely used decision-making framework for selecting and implementing mitigation measures, giving priority to sustainable solutions (Bond & Morrison-Saunders, 2011; Sadler & Verheem, 1996). This hierarchical approach includes (1) avoidance, (2) minimization, (3) restoration or rehabilitation, and (4) offsetting (Phalan et al., 2017). Developers aim to first avoid impacts whenever possible, as this is the most crucial stage of the hierarchy, requiring anticipation of potential impacts *before* any actions are taken (Clare et al., 2011; Ekstrom et al., 2015). When avoidance is not feasible, the focus shifts to minimizing impacts through suitable mitigation measures and considering alternatives such as project location or scale to address environmental and social constraints (DEA et al., 2013; Stakeholder Engagement, 2007; Performance Standard, 2012). If impacts cannot be avoided or minimized, the restoration or rehabilitation stage aims to return the impacted area as close as possible to its natural or pre-impact conditions *after* project closure (DEA et al., 2013). Finally, if all efforts to minimize and rehabilitate impacts have been exhausted, compensation measures or offsets may be considered to mitigate the remaining negative effects (DEA et al., 2013).

3.4 Environmental Impact Assessment Follow-up

Environmental Impact Assessment (EIA) is a process that considers the potential environmental consequences of proposed actions, consisting of stages such as preliminary assessment, detailed assessment, and follow-up (Morrison-Saunders & Arts, 2004). The role of follow-up in EIA is to assess the environmental consequences of development projects, ensuring sustainable development and environmental protection (Morrison-Saunders & Arts, 2004). It is crucial for understanding the

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outcomes of EIA consent decisions and evaluating what happens *after* project establishment, allowing stakeholders to take corrective action when necessary. Otherwise, the impact and environmental outcomes of implemented activities will remain undisclosed (Morrison-Saunders & Arts, 2004).

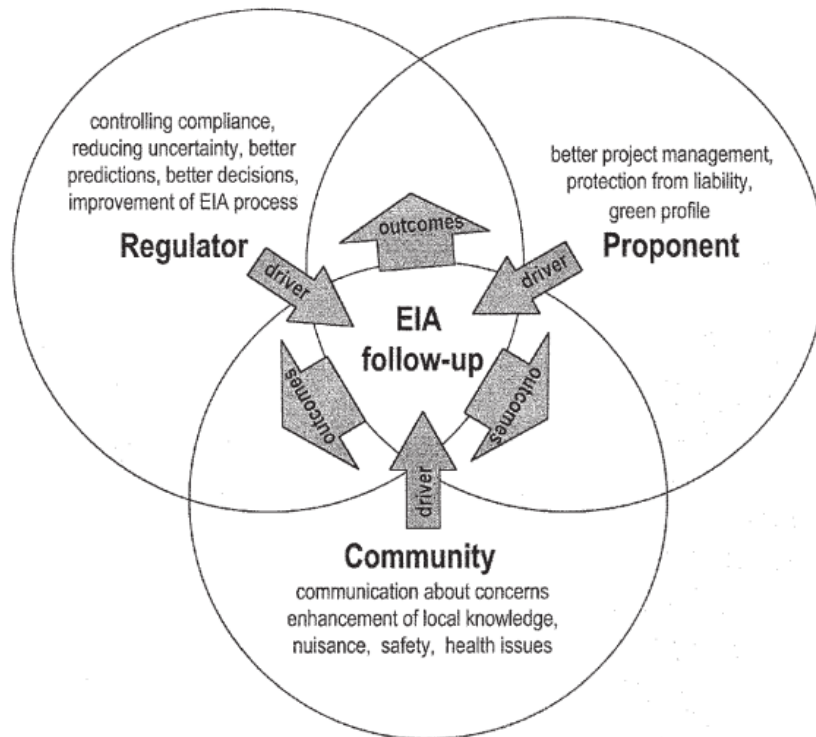


Figure 2: Outcomes of EIA follow-up for different stakeholders (Retrieved from Morrison-Saunders et al., 2001)

EIA follow-up involves three principal stakeholder groups (see Figure 2): proponents, regulators, and communities (Morrison-Saunders et al., 2001). Proponents engage in follow-ups to maintain relationships with communities and preservation of their acceptance, mitigate liability and avoid adverse impacts. Regulators use follow-ups to reduce uncertainty in impact prediction and establish mitigation measures, management of impacts and to improve future predictions. Additionally, involving the public in EIA predictions can enhance EIA follow-up by increasing their engagement and participation (Morrison-Saunders et al., 2001). The pressure of communities might lead to follow-up programmes *after* the occurrence of impacts. Communities benefit from follow-up by gaining a deeper understanding of actual impacts, addressing concerns (for example related to safety, nuisance or health issues), and developing appropriate management strategies (Morrison-Saunders et al., 2001). Pinot et al. (2019) established operating principles that govern the conduct of EIA follow-up. The result is a set of 24 criteria (refer to Appendix 2), that cover monitoring, evaluation, management, communication, and governance aspects, which are ideal for evaluating follow-up processes (Pinto et al., 2019). Establishing effective communication is crucial for decision-making processes and promoting comprehension of EIA and its outcomes among impacted communities and interest groups

(Tennøy et al., 2006; André et al., 2006). Engaging the community in environmental monitoring and evaluation improves their comprehension, acceptance of the development activity, and the management of residual impacts (Morrison-Saunders et al., 2001). Ideally, EIA follow-up should facilitate stakeholder involvement through open and transparent communication, ensuring understanding of follow-up outcomes (Bisset, 1987; Morrison-Saunders et al., 2007). It is also valuable to incorporate traditional environmental knowledge from local residents (Ross, 2004; Noble, 2015). Additionally, integrating local media coverage and public opinion can enhance information accessibility and transparency through online media outlets, aligning with stakeholder engagement in EIA follow-up (Pope et al., 2018). However, it is important to recognize that the local context is significant, and follow-up processes should be customized accordingly alongside the established universal principles (Morrison-Saunders et al., 2007).

In addition to the advantages of conducting EIA, follow-up actions of EIA offer specific benefits. Firstly, they enhance environmental compliance by monitoring the implementation of approved environmental management plans, effectively identifying and addressing non-compliance issues (Morrison-Saunders et al., 2001). This accountability promotes a culture of environmental responsibility, minimizing potential damage (Noble et al., 2019). Follow-up assessments provide a unique opportunity to identify unforeseen impacts and mitigate them in a timely manner. Through activities like monitoring key indicators and conducting site visits, potential environmental, economic, or social impacts can be identified (Partidário, 2020; Morrison-Saunders & Arts, 2018). This allows for the selection of appropriate mitigation measures, such as avoidance, minimization, remediation, or offsetting (Bond & Morrison-Saunders, 2011; Sadler & Verheem, 1996). Additionally, EIA follow-up supports adaptive management, allowing adjustments based on changing circumstances and new information (Therivel & Partidário, 2021). It enables the gathering and assessment of data on project performance and effectiveness, optimizing outcomes and reducing harm (Therivel & Partidário, 2021). Implementing follow-up activities fosters transparency and stakeholder engagement. By incorporating a range of participants such as local communities and non-governmental organizations, information exchange is promoted which also enables the incorporation of local expertise in decision-making processes (Ochoa et al., 2022). This enhances project transparency, trust-building, and public participation, empowering affected communities to voice their concerns (Noble et al., 2019). Moreover, EIA follow-up generates valuable knowledge about long-term environmental impacts, contributing to the pool of mitigation strategies and best practices. This knowledge influences future development projects, guides policy decisions, and enhances regulatory frameworks (Morrison-Saunders et al., 2001; Partidário, 2020). The proposed activities in the follow-up stage include checking, feedback, learning, and communication. It is crucial to consider the interests of different stakeholder groups (referring to Figure 3) to ensure their benefits and address potential tensions (Morrison-

Saunders & Arts, 2004). However, establishing a stronger role for follow-up in EIA faces challenges such as uncertainty, limited information, deficiencies, and resource demands (Morrison-Saunders & Arts, 2004). Extending well-established follow-up tools from EIA to SIA can contribute to a better understanding of project performance and the effectiveness of management strategies, strengthening the conceptualization of SIA (Morrison-Saunders et al., 2007; Arts & Morrison-Saunders, 2012).

The presentation of relevant theories and the development of a conceptual model (Figure 1) have led the researcher to emphasize the following hypotheses. Firstly, it is hypothesized that local communities in Cape Town will present a range of benefits and costs resulting from the FWC in 2010, with potentially variations in perspectives between the *pre-event*, *during-event*, and *post-event* stages. Additionally, it is assumed that the perceived impacts will differ across the specified legacies outlined in the study. To better manage impacts throughout the entire cycle of mega events project management, it is hypothesized that SIA should be implemented in all project stages. This includes conducting preliminary assessments, detailed assessments, and addressing the commonly neglected post-event evaluation.

4 METHODOLOGY

4.1 Media Content Analysis

As stated by Lasswell et al. (1952), a “content analysis operates on the view that verbal behaviour is a form of human behaviour, that the flow of symbols is a part of the flow of events and that the communication process is an aspect of the historical process (...) content analysis is a technique which aims at describing, with optimum objectivity, precision, and generality, what is said on given subject in a given place at a given time.” A media content analysis is a systematic method that studies mass media texts and news (*Research Methodologies*, 2022). This fits well with the purpose of the research proposal, since it is assumed that perceptions of local communities differ *prior*, *during* and *after* the mega event. The media analysis is useful to gain first insights and impressions into the whole atmosphere around the FIFA WC in Cape Town *during* the different years (starting from the moment when SA was announced to host the tournament). Concentration lies on the communication flow between local communities and their perceptions - who is supporting the development of the FWC and who is not? Who is benefiting from the tournament *prior*, *during* and *after* its occurrence and who must pay and live with its consequences? The media content analysis therefore reveals more in-depth insights into the perceptions of affected local communities.

For the media content search in this study, the research platform LexisNexis was utilized. LexisNexis is a global information database commonly used for academic research projects and in-depth investigations (*Recherchedatenbank*, 2023). To ensure the search was focused on the most

pertinent information, the researcher selected a variety of key words, including 'South Africa – Cape Town - FIFA World Cup 2010 – (Social) Impacts – Impact Assessment – Local (communities).' Additionally, these keywords were organized into different time periods. The search for *pre*-FWC covered the years 2004 to the end of May 2010, as the bid for the FWC was secured in 2004. The search for *during* the FWC was narrowed down to the months June and July 2010, corresponding to the duration of the world cup. The search for *post*-FWC encompassed the years 2010 (after the FWC concluded) to 2015. From 2015 onwards, the available information pertaining to this specific topic was limited and of lesser relevance. Subsequently, relevant and significant findings are discussed in section 5.1 of the findings chapter.

4.2 Interview Approach

For the nature of this research, an intermediate between unstructured and semi-structured interviews was chosen. In sections 4.2.1, 4.2.2 and 4.3.3, the adopted qualitative approach will be explained.

4.2.1 Unstructured Interviews

Unstructured interviews are characterized by being more flexible and by leaving room to the researcher during the interview to adapt her questioning as well as by exploring emerging issues or unexpected themes next to the predetermined questions (Brinkmann, 2017). Unstructured interviews can promote a sense of participant engagement, active participation and empowerment which generally enhance the collected data's validity and authenticity (Brinkmann, 2017; Rubin & Rubin, 2012). It gives participants the power to shape conversation direction and depth. This can potentially lead to a more fluid conversation that encourages open-ended responses and therefore opens the opportunity for a researcher to delve deeper into the perspectives and experiences of participants (Rubin & Rubin, 2012), and to generate new knowledge (Willig, 2013) especially when it comes to understanding more complex phenomena (Galletta, 2012).

On the contrary, disadvantages of unstructured interviews are that they are generally seen as more time-consuming and resource-intensive, which leads to a potential extensive nature of data collection as conversations tend to be longer. It might also impact data analysis, since the longer conversations result in extensive transcriptions which requires significant data coding efforts (Galletta, 2012; Brinkmann, 2017). The advantages of the natural flow of informal interviews can on the contrary also make up for its weaknesses, since it portrays a lack of standardization and replicability especially when it comes to comparing and synthesizing the research findings across other studies (Brinkmann, 2017), which potentially can impact the study's reliability and generalizability (Galletta, 2012). Lastly, the absence of a structured framework could possibly lead the interviewer towards interpretation of the data, influenced by personal biases, preconceived notions or assumptions (Brinkmann, 2017). Yet,

the researcher has the chance to minimize her own influence during the processes of data collection and data by being aware of her own biases (Rubin & Rubin, 2012), which topic will be further discussed in the section 4.5 of this chapter.

4.2.2 Different types of Legacies Semi-structured Interviews

When the researcher's objective is to gain a comprehensive understanding of the participant's unique perspective instead of relying on a broad or generalized understanding of a phenomenon, semi-structured interviews are the preferred method of data collection (Galletta, 2012; McGrath et al., 2019). While there are other suitable data collection methods in qualitative research, the primary advantage of using semi-structured interviews is that they allow for focused interviews while still providing the flexibility and versatility for the investigator to adjust structures based on research objectives and questions while exploring relevant ideas that arise during the interview (Adeoye-Olatunde & Olenik, 2021; Kelly, 2010). Another main advantage of the semi-structured interview is its success in fostering reciprocity between the interviewer and interviewees (Galletta, 2012).

When designing effective semi-structure interviews, the researcher must carefully consider the intricacies and complexities involved. This includes paying attention to the depth of information to be collected and ensuring ethical practices are followed during the data collection process (Gibbs et al., 2007).

4.2.3 Benefits of using both approaches

Using a mixture of semi-structured and unstructured interviews for data collection in the research process has been pointed out by other researchers to have several benefits. For once, the combination allows the researcher to benefit from both approaches – on the one hand predetermined questions and consistency and on the other hand open-ended exploration and creating a comfortable environment for the participants which can result in more authentic responses (Rubin & Rubin, 2011; Liamputtong, 2011; Bernard, 2018). Another advantage is that a mixed interview style falls under data triangulation and therefore helps to enhance reliability and validity of findings (Liamputtong, 2011). Yet as in all research, while designing the interview protocols and at different points within the research, it is crucial to outline the benefits and constraints of each approach in the research context (Rubin & Rubin, 2011). Additionally, the utilization of both unstructured and semi-structured interviews reflects a harmonious fit within the previous mentioned interpretivist paradigm (Chapter 2), allowing for a comprehensive exploration of participant perspectives while accommodating the flexibility and depth required for rich qualitative data.

4.3 Media Content Analysis and Interviews

Performing a media analysis before carrying out a mix of unstructured and semi-structured interviews, contributes to a broader contextual understanding of especially the time and happenings *prior* and at the *current time* of the FWC, as more detailed information was found in the news. Media analysis show insights into the societal discourses, critical factors and areas of focus around the time of the event (Bryman, 2016) from an objective and larger-scale perspective, which's perspectives might or might not align with the findings of unstructured/semi-structured interviews (Krippendorff, 2018). Therefore, incorporating informal interviews with a media analysis allows for some form of triangulation, which is a process that cross-verifies findings from different data sources (Denzin, 2012). The combination of both approaches of analysing data can supplement each other and extend the understanding of the chosen topic (Krippendorff, 2018). Moreover, triangulation was also done by checking the perspective of various kinds of local communities. Even though for the purpose of this thesis the examination of media influence and reality is standing less in the focus, analysing media content allows the possibility to explore how media can influence and shape public perceptions (Potter, 2012).

4.4 Research Design

4.4.1 Case Study

A case study serves as a valuable approach to address the 'how' and 'why' questions. It is particularly beneficial in situations where it is not feasible to directly influence participant behaviour, and when it is crucial to comprehend the contextual conditions that are essential to understanding the phenomenon under study, especially in cases where the boundaries between the phenomenon and its context are indistinct (Yin, 2008 as cited in Baxter & Jack, 2008, p.545).

According to Eysenck, it is important to adopt an observational approach and carefully examine individual cases with the aim of gaining knowledge, rather than seeking to prove specific claims: "Sometimes we simply have to keep our eyes open and look carefully at individual cases – not in the hope of proving anything, but rather in the hope of learning something" (Eysenck, 1976, as cited in Flyvbjerg, 2006, p.224). This perspective is particularly relevant in the social sciences, where the lack of 'hard' theory containing explanations and predictions makes it challenging to establish robust and universally applicable rules (Starman, 2013).

However, it is important to recognize that a case study extends beyond being a mere qualitative research method. It provides a gateway to explore the unknown within familiar boundaries while continuously evaluating our own performance, scalability and existing knowledge (Starman, 2013).

4.4.2 Sample

The focus of this research lies especially in receiving a better understanding of involved local communities' perspectives on the development of the mega event FWC in 2010, which present the research sample. Isbell (2000) defined local communities as a "natural" entity, which members share the same physical environment such as territory or common settlement as well as the same value and belief systems, interests and goals. Through the previous mentioned interesting field, the local communities were divided into further categories which is illustrated in the data collection chapter. Conducting interviews with diverse local communities involved in the study proved beneficial for its overall outcomes. By carrying out interviews, a wide range of voices can be captured, enabling the exploration of various perspectives, experiences or concerns. This approach also empowers the interviewer to become an active and supportive listener (Baxtie & Babbie, 2003). This can contribute towards the understanding and analysis of the role of citizens in mega events, employ strategies for their involvement and possibly evaluate problems that are related to the involvement (Hereźniak & Florek, 2018). Kasimati (2006) contributes further that qualitative methods provide the stage and possibility for participants to identify challenges or potential issues. Local communities might face changes in their physical environment, such as displacement, or within their community dynamics which lead to disruptions of their daily life's. Additional benefits of involving local participants in the research process, are that the participatory approaches can empower the participants. Being able to share their opinions and experiences can foster inclusivity, nurture a sense of ownership as well as enhances the credibility of decision-making processes (Toohey & Veal, 2007). The aim of this research is to showcase a diverse sample, since mega events impact many different kinds of communities at a host-destination and since it is advised within the SIA realm to include affected communities.

4.4.3 Recruitment

Various recruitment strategies were employed to ensure a high diversity in the sample. Snowball sampling was used, which is a commonly used recruitment strategy for research involving sensitive topics, particularly when seeking participants with specific characteristics or experiences. This technique relies on leveraging social networks and referrals to identify individuals who meet the study criteria. However, a challenge of snowball sampling is the potential for recruiting participants with similar characteristics, leading to a socially homogenous sample. To mitigate this, multiple snowballs were initiated across different social networks to enhance diversity (Hennink, Hutter & Bailey, 2020). Additionally, another participant recruitment method was used to add diversity to the sample. This strategy involved online word of mouth and approaching various organizations, companies and media channels via email. The previously conducted media analysis facilitated the identification of local

communities who have publicly expressed their opinions regarding the FWC in 2010, simplifying the processes of finding these communities by name and contacting them directly.

4.5 Ethical Considerations

The purpose of ethics is to “protect the rights of individuals, communities, and environments involved in, or affected by, our research” (Hay & Cope, 2021, p.36). Due to the qualitative nature of this research, the following section deals with ethical considerations that are relevant to consider in order to ensure the safety and wellness of participants and the interviewer. It should be noted at this stage, that the researcher is aware of the Netherlands Code of Conduct for Research Integrity, which Code include several principles and standards for good research practices. Before the fieldwork in Cape Town starts, the researcher followed a three-step procedure for ethical clearance which was checked and approved by the Research Ethics Committee at the University of Groningen, the Netherlands (*Research Ethics Committee Faculty of Spatial Sciences, 2022*) and located in Appendix 3.

4.5.1 Informed Consent

Primarily, participants needed to possess a comprehensive understanding of the research implications. Before taking part in the research, each participant received an informed consent form (Appendix 4). This consent form explains the purpose of the research, what the research procedure looks like, the participants rights, where their personal information is saved and what impacts their involvement may have. It was important to stress in the consent form, that the participant does not only sign for the current moment of the interview, but rather on the impacts of their involvement. In addition, participants needed to give their consent for the recording of the interview (Hennink, Hutter & Bailey, 2020).

4.5.2 Confidentiality

Various techniques can help to ensure the anonymity of participants if this is desired. This can be reached by using pseudonyms for their names or masking characteristics, such as location and name of companies, which are otherwise identifying. This research focuses especially on confidentiality, which allows only the researcher to trace back data to the participants (Hennink, Hutter & Bailey, 2020).

4.5.3 Harm

The direct involvement in this research does not include any harmful activities but talking about this topic and the attached emotions, feelings and thoughts, could potentially upset participants. Before the interviews, the researcher emphasized to the participants that they had the option to exit the interview at any time and consequently withdraw their consent. The researcher led the

participants choose the location for the interviews to ensure the welfare and convenience of the participants during the research process (Hennink, Hutter & Bailey, 2020).

4.5.4 Dissemination and feedback of results

The participants were informed, that they have the right to demand insights into their recording or the results at any given time. They have shared 'ownership' of the results (Hennink, Hutter & Bailey, 2020).

4.5.5 Data safety

Another point worth mentioning is that the interviewer needed to assure that the data will not be unintentionally shared with third parties. In order to do that, the data is stored on the Y Drive of the university and is going to ensure a strong password. The researcher also used a back-up USB-stick, which will be held in a safe and confidential place and deleted after the finished research paper. In addition, the interviewer used a separate recording machine for the interviews. After each recording the recording was stored on the previous mentioned Y Drive and deleted from the device straight afterwards.

4.5.6 Positionality

Lastly, the researcher of this proposal identified her own positionality and influence on the research. According to Savin-Baden & Major (2013, p.71) "positionality reflects the position that the researcher has chosen to adopt within a given research study" and influences the conduction of research, its outcomes and results (Rowe, 2014). The researcher paid particular attention to her multiple positions as an insider and outsider to the participants and the chosen settings where interviews were conducted. The researcher acknowledged the potential far-reaching implications of her work on the data gathering and interpretation process. It is important to note that the researcher's positionality is not fixed; it is context-dependent and may evolve over time. To address this, reflexivity played a crucial role in identifying any preconceptions the researcher may hold based on previous professional or personal beliefs and experiences. The researcher acknowledged that her values may change over time (Holmes, 2020). Given the unique context of conducting research in a different country and culture, such as Cape Town in SA, and focusing on various stakeholders, the researcher remained mindful of her positionality throughout the investigation. This involved being open when positioning herself within the subject of study, engaging with research participants, and navigating the research context and process. The researcher aimed for honest and transparent disclosure of her positionality in the research paper. As Savin-Baden & Major (2013) note, researchers can identify and cultivate their positionality by acknowledging that their personal perspectives can influence the research process, and by considering self-perceptions and the perspectives of others. By recognizing

the dynamic interaction between personal perspectives and the research context, the researcher acknowledges that both factors inevitably influenced her work (Holmes, 2020).

4.6 Data Collection & Time Frame

As previous mentioned, the main source of data collection is a mix between unstructured and semi-structured interviews, which allow the interviewer to go in-depth into the experiences of a participant and their living environment (Hennink et. al., 2020). This kind of data collection supported a process where participants felt comfortable and secure in sharing their own narrative as well as to identify the subjectivity that influences the participants narrative which can help understanding the context surrounding it (Hennink et al., 2020). According to Dunn (2005, p. 80), it furthermore ensures “some degree of predetermined order but still ensure flexibility in the way issues are addressed by the informant”. Following the approach of Hanna (2016) within the realm of SIA research, the nature of the interview was built up as an open conversation, which can lead to meaningful insights (example of interview guide can be found in Appendix 5). Therefore, the interview guide consists of several topics to be discussed, instead of posing only predetermined questions. This approach is already emphasized at the start of the interview, in form of an introduction which emphasizes the open and free nature of the interview.

The research collection took place between 28th of February and 28th of April 2023. In total the researcher managed to lead 20 interviews with 21 participants. The duration of the interviews took generally around 45 minutes, with a minimum of 27 minutes and a maximum of 99 minutes. As can be seen in table 1, the interviews vary between different kind of professions and fields – university/academics, municipality, association (neighbourhood & environment focused), consultancy, tourism sector, events, media, association (health & care focused), association (sports focused) and center (extensive version of interviewees can be looked at Appendix 6).

Table 1: Interviews biography (Authors work)

Interviews	Profession
5	University/Academics
3	Municipality
3	Association (Neighbourhood & Environment)
2	Consultancy

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2	Tourism sector
1	Events
1	Media
1	Association (Health & Care)
1	Association (Sports)
1	Centre
20	Total

4.7 Coding and Data Analysis

After the data collection, the interviews were transcribed and at a later stage uploaded in the Atlas.ti software, which software helped the researcher to organize and analyze textual information and focusing on relevant outcomes via a structured thematic analysis. The process of reviewing data as well as selecting codes for the creation of a code mind map tree (found in Appendix 7) involved the subjective interpretation of the researcher, which is why validity checks were made throughout the coding process (Hennink et al., 2020). Two simultaneous coding strategies were employed. Firstly, deductive codes derived from the theoretical framework and media content analysis were translated, added to the software, and applied to the text. Secondly, inductive coding involved identifying codes based on the newly acquired knowledge from the participants (Hennink et al., 2020). In total, the interviews generated 242 codes, which were then grouped into 35 thematic code groups. The codes were subsequently refined by comparing them with constructs derived from the research literature, aligning with Hennink et al.'s (2020) notion that the analysis process is ongoing. The iterative approach continued during the writing of the results, as the refined codes were then translated into the previous mentioned legacies.

5 RESEARCH FINDINGS

This chapter begins by presenting the results of the media analysis in section 5.1, followed by the introduction of the interview findings in 5.2. The media analysis findings, as mentioned in the methodology chapter, are categorized into *prior*, *during* and *after* stages, which division effectively showcases the varying perceptions of locals at different stages of the project. The interview findings are then structured around the identified legacies, providing a comprehensive understanding of what the mega event has left behind for the residents of Cape Town.

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While the main focus of the findings revolves around Cape Town, some examples also draw comparisons between Cape Town and other cities in SA. The research particular highlights the neighbourhood of Green Point in Cape Town, as it is where the stadium was built, which will be more discussed in this upcoming chapter. For this reason, the following figure was created that should demonstrate the scope of focus of this research, from zooming out to South African perspective to zooming in closer towards the Green Point perspectives (Figure 3).

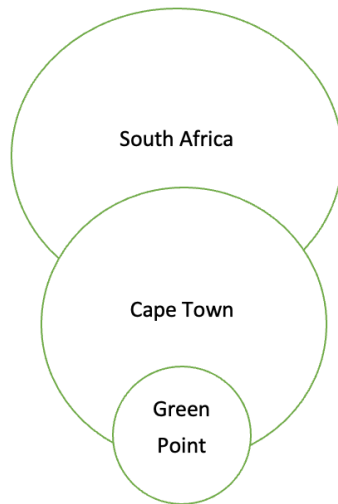


Figure 3: Scope of interest (Authors work)

In order to help illustrating the different project phases around infrastructure changes, a brief time line (Figure 4) was created, which can help as an orientation to understand the different project phases. Thus, newspaper articles referenced in the next section will present the time *prior*, *during* and *after* the FWC to contextualize the different perceptions even further.

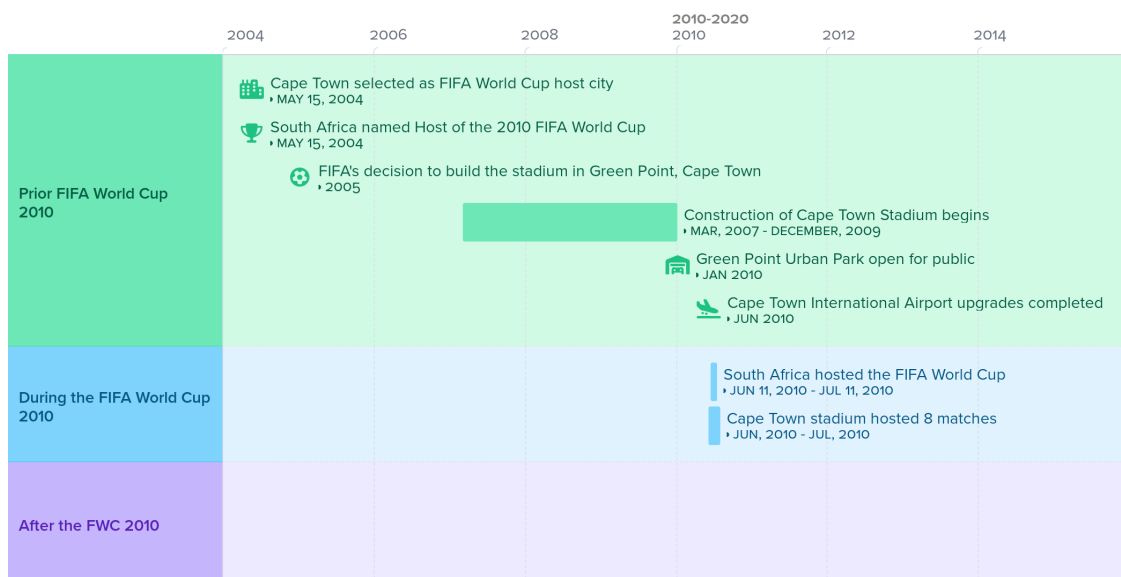


Figure 4: Timeline (Authors work)

5.1 Media perspectives

5.1.1 *Prior* the FWC (media)

Prior the FWC, SA encountered challenges including the global recession, difficulties with ticket sales, high prices, and security concerns. These factors likely resulted in fewer overseas visitors than initially estimated (Gibson, 2010). According to a report by the Institute for Security Studies, the initial cost estimated for the country's World Cup bid was around 406 million US dollars (Corcora, 2010). However, by the beginning of May 2010, the government had already allocated a substantial amount of funds exclusively for constructing and enhancing stadiums. For example, the construction of the Green Point Stadium in Cape Town cost approximately 501 million US dollars, in spite of the presence of two more cost-effective options. The estimated cost for refurbishing the Newlands and Athlone stadiums was around 207 million US dollars and close to 185 million US dollars, respectively. While FIFA had initially accepted SA bid of using Newlands as for Cape Town's match venue, city officials favoured the Athlone stadium due to its location in a more economically deprived area with *potential for development* (Corcoran, 2010). Despite FIFA's statement that the 40,000-seater Newlands stadium would not be able to host games beyond a quarter-final, the reconstruction of Athlone was Cape Town's first choice. However, pressure from FIFA and the Local Organising Committee (LOC) led to a late decision against selecting the preferred Athlone stadium as the venue. Apparently, president of the time Thabo Mbeki and FIFA chief Sepp Blatter met up in late 2005 and the next day the president's minister Essop Pahad announced: *"The presidency felt that Cape Town should consider Green Point"* (McKune, 2010, para. 1). Ultimately, Green Point was chosen because FIFA, which generated significant revenue from TV rights, sought access to cutting-edge stadiums situated in strategic locations to allure a substantial influx of visitors and viewers (Corcoran, 2010; McKune, 2010). As mentioned before the decision to choose a different stadium could have been an opportunity to leverage development of a deprived area. Gert Bam, the city's director of sport and recreation of that time, commented: *"Why we chose Athlone Stadium (was) not just because of football and that, but it would turn the city around, it (would) impact on this tale of two cities...Everybody agreed"* (McKune, 2010, para. 7).

The government's preparations and development projects for the FWC in Cape Town were accompanied by *economic inequality*, which raised concerns among local communities. These communities feared that the tournament would have negative repercussions for deprived areas. Although many people were excited about the event, it has been framed to not benefit the impoverished, since the focus of the planners did not lie on the ranging needs of the poor (South Africa, 2010). Despite the faced challenges, SA managed to complete the necessary infrastructure for the FWC. This included prepared stadiums, completed airports, and transport links, as well as a significant police presence to address security concerns (South Africa, 2010; Gibson, 2010). An article suggested

that the poorest citizens in SA may end up worse off *after* the FWC (Corcoran, 2010). The Institute of Security Studies emphasized that host municipalities are unlikely to experience significant financial benefits despite the large investments in venues, as organizers prioritized their own profits over the public good. The construction and maintenance of stadiums in cities, such as Durban and Gqeberha (former Port Elizabeth), were expected to affect the municipalities' ability to prioritize spending on poverty alleviation and essential infrastructure. Moreover, the long-term financial sustainability of several stadiums remains uncertain (Corcoran, 2010). While FIFA argued that revenue for the country will be generated from media and marketing fund development work, there were doubts about the impact on a nation where *poverty is prevalent* (Gibson, 2010). Especially, when some form of revenue creation for locals were hindered by the strong regulations of the FIFA itself. Street traders at the Gran Parade market in Cape Town, for example, had high hopes for the FWC but faced exclusion from selling their products due to FIFA regulations protecting corporate sponsors (The World Cup, 2010). Local concerns of being *excluded from the promised benefits* (Gibson, 2010) and the *lack of alternative economic activities* for affected traders have not been adequately addressed (South Africa, 2010). The forced removal of street traders by municipal councils and the perceived *marginalization of the poor* have further strained the situation. The actions taken by the government have left the poor feeling marginalized and unheard, as their long-term needs, such as housing and employment, remain unaddressed (South Africa, 2010). Critics argued that the focus on expensive venues and infrastructure, neglected essential amenities and long-term development needs and questioned the job creation claims of injecting 5,5 billion dollars into the economy and generate 415,000 jobs., noted that many jobs would be temporary (Gibson, 2010).

Despite initial concerns about the economy impact, hosting the FCW was also seen as an opportunity to create intangible legacies and present a positive image of African culture. It was viewed as the chance to change negative perceptions of Africa and promote social cohesion (The World Cup, 2010). The event was seen as "nation-building" event that can showcase SA and the continent in a new and positive light, moving beyond stereotypes (South Africa, March, 2010; Gibson, 2010). As previously noted, the FIFA World Cup (FWC) was intended to serve as a symbol of SA's progress since apartheid and as a test of the theory that international sporting events can drive infrastructure investment and create *positive social and sporting legacies* (Gibson, 2010). This viewpoint is actively encouraged by FIFA, as more countries eagerly compete to host these "mega events." Notwithstanding the mentioned promises and expectations of lasting economic, infrastructural, and unity benefits, there are concerns about the actual impact of the FIFA World Cup (FWC) on SA. Economic projections tended to overestimate benefits and underestimate costs, with infrastructure development, such as the stadiums, *primarily benefiting tourists and the middle class*. Disparities within host cities, regional imbalances, and the allocation of resources away from the necessities of underprivileged communities

have also been raised as concerns (The World Cup, 2010). Critics questioned whether the international attention and economic investment that come with hosting such a prestigious sporting event, will truly benefit SA and its people or primarily benefit FIFA and its sponsors. As stated by Mncedise Twala, a member of the Western Cape Anti-Eviction Campaign, shortly before the FWC beginning: *“The world cup, obviously everybody is excited about it, but the poor are not going to benefit anything out of it”* (South Africa, 2010, para. 8).

FIFA decided to replace the indigenous kikuyu pitch grass, with European ryegrass for the FWC. This decision was driven by the desire for a uniformly dark green appearance of the stadium on international television broadcasts. However, the European ryegrass requires more water and maintenance and was likely to be replaced *after* the tournament. Julian Visser, the previous contractor responsible for the stadium’s grass, expressed concerns that while there is talk of the *potential legacies* of the FWC, the priority and importance seem to be placed on the matches in June and July. As added by the Sowetan columnist Andile Mngxitama: *“The World Cup is a jamboree which will make money for a few South Africans who are rich already. It serves purely to show the Europeans that the natives are still here to service their playground. Taking our grass away is the biggest insult to date”* (Smith, 2017, para. 14).

5.1.2 During the FWC (media)

During the FWC, especially Cape Town emerged as a popular destination, experiencing a significant rise in international arrivals (up to 40 percent) and hotel occupancies (up to 70 percent) (Cape Town tourism, 2010; Winter, 2010). The *positive impact on tourism* is expected to continue, with predictions of annual growth in international arrivals and increased year-round flights to Cape Town International Airport. The FWC with is projected to contribute to SA earning a total of around 1.09 billion US dollars and promote Cape Town as a major hub for business tourism. The tournament also provided an opportunity to develop new tourism markets, such as Brazil and Mexico (Cape Town tourism, 2010; Haw, 2010; Winter, 2010). The FWC had immediate positive effects on Cape Town's hospitality sector, with increased business activities reported in restaurants, hotels, markets, and shopping malls. Some higher-end hotels experienced lower-than-expected occupancy, but overall, the city expected a high number of accommodation visitors by the end of the tournament. Cape Town had already received accolades in the travel industry and was recognized as the best worldwide destination for responsible tourism, highlighting its partnerships with the tourism industry (Cape, 2010).

As stated by Mariette du Toit-Helmbold, the CEO of Cape Town Tourism (Cape Town tourism, 2010, para. 6) at that time: *“Our focus has never been on the short-term benefits of hosting this event but rather on maximizing the long-term benefits and changing the opinion the world has of us, converting soccer fans into fans of Cape Town.”* Additionally, the event was described as *“an essential*

and long-overdue turning point in the world's perception of Africa" (Cape Town tourism, 2010). Also, Cape (2010) underlines the importance of this event for the whole of continent and the power to *positively change the worlds outlook on Africa*. In this article Mohamed stated in the end: *"The socio-economic benefits of the World Cup will be felt for a very long time and it is therefore important that government and businesses develop strategic partnerships to reap the benefits of this tournament over the next 20 years"* (Cape, 2010, para. 18).

During the FWC semifinal, the positive impacts of the event on *SA's image and national unity* were evident. According to Winter (2010), the tournament created a sense of hope and unity, breaking down barriers that existed *during apartheid*. The fans' parks showcased a diverse mix of people, symbolizing a non-racist and democratic SA. Danny Jordaan, the former CEO of the SA 2010 Organizing Committee for the FWC, believes that maintaining this unity is crucial for the country's future. Sustaining the momentum through hosting the Olympics is being considered as a way to achieve this goal (Winter, 2010).

Additionally, in Cape Town, a community project led by Charlton Athletic Community Trust (CACT) and local partner Ajax Cape Town FC used *football to promote social cohesion and provide educational opportunities* for young individuals. The project aimed to divert youth from crime and disorder by implementing a comprehensive social development program. With the support of organizations like British Airways and Metropolitan Police, this initiative successfully harnessed the power of football to bring about positive change in Cape Town and other South African cities. It also provided valuable insights to promote sports participation among London's youth. The success of this project highlights the significant impact a professional football club can have on the communities, reducing crime and driving societal transformation (Mayor visits football, 2010).

5.1.3 After the FWC (media)

In the article 'World Cup Hangover or Success' (Haw, 2010), it is emphasized that unified product development and marketing, along with protecting natural resources, are important for the country's success as well as to ensure the protection of the country's natural resources and to take in not only to market regions that already benefited. The FWC is estimated to have injected over 4 billion US dollars into the local economy, and there is hope for seeking out other *event tourism opportunities*, such as hosting the Formula 1 Grand Prix (Haw, 2010). The World Cup generated a surge of interest in South African wines, leading to the establishment of new business partnerships with accounts that previously had limited or no focus on this category. The televised broadcast of the games, reaching approximately three billion views, presents a unique opportunity for Cape Town. If even just 0.5 percent of those viewers were to visit the city in the next five years, international visitor traffic would

more than double, benefiting the wine and hospitality industries (More interest, 2010; What Impact, 2010).

Despite initial concerns about safety and meeting deadlines, Winter (2010) points out that SA has successfully hosted the FWC, proved doubters wrong and potentially leaving a lasting impact on the nation. Right *after* the tournament was over, it was predicted, that the World Cup had transformed SA, rebranding it from apartheid to a *nation of celebration and opportunity* (Winter, 2010). According to Haw (2010) South Africans ought to possess trust in their understanding of their domestic markets instead of assuming that FIFA understands their country better. In addition, other sectors of Cape Town recognized that the most significant legacy of the tournament is the renewed confidence in their nation and the development of event management skills. Gillian Saunders, the former director of Grant Thornton Strategic Solutions, conveyed her conviction that the experience should empower them to embrace ambitious thinking and find ways to improve tourism without second-guessing themselves (Haw, 2010). According to Sheryl Ozinsky, the event raised more questions than answers *after* it concluded, but she considered it a success in terms of *unifying South Africans* and *promoting the country globally*. Government spokesman Themba Maseko acknowledged the positive impact on SA's and the continent's reputation, anticipating an increase in tourist arrivals. However, the challenge lies in sustaining the progress made and addressing ongoing social and economic issues (Haw, 2010).

It is suggested that SA could have been more assertive in *negotiations with FIFA* regarding ticket distribution systems and policies, taking into account African preferences and aiming for higher attendance from the rest of the continent (Haw, 2010). Reflecting back, some authors and authorities considered that SA could have maximized the benefits of hosting the World Cup by being more assertive in negotiations and exploring additional strategies. Sheryl Ozinsky, the former head of Cape Town tourism and environment, raised questioned about the sustainability left *after* the FWC: *“Will we rise to the challenge to ensure the country continues to receive the right kind of attention and how will we unlock the potential that we saw during the World Cup?”* (Haw, 2010, para. 5).

5.2 What’s left for us? Perspectives on various legacies

In this section, the findings are presented in the form of various mentioned legacies which bring forward the local perceptions of people, who experienced the FWC and its consequences and impacts on their lives in Cape Town and South Africa.

5.2.1 Sporting Legacies

Nearly all participants (except Participants 13 and 14) agreed during all of the different stages of the project, that for infrastructure benefits, the stadium would have been better placed at another area in Cape Town. Especially outlined was the Athlone stadium, in the comma board sections

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(Participants 1, 2, 3, 4, 11, 18). Even though pointed out by participant 2 that it would have taken a longer amount of time to build the needed infrastructure, it could have served as a catalyst *for unblocking this whole load of land, which could have been developed for housing*. The opportunity to have it built at Kensington, in the northern suburbs of Cape Town, would have allowed, on the one hand for the construction of major roads from all sides and on the other hand, could have benefited towards the construction of accessible transportation (Participant 21). Participant 4 presents counterarguments, suggesting that if the stadium were constructed in Athlone, it might have limited the hosting of other events due to people's potential reluctance to go there. Additionally this interviewee argues, that the purpose behind building the stadium also plays a role. Participants 2 and 18 agree, that the stadium should have been located elsewhere, but that due to its chosen location in Green Point, it at least brought upgrades to the park and its area (see the changes illustrated in Figures 5 and 6), as well as further spin-offs from Green Point to Sea Point (Participant 3)¹. The positive legacy of choosing Green Point is highlighted by Participants 2, 3, 5, 8, 15, 16, 17, 18, 21:

The park has been very successful. It's a, you know, safe place for people to, to walk on the fan walk's been a big success (Participant 18)

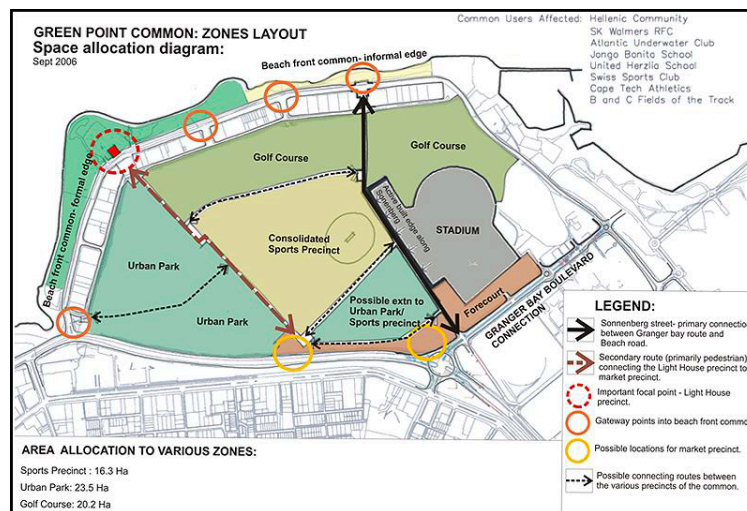


Figure 5: Green Point Common (2006, before the stadium). Documents retrieved by participant 17

¹ Following the changes made of the Green Point neighbourhood in figures 8 & 9.

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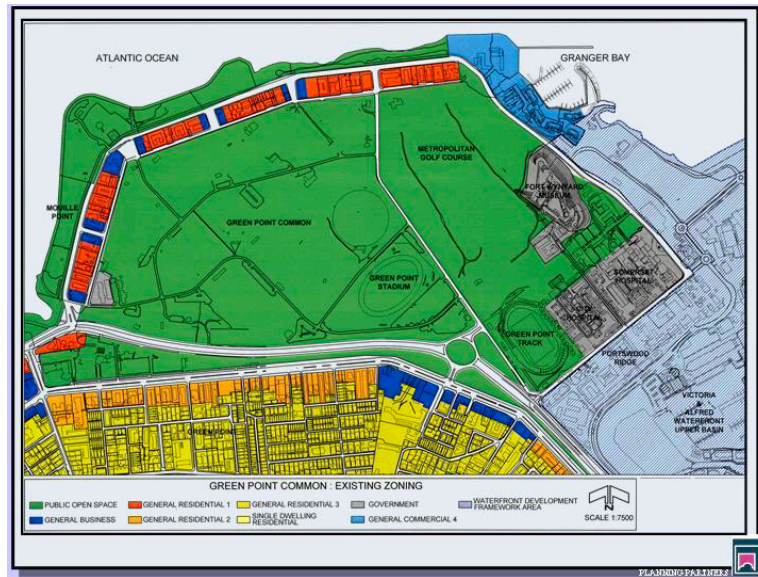


Figure 6: Green Point Common (2006, after the stadium). Documents retrieved by participant 17

After the FWC happened, opinions are divided when it comes to the benefits of a world class stadium, such as the Cape Town stadium (now renamed DHL stadium). The stadium was pointed out to be a big white elephant (see Figure 7), that did cost too much when being built as well as continue to need massive maintenance budgets for maintenance *after* the FWC was accomplished (Participants 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 15, 16, 17, 18, 19, 20, 21).

It's sad, that you've built these big amenities now, and yet you know, kids don't get correct schooling (Participant 5).



Figure 7: DHL stadium (former Cape Town stadium) from the inside (Author photo)

Yet, participants also highlight the increase in events such as sporting events, music events, etc., which started to take more often place in the DHL stadium and surrounding (Participants 6, 7, 8, 13, 14, 15, 17, 18, 19). Additionally, the stadium became the home of the DHL Stormers rugby team, which contract is valid for 99 years (Participant 10, 11, 13, 14). Therefore, participants outline the importance

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to focus on the stadiums legacies *prior* to planning and implementing in order to ensure revenue income, assurance and dependency, as it took several years for the stadium to find a permanent contract holder (Participants 2, 10, 15, 19, 21).

And then what happens to the stadiums? Is there a plan for post-mega event use of the stadium and can the big sort of, I don't know, organizations that promote mega events like FIFA and the World Rugby Association and the World Tennis, can they ensure that the money that is spent is used wisely and not just focused on the event and then they go and then the country or the city or municipality is left with the white elephant potentially (Participant 5).

Findings also revealed, that international organizations were interested to fund soccer development programs for children and therefore engaged in projects (Participant 5, 9). KFM partnered with Kia Motors and according to participant 10 one of the core sponsors, to support children and create opportunities through the Ticket Fund Legacy Report.

...but, um, the idea was that FIFA would give, uh tickets to these core partners, so KIA could whatever, and then they would be able to bring kids to the game. And so, games. So, and then obviously KIA used our platform that, uh, the street, KIA Street Soccer projects as the platform to bring those kids to the game. So, every kid who played in this league, of which there were 6,000 around South Africa (Participant 10).

Sporting Chance provided within the programme stipends for the coaches, equipment and clothing for the children. Furthermore, they created impacts in communities such as in the township Khayelitsha, where the street soccer program reunited kids to play in a safe space, watched by gangster groups and created new industries such as ladies selling things next to that (Participant 10). The programme by Sporting Chances managed to sustain itself for the following 3-4 years *after* the FWC.

But we had four years, which is, which is four years yeah. Four years is a good investment you know" (Participant 10).

At the end of 2013, KIA South Africa, from which the money came from *after* the FWC because of money issues on their own ends and currency fluctuations, could not pay the money anymore to pay for development program (Participant 10). This aligns with Participant 5 observation, that generally the soccer development programs that were build up through the FWC investments, did not receive continued funding, and international organizations involved returned to their home countries.

As indicated by participant 10, there's also a lot of stuff, that there's just no ways we can sustain without that program, you know, um, we obviously tried to resell to others, but it was a big sponsorship, to be fair. For Sporting Chance, who had already started to prepare and organize the next round of sporting programmes, the fund cut came a bit like a shock and surprise.

5.2.2 Urban Legacies

The city of Cape Town went through urban region innovations such as city beautification projects. Certain areas, especially the Green Point neighbourhood of the city and the Sea Point

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neighbourhood, were getting new recreation areas, such as the Green Point Urban Park or the Sea Point Promenade (Participant 7, 16, 17, 18), which can be seen in figures 8 and 9.



Figure 8: Sea Point Promenade, one of the infrastructure Legacies according to interviewees (Authors photo)



Figure 9: Ibid (Authors photo)

Furthermore, there are many urban changes happened and still happening in Cape Town (Participants 1, 2, 7, 11, 16, 21). One of the changes pointed out is that there are many more empty

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buildings than before others have been demolished such as the old hospital in Green Point (Participant 7). Also in the Green Point area is that a former prostitution area is not given anymore, as property prices have gone up which also affect the residents' houses (Participants 1, 7, 16).

So, I think definitely property prices have gone up. I mean, where I am, it's nearly as, as expensive as, as Camps Bay, you know, lower down you go is not so expensive. But it's definitely is also increased as well (Participant 16).

5.2.3 Infrastructure Legacies.

Generally, the opinions are divided between the indirect benefits of the public transportation in the face of the FWC. Some demonstrate that the infrastructure for example for trains is indeed given but not being efficient further planned or vandalized (Participant 3). Others such as participants 1, 2, 3, 6, 9 and 11 point out the advantages and disadvantages of the public transportation infrastructure that was pushed forward, such as the bus system My City bus (see Figures 10 & 11).

The whole transport system needs to be, be given a rethink and I don't think that's an easy one to solve (Participant 16).



Figure 10: The constructed public infrastructure right next to the DHL stadium (Author photo)



Figure 11: The My City bus is one of the infrastructure legacies according to the interviewees (Author photo)

On the other side, locals also seem to acknowledge new roads and further extensions *after* 2010 (Participants 7, 13, 15). The work on the airport was given some credit (Participants 1, 4, 5, 6, 7, 8). Infrastructure investments, like the funded by debt Gautrain, were recognized by international financial institutions as projects that were successfully undertaken by South Africans, according to Participant 2. In addition to the place decision for the stadium, participant 3 mentions that infrastructural changes in the city, should stand in focus of a planned building of capacity and should not be negatively affected by an event such as the FWC. Paved roads, working railway tracks, bridges, electricity and water supply should regardless of a mega event or not be facilitated through the government (Participant 3). Additionally, this does also impact the motivation of tourists to come to Cape Town, as participant 3 points out *they come to places where there's electricity and water and paved roads*. In the Green Point area one of the interviewees pointed out that a freeway, which is currently build, could be beneficial for traffic regulation (Participant 16). It is pointed out, that the once of infrastructure investment caused by the FWC, was not maintained further or used for infrastructure, without focusing enough on roads, railways, pipelines (Participants 2, 3, 4, 11, 15, 16, 17, 20, 21), which is pointed due to a lack of capacity.

So, it didn't really contribute to the capacity of the country to be able to, uh, to do, you know, the rest of the infrastructure stuff. Um, cause it's the different type of investment. And then there was no effort after that to, in most of them (Participant 15).

...there's been much emphasis on yes, we are going to build infrastructure. This is going to help kickstart the economy again, contribute to, to, to job creation and to growth. But exactly the opposite (...) as in fact happened. The states um, kind of expenditure on infrastructure, I think has been on a slow decline and perhaps now on accelerating decline ever since the World Cup (...) and it's, it's got something to do with, with the state's incapacity to, to do things. I mean, the, the big problem with the South African state is that it (...) just lacks capacity (Participant 3).

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Even though the construction of the Green Point Urban Park and surrounding let to an increase on bicycle renting services also due to its rollout of bike lanes, in order to reach a larger scale, participant 17, indicates it would be needed to have it rolled out more across the city in order to make it safe for people to travel by bicycle (see Figures 12 and 13). Suggestions for the future are to use the existing infrastructure (for events) (Participants 11, 20) and to have long-term plans for what to do with built infrastructure such as the stadium *afterwards* (Participant 10, 19).



Figure 12: Mobility improvement through bicycles rent at Sea Point Promenade (Author photo)



Figure 13: Improved bicycle lanes close to the DHL stadium

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(Author photo)

5.2.4 Environmental Legacies

The Green Goal 2010 Plan was very broad and included environmental aspects to infrastructure, cultural heritages, awareness raising and building inclusivity into economic activities (Participant 17). Participant 2 points out that it originated to have served as a National Green Goal Program, which wasn't driven by FIFA, but ended up to mostly benefit Cape Town, as on a national level there was limited interested and resources (see Figure 14). Also, when it comes to transportation systems, such as the fan walks and bus systems are having an environmental linkage with the Green Goal Plan (Participant 17). Nowadays, Participant 13 points out, how the DHL stadium is focusing on environmental sustainability when planning events.



Figure 14: As pointed out by participants, the environmental impact of the FWC were taking into considerations (Author photo)

The green and sustainable rating system for accommodation which got implemented with the Green Goal Plan but without being taken on by all the accommodation facilities turned out to be a very helpful tool for hotels *during* the 2018 drought in Cape Town. The ones who tried to follow the guidelines were better off. It failed to become a standardization tool for all the hotels around the time of the FWC as it was not possible to get the administrative and funding support to start an administrative vehicle, which was presented as a lost opportunity by Participant 17.

5.2.5 Economic Legacies

From an economic perspective, people who profited from it in SA where the ones directly involved, such as in construction (Participants 1, 2, 3, 12, 13, 15, 17, 19, 21) or hotels (Participants 1, 5, 6, 8, 13, 15, 16, 17). Several construction firms which were very successful in constructing the stadiums, did go bankrupt in the last years (Participant 15). Financially speaking, the country did not make economic profit according to Participants 1 and 3. The stimulated tourism in SA profited from

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the FWC, and other events bring people to Cape Town (Participants 1, 2, 3, 4, 5, 6, 7, 13, 14, 15, 17, 19, 21), which according to Participant 6 shows that tourism seasonality as it did before is playing a less important role (see Figure 15). Some participants think the mega event should have generated better opportunities for (long-term) job creation (Participants 6, 7, 10, 11, 20) whereas participants 14, 17, 19 and 21 believe, the event sector is still driving new job opportunities, as every 5th local is in one way or the other working for the event industry.

So, job creation, how are we going to create jobs for young people. How are we gonna create entrepreneurs if we don't have jobs? Yes. Can we create entrepreneurs that can form their own jobs? (Participant 5).



Figure 15: Oranjezicht market, right next to the DHL stadium and V&A Waterfront, is a popular place for locals as well as tourists all year round (Authors photo)

The current transportation model due to the geographic situation of the DHL stadium (Participants 19 and 21), does not allow for train access which brings in more costs for regulation of events, such as road and transportation, happening in this area.

With a whole lot of road closures and stuff that costs around 400,000 rand per activation. Every time we activate that transport model, it's somewhere between 400.000 and 700.000 rand per activation. So that adds a con significant cost uh, to each of the events, um, the, especially the major event, you can do very small activations of transport for small events with 2,000 and 5,000 people (Participant 21).

Related to the previous mentioned wish to rather repeat events do also the economic cost play a role since extra money for specific kind of events is spent for example on roads, which had to be rebuilt at some points for one specific purpose and has some permanent parts in it (Participant 15).

That have been done, you see? Yeah. So, when they come back next year, its gonna cost us less. Then when it, then it cost us for the first time. (...) Plus, we would've had all the experience that we've put together (...) of doing it the first time. So that's why, you know, we've gotta a five-year contract with them because it was not going to work for us to just have a one-year contract (Participant 15).

5.2.6 Social Legacies

Before the FWC, participants had mixed opinions. Some were delighted that SA would host the event, put the country on a map (Participants 1, 3, 5, 7, 8) and boost the economy (Participant 19).

...you know, we were excited Post-Apartheid about making our way back onto the international stage (Participant 3).

I think we were very excited because when we saw, you know, the television, it was when Mandela was alive and for his sake alone, it was exciting to see the man and to see the delight on his face when they held up that envelope to say South Africa (Participant 5).

As it was already the case *before* the FWC, local communities did not tend to protest or to go on the streets because of issues related to the smaller or bigger spectrum of the FWC. Instead, it seemed that for example residents living at Green Point, who are directly impacted by the event legacies, write e-mails or send lawyers letters (Participant 21). In other regions in SA, for example in Johannesburg, displacement of locals before the event took place (Participant 1). Displacement was not an issue in Cape Town, but before the event, a *sanitizing of spaces* occurred. Around the Green Point area efforts were made to move homeless people, to increase visible police presence in that area in order to get *unwanted* people away from the tourist spots (Participants 1, 7).

Most participants described the atmosphere *during* the FWC in Cape Town and SA as wonderful, providing people from all over the world, including the United States and Europe, the opportunity to see SA in a different light.

And it did change people's perceptions of the African continent, and I think that's important as well. That Africa is good for, there's talent here. There's opportunity here (Participant 5).

According to all participants, Cape Town had an incredible and exciting atmosphere *during* the FWC, and thus contributed towards euphoria, happiness and national pride among South Africans. It fostered a sense of national identity, unity and social cohesion (Participant 14). Several participants described it as Africa's lift, where a future was imagined without differences:

And then as the game started, it was just the most incredible atmosphere of excitement. And there was nothing, no protests (Participant 5).

And then during the World Cup, cause nothing happened. It was one big party. That was amazing" (Participant 6).

It was a bit of also a coming out party. For the, for the country. Just wanted to say, um like there we are, we can host an amazing party, we've got great destinations. Um, you know, even if you can't make the tournament, you'll see the beautiful country and come and kind of gave the country of, um, yeah kind of confidence...They, they wanted to show that, hey, we've arrived. Yeah. You know, we went through hell and we, we are on the world stage at that level (Participant 2).

Nonetheless, the *during* the moment powerfulness of the event was described by participant 11 as a sport mega event addiction, as South Africa managed to exceed the expectations of hosting the tournament.

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But it, it, the problem with this sort of, sometimes called this mega event addiction as you sort of go from hit to hit. But then once the, once the high is worn off then, then you're left with, um, no real effort to tackle the underlined (Participant 11).

On the downside, *during* the four weeks, little grandmother selling's, where ordinary people working on the streets and selling hotdogs, were not allowed to sell them as they were not part of the special sponsorships of FIFA which only sold special products (Participant 1). Participant 21 however mention that also informal street vendors had the chance to sell stuff on the fan walk and stresses the importance to not exclude local vendors from events.

What has been already emphasized in the *during* the FWC and even more highlighted in the *after* part, is the perceptions (Participant 1, 5), that the world has on the African continent as a whole.

It's the first time that Africa has hosted a Soccer World Cup. And it did change people's perceptions of the African continent, and I think that's important as well. That Africa is good for, there's talent here. There's opportunity here (Participant 5).

I also know there are some countries who didn't come to South Africa before the FWC, so it was a discovery from them, Latin America, most tourists are from Europe, but that's a new development (Participant 1).

Already shortly *after* the FWC, concerns about the consequences of the event were raised by local communities (Participant 2).

I mean it was basically a month-long party, it was amazing. But was it worth the pricing with the hangover? (Participant 2).

The initial glorified feeling of happiness and excitement *after* the FWC was short-lived, (Participant 1), and according to participant 6 and 7 have vanished two – five years *after* the mega event. As discussed in the further chapter, participant 2 mentions that the nostalgia feeling faded and that the FWC cannot be considered a lasting legacy as the reality still presents a divided, unequal society. Generally, as pointed out by participant 4, the FWC has positively influenced SA's international reputation, but its potential could have been further realized with different leadership and circumstances.

Especially stood out towards the Green Point area, is the problem with parking, traffic and noise due to events taking place in and outside of the stadium which are especially felt by the locals living in the same neighbourhood. There is less control towards what happens inside the stadium than what happens outside of the stadium. Felt impacts are constant traffic (cars doubled over the last 10 years) and of sometimes people coming around 30,000, visitors park at sidewalks and block the streets that hinders residents to get into their streets and can take extreme long time, as stated by Participant 16 (see Figures 16 & 17). Also, locals (Participant 5) who work in close proximity to the DHL stadium are impacted by events due to clogged parking and narrow streets (see Figure 18).

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Figure 16: Road systems close to the DHL stadium in Greenpoint which is often packed and causes traffic problems during times of events as reported by participants living there (Authors photo)



Figure 17: Ibid (Authors photo)

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Figure 18: One-way Road up to the Greenpoint neighbourhood from the main road close to the DHL stadium which are blocked in times of events according to participants (Authors photo)

So (...) for the residents of the area's become a bit of a nightmare because we (...) struggle to get in and out of town, I mean if I just on a normal day. Yeah. If I leave around lunch time to go to the northern suburb to get onto the N1, it can take me 20 minutes from my house, which is two kilometres away from the turnoff (Participant 16).

So, it's a constant battle. It's a constant battle, when we think we won the war then, then another event comes along" (P16).

During the time of the FWC, residents of the Green Point area received stickers to put on their cars, as well as to put signs on all the roads which pointed out that its only for permanent residents to park as well as brining in traffic fees that only let people with permits through. Currently digital parking systems does not seem to work (Participant 16). A suggestion by participant 16 is to use unused natural land, that belongs to the national government, in order to pull up parking lots that people could use when events are happening (and then either take buses or walk the fan walk towards the stadium) or also for their everyday life. With regards to that becomes even clearer, that it could have benefited people on the long run if it would have been taken into consideration.

And so, you may well have, if you had spent money on transport infrastructure, on roads and all that kind of stuff, you would really have, have, have won the battle of overcoming this hate divide between the township and the city. I see. Um, so that's a huge lost opportunity (Participant 3).

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The Green Point Ratepayer association is especially trying to regulate and influence the choice of events that is happening as well as the frequency (Participants 5, 8, 16, 21).

So, one of the things we battle with is the choice of events. Okay. I don't think anybody has a problem with having that events since its already there. Except (...) when its one event after another. Every weekend we get there for like January, February. Yeah. Every weekend there's events, sometimes three (Participant 16).

Additionally, the Green Point Ratepayers split up into three committees already in place before the FWC: the main management committee, the human environment committee (focusing on social issues of Green Point) and the Built Environment Committee (building applications, plans and approval), which get especially relevant due to heritage. *After* the FWC, they formed the events committee, focusing on monitoring events in and around the stadium (Participant 8).

To the speaker space in the proper direction on the various fields that it doesn't blast into the Green Point area. But this is, this is now post, um World Cup. I mean (...) the stadium itself is huge noise factor. So, um, you know, sometimes it's nice if there's a nice concert and sometimes very annoying... (Participant 8).

At the time before the FWC, when the city of Cape Town knew the stadium would be unavoidable to build the stadium at the specific and designated spot, the city council decided to change their previous angle and tried to work with the affected communities on the caused impacts on their lives (Participant 21), which ultimately lead to urban public space restructuring (see Figures 19, 20 and 21).

...where we said, okay, well let's, let's affect the, the optimum benefit for the community that we can out of that. And that benefit really was the establishment of the Green Point Urban Park. The refurbishment of the sports precincts around it (Participant 21).



Figure 19: According to the participants, the Green Point Park has been a real benefit to the area (Authors photo)

benefit to the area (Authors photo)

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Figure 20: Ibid (Authors photo)



Figure 21: One of the benefits of the Green Point Park is the recreation area and water elements (Author photo)

Apparently given to the Green Point Common around 1927 to be maintained as a sport and recreation area and which consisted at the time before the FWC mostly out of fields and some club houses, which was very neglected. The residents of Green Point as well as several participants (as mentioned before) underline the development of the Green Point Park which also lead to the rebuilding of club houses and a general upliftment, such as sport facilities and learning facilities (see figures 22, 23 & 24).

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Figure 22: Another successful attribution of the park are the open and public sport facilities (Author photo)



Figure 23: Additionally, a playground in the Green Point Park can be found (Author photo)



Figure 24: During the time of the FWC, an environmental learning station in the

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Green Point Park was build up which is still running today (Author photo)

Local communities had mixed feelings towards the trade off, but as stated by participant 2.

...once we were committed, we were like, let's do the best of it, you there is no sense of dragging everything down. And given that this was going to happen, the effort was really to minimize negatives and maximize positive outcomes" (Participant 2).

Before the FWC, media often portrayed SA negatively, focusing on security concerns and incidents of robbery targeting tourists, which FIFA tried to change for the success of the FWC (Participant 6). FIFA held significant influence over the event, deciding not only on security arrangements, but also on stadium locations, transportation development, and accommodation (Participant 1, 2, 3, 7, 8).

But it is that global pressure that wanted (Participant 1).

...you know, it seemed like, Mr. Blatter, who was very involved in, in the World Cup at the time, he (...) wanted the position where it was, he wanted the view of Table Mountain (Participant 8).

Overall, the crime rate did not increase *during* the time of the FWC. However participant 16 assumes that inequality and rising property prices, could lead to growth of crime rates in the longer term.

One of the specified concerns of participants was directed towards the safety of children. Childline South Africa did their own studies before the FWC in order to figure out where children might be most vulnerable. They realized that the fan parks and meet ups for local communities offered facilities like pubs but not specifically focusing on children. With the help of donors, the organization managed to set up safe places for children in the parks, even where parents could leave their children (Participant 9).

... and so, we had anxieties about that, but as soon as we knew, we began to prepare. And kind of think through how one protects children in this kind of context. Um, we do have incidents of sex tourism, um, and people who actually come and live here because of easy access to children (Participant 9).

Participants state that it could have been beneficial for them to have been included into the planning phase of the event. This could improve a sustained involvement such as for example informal traders as mentioned by Participant 20. Or as brought forward by participant (6 oder 7) it could have helped getting insights into social benefits for people, such as that they would enjoy to not have to travel to work two hours each, five times a week.

But if you take that away, for four days outta five, the amount of time that people save and can spend on the quality of their lives, and they will be much more rested, much more motivated. I believe they'll actually work harder (Participant 6).

The previous advantage to reuse infrastructure is the same case for reusing facilities for local communities, for example to donate tables *afterwards* to hospitals and schools (Participant 6). As brought up by participant 10, it could have benefited the locals to create their own areas, repaint and

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restructure roads which could serve as a safe freestyle soccer space. These examples highlight also the missed awareness of locals to be part of the pre-planning (Participant 15).

So, whereas I think the people in the poorer parts of the city either didn't care. Couldn't see anything in it for them. It happened or not, wasn't or, you know, they were just great to, to see, uh, this international (...) tap in, in the city, you know, whether they benefited from it or not (Participant 15).

Cause, I don't recall anything that was shared with the public around impacts...it would be nice for the citizens to actually get some feedback. You know that this is, that this is what we invested, this is what we spent, this is how much we got out of it. These are all the positive outcomes and changes that happened as a result of, uh, the World Cup and maybe also like these are the negative ones. And what can we learn from it (Participant 19).

Participant 18 suggests that over the last ten years more emphasis and appreciation were placed on learning through monitoring and evaluation and is confident that if the FWC would have happened now, a post event impact assessment would have been done by the Department of Planning, Monitoring and Evaluation which did not exist back in 2010.

5.2.7 Diplomacy & Place branding Legacies

Before the FWC, participants had mixed opinions. Some were delighted that SA would host the event, put the country on a map (Participants 1, 3, 5, 7, 8) and boost the economy (Participant 19).

...you know, we were excited Post-Apartheid about making our way back onto the international stage (Participant 3).

Participants suggest that certain events may be better suited for specific countries based on infrastructure, geography, and financial resources. Attention should be given to using such events as catalysts for broader change and ensuring enduring benefits for marginalized communities. Hosting the Olympic Games in Canada is a different story than hosting the games in a country where none of the required infrastructure, geographical terms and wealthy tax bases are given (Participants 11, 15).

...they think in a sophisticated way about, about what's, you know, right sizing (...) their events, and then trying to start really from the perspective of (...) how we apply a kind of, I call it a developmental lens (...) Where you say, okay, how can we ensure that this opportunity, because they are exceptional opportunities, is used to distribute the benefits as broadly as possible...how do you make sure that (...) you start from the outset thinking about how we can ensure that this actually creates as many enduring benefits, uh, as, especially for more marginalized parts of the community. So that would be my, yeah, totally idealistic wish (Participant 11).

Maybe a future generation will be able to take it home. In the meantime, we've got to leave it to those countries that can, you know. Yeah. Yeah. So yes, it'll go to, in London and all these other places often. Yeah. Uh, it'll not come here. Cause we can't do it (Participant 15).

The cost of mega events and the need to prioritize areas (which priorities might differ between different countries) like housing, infrastructure, healthcare, and education are also highlighted. (Participant 5). Opinions vary on whether SA should host another mega event, such as the Olympic Games, with some suggesting the opportunity to do better and others expressing concerns about the economic impact and costs. The FWC is seen as the current limit of what SA can handle. The FWC is four weeks, 64 games in 10 cities. The Olympic games have 200 games, in two weeks' time in only one city (Participant 15). Nonetheless participant 15 hopes that SA will be able to host another FWC at

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some other stages. According to Participant 7, tourists were generally discouraged from visiting isolated areas and townships. However, due to accommodation shortages, short-term housing alternatives in townships were offered and considered a successful alternative (Participant 7). However, Participant 6 expressed concern about the negative news coverage and its potential impact on the perception of SA, especially among Dutch tourists.

But you still read the news and impression of people is that it's a dangerous country. So, the negative aspect has taken over and has kind of wiped out all the positives from 2010 (Participant 6).

Participant 7 adds to that, that there should not be expected too much of the transformative impacts of mega events. In some sense they act as catalysts as they force the cities to think of their own marketing and branding strategies but questions their level of successfulness.

So it was, it was (...) an opportunity, um, then for invention and innovation in policy and planning at local government levels...my sense is one (...) would find pockets of examples of some success of some initiatives, which um, happened in the context of (...) FIFA World Cup, but also, um should be understood within the whole larger politics of urban, the whole larger (...), dynamic of urban politics. (...) Or local government politics. And I said one needs to have a bigger lens beyond just only focusing (...) on the World Cup (Participant 7).

Participant 15 underlines that even though he believes that the FWC might be the limit to what the country is capable to pull off, the focus of attention should be much larger be focused on medium size events, which are repeatable on a yearly basis (such as marathons, cycle races).

Repeatable is important. For us, because if we have to invest in these things, we need to have a once or return, once every, you know, 50 years. It's got to be every year (Participant 15).

In addition to that is the sense, that it does not feel safe to get around with the My City buses (Participant 16). Participants are aware that FIFA and other players are not really interested in the possible spin offs and positive legacies for communities (Participant 11). Participant 5 still believe that the local communities gained something out of the FWC but that the benefits are not as substantial as what Politician's promised people.

And I think that's also part of the problem is that, you know, over promise (...) and underdeliver seems to be standard offering with respect to mega events rather than under promise and overdeliver, which would be a better strategy in my opinion. Especially for countries that, you know, that need to, to make sure that they have their priorities right (Participant 5).

Local communities feel it's the national governments and city's responsibility to take care of the increased traffic problems, which otherwise leads to unwanted consequences. The city also gives the indication to local communities that they park everywhere.

...just people are getting more and more angry way the, the city's gonna have to do something. It will explode eventually. It'll explore a lot of road rage today (Participant 16).

When it comes to the lost opportunities, participant 3 mentioned that he believes, if proper public consultation would have done with the city authorities before the FWC, then this could have possibly led to a wider range of transportation legacies for a bigger portion of people. In addition to that,

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suggestions are made that have increased rules. Participant 7 mentioned that at the time of the announcement that SA won the bid to host the FWC in 2010, there was little research done on impacts of mega events in an African context. Participant 4 additionally suggests that if they would have done it all over again, *those contracts in place before bidding than negotiating them afterwards*. Generally, there is the sense that the organizations, government members and planners involved need to take more responsibility for a proper management, which focus on long-term planning, such as for the stadiums, as well (Participant 5) and to be transparent about the spendings (Participant 20). In the case of Cape Town, the former contractor left the stadiums contract *after* a year which left the city and national government with the costs of the stadiums (Participant 15).

Is there a plan for post mega event use of the stadiums and can the, I don't know, organizations that promote mega events like FIFA and the World Rugby Association and the World Tennis, can they ensure that the money spent is used wisely and not just be focused on the event and then they go and then the country or the city or the municipality is left with the white elephant, potentially (Participant 5).



Figure 25: Inside the DHL stadium (Author photo)

In the case of Cape Town, the national government took on bills to make things happen in a very resource scarce country (Participant 2) as otherwise there wasn't a proper management agreement. Now it runs on commercial basis, by a city owned company, so the DHL stadium (see Figure 25) is still owned by the city and leased to the company and a 99 years agreement and joint contract with the local rugby club (Participant 15). *After* the FWC, the city next to the Green Point Ratepayers group also implemented an event committee, which receives the applications of events planners, and check on noise exemption, electricity and water use, cleaning up and comment as well as having the power to permit or prohibit the event. The comments steam from the counsellor and GPRs (Participant 8). A reoccurring topic in all interviews, was the topic around corruption and missing money, for example

for promised infrastructure in under-resourced communities, for running programmes which would have come from the ticket fund legacy (Participant 10) as well as the general missing of proof of legacies.

Its 10 years after. Where's the report...Show us what happened. Yeah. What is the legacy of hosting the 2010 World Cup? I don't see any papers written on that. I don't see FIFA doing a paper or press release. And it has to be honest (Participant 6).

Generally, FIFA was criticized for its corruption, human rights violations, and lack of sustainability and ethical considerations, as denounced by Participants 2 and 7. Despite being the dominant global entity, FIFA reaped the greatest economic benefits from the World Cup according to Participant 7.

FIFA made, made a huge, um, profit. Uh, out of that, um ticket sales, you know, revenue for ticket sales, not so much, but especially if it was with, um, with, with broadcasting. Okay. So, FIFA gained and the football, um, football leaders gained, but not in always an honest place (Participant 7).

Also, Participant 1 commented, that FIFA may be inclined to host future events in established democracies or authoritarian countries rather than democracies in the Global South.

So, you see this pattern of initially moving away from democracy in the global south going to either authoritarian countries or the established democracies in Europe or North America or Japan and so on (Participant 1).

A suggested idea by participant 1 is to include more bottom-up approaches which would allow local participation and local communities input even though participant 19 is addressing that the South African society is active as for example in the media sector and keeping the government to account. As participant 19 points out that the government should stop trying so hard and rather be okay to be critical with themselves, apologize when messing up and trying to improve.

5.2.8 Knowledge & Capacity Building Legacies

It seems that the neighbourhood association 'The Green Point Ratepayers' were one of the initial drivers in recreating the Green Point Common area, which was part of their negotiations (Participant 8). The locals living in Green Point make sure to have contact with the Health Department sector, Traffic Department and with the Event department by the city of Cape Town, which at least to some degree helps them to regulate the impacts of events on the neighbourhood, such as refacing the speakers towards the stadium when being asked for their feedback (Participants 16 and 21).

We seem to have under control for the big events. Because they're required to get a, an independent sound for. Which makes a huge difference because you can't rely on the event organizers to control themselves. So, they sign over these guys to turn this down or adjust it down (Participant 16).

In terms of learning from each other for the terms of mega events, socio-economic published assessment studies done by the national government were missed.

And I don't know why that is. I think maybe back then there was less of an emphasis on the need to learn and cause, I mean, why would you do that? Two reasons. The one is for accountability and the one is for learning (Participant 18).

And then maybe the one that we were talking about now, maybe more emphasis on planning for, um, doing some kind of assessment afterwards impact assessment and then sharing that with the public as well (Participant 19).

Participant 5 touches upon the idea how countries that hosted mega events or are going to host mega events are supporting each other. Participant 19 mentions the importance to look at the socioeconomic impacts caused by the FWC in order to learn on constraints in the future, which beneficially also motivates to host another mega event.

A learning opportunity. Yeah. The small country teaching the big country and the big country teaching the small country or the rich country teaching the less affluent country so that there's all kind of developmental components to the events (Participant 5).

Additionally Participant 5 brings forwards how the FWC already contributed towards local businesses getting involved as well as children in terms of learning through their schools. Participant 18 suggests that over the last ten years more emphasis and appreciation were placed on learning through monitoring and evaluation and is confident that if the FWC would have happened now, a post event impact assessment would have been done by the Department of Planning, Monitoring and Evaluation which did not exist back in 2010. On the other hand, participant 10 mentions international organizations and skilled people being part of the ticket fund legacy, who helped with the soccer children matches who went home *after* the event was over and how their input was lost.

6 DISCUSSION

The following discussion reflects on the theoretical framework used, while contrasting and critically analyzing it with the various previously outlined perspectives of the media as well as the perceptions of local communities in Cape Town on the FWC.

6.1 Sporting Legacies

Regarding the benefits and costs of a world-class stadium, opinions among the participants are partially divided. Nearly all participants agree, that the location of the stadium in Green Point was not their preferred choice, both *before* and *after* the FIFA World Cup (FWC), and it has been referred to as a "white elephant" that incurred high costs *during* construction and requires substantial maintenance budgets. This aligns with the literature's recognition of the potential financial challenges associated with the building and maintaining such facilities and raises questions about its status as a sporting legacy according to Chappelet & Junod (2006), who define such legacies as sports facilities that continue to serve a purpose beyond the event. The concern expressed by interviewees about the allocation of resources between amenities like stadiums and critical areas like education echoes the need for responsible spending and long-term planning emphasized in the literature.

While the literature acknowledges that sporting legacies can involve the renovation of existing facilities (Chappelet & Junod, 2006), the proposal to rebuild stadiums in Newlands or Athlone before the FWC, at a lower cost, was not further considered, which will be more talked about in the urban legacy discussion (Corcoran, 2010). What is not yet stated within the sporting legacy realm is that in order to ensure long-lasting use and income generation, the planning stages of stadiums should consider their long-term purpose and secure a permanent contract holder as it was mentioned by Participants 2, 10, 15, 19 and 21. Additionally, literature does not really cover the aspect, whether choosing a different location for the building of sporting legacy could unravel benefits for communities that go even beyond sporting facilities.

However, the stadium in Cape Town is currently being used for events, has a long-term contractor, and seems to have found its purpose *after* thirteen years. The Green Point Urban Park, constructed at the same time, is seen as a beneficial addition by a majority of participants. Other cities in South Africa face challenges with future maintenance and financing of their stadiums, as highlighted by Corcoran (2010) and several participants.

The definitions of sporting legacies primarily focus on how established sporting facilities can contribute to new initiatives, programs, and local participation in physical activities (Chappelet & Junod, 2006; Preuss, 2007; Kasimati, 2003). Positive examples include soccer development programs for children introduced by international organizations and the Sporting Chance program (Participant 10), which operated for four years *after* the FWC and engaged children from underprivileged areas with sponsors' support. Additionally, a street soccer program in townships fostered communities' engagement and provided a safe environment for children to play (Participant 10). These examples demonstrate the power of sporting legacies to engage diverse communities in physical activities but also highlight the dependency on sponsors to provide equipment and coaching stipends. Media reports also highlight the transformative impact of football in promoting social cohesion, education, and reducing crime in Cape Town and other South African cities (Mayor visits football, 2010).

6.1.1 Urban Planning Legacies

As mentioned in the sporting legacies section, before most participants expressed their dissatisfaction with the location of the stadium in Green Point and emphasized the missed potential for a lasting urban impact and transformation. They suggested that alternative locations such as Athlone or Newlands (Figure 26) would have been more suitable, offering infrastructure benefits and unlocking great potential for urban development which aligns with the literature of Corcoran, 2010; McKune, 2010; Preuss, 2000; Briedenhann, 2011; Hermann et al., 2012. This corresponds with the literature's notion that hosting sporting events can fuel urban renewal and stimulate the development of housing and sports infrastructure (Preuss, 2000; Briedenhann, 2011; Hermann et al., 2012).

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However, participant 4 presented a different perspective, raising concerns about potential attendance issues if the stadium would have places in Athlone, and emphasizing the importance of considering the motives behind stadium construction. This highlights the complexity and subjectivity involved in evaluating the location and outcomes of sporting legacies. The literature recognizes the multifaceted nature of event legacies and emphasizes the need for a comprehensive understanding of their impacts (Preuss, 2007).

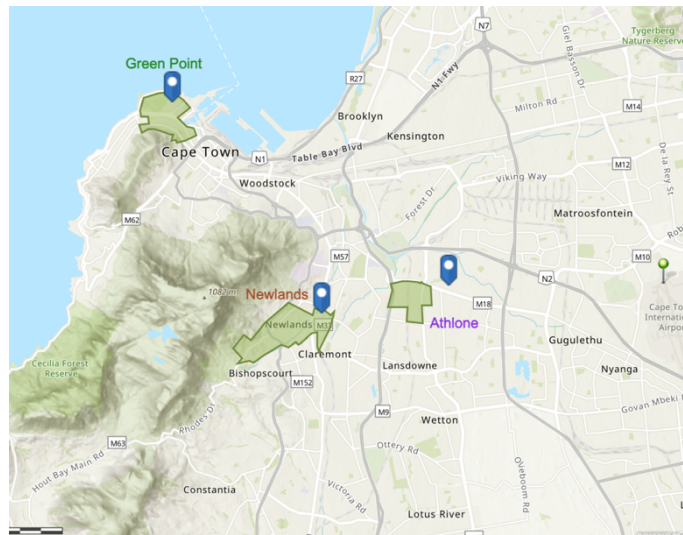


Figure 26: Map of the possible locations for the stadium - Green Point, Newlands And Athlone - in Cape Town (created from findings of the thesis via ArcMap)

Most participants noted urban changes in Cape Town and especially in the Green Point neighbourhood due to the mega event, aligning with previous research on infrastructure spending (Al-Emadi et al., 2017; Baldock et al., 2011; Kassens-Noor et al., 2015; Mirzayeva et al., 2020; Poczta et al., 2020; Wise, 2016). One of the transformative changes on the urban landscape caused by the mega event (as expected, stated by Chappelet & Junod, 2006) is the beautification of publicly Green Point Urban Park and the promenade at Sea Point (Participant 7), which is still thirteen years later, seen as one of the most positive changes by participants 7, 16, 17 and 18. Nowadays, older empty buildings such as for example the old hospital have been demolished (Participant 7). Additionally, as some changes of urban revitalization (Chappelet & Junod, 2006) also caused, that a former prostitution area in Green Point disappeared which might also have to do that house prices in that area went up *after* the FWC (Participants 1, 7, 16).

The literature acknowledges the potential for urban renewal and enhanced capacity to host future events through event-related infrastructure (Preuss, 2000; Briedenhann, 2011; Herman et al., 2012). However, the participants' perspective demonstrate that the actual implementation and maintenance of infrastructure can vary, leading to diverse opinions on the effectiveness and long-term

benefits. In the infrastructure legacies section, participants 2, 3, 4 and others, emphasize the importance of infrastructure, such as paved roads, working railway tracks, bridges, electricity, and water supply, in the context of hosting a major sporting event. They argue that these infrastructure improvements should be prioritized. This aligns with the urban literature, which recognizes the transformative effects of mega events on a city's physical infrastructure and spatial organization (Chappelet & Junod, 2006). The participants' viewpoints reflect the need for planned capacity building and long-term focus on infrastructure development. Additionally, participant 16 suggests, utilizing unused natural land for parking lots to alleviate traffic congestion *during* events and in everyday life. This aligns with the urban literature's recognition of the need for efficient transportation systems and traffic regulation in host cities (Participant 16). The participants viewpoint reflects the importance of considering transportation infrastructure as part of the overall urban legacy planning, which will be further discussed in the next section.

6.1.2 Infrastructure Legacies

The findings of the study reveal various infrastructure legacies that occurred *prior* to the FWC. These include new paved roads and extension, new stadium and enhancement of international airport in Cape Town, which has also been highlighted by several interviewees and authors such as Balduck et al. 2011 and Poczta et al. 2020. Positively outlined by some was the construction of the My City bus system, which stands in line with transportation infrastructure legacy (Chappelet & Junod, 2006; Gibson & Kaplanidou, 2014). Unfortunately stated by participant 3, the train system got even worse by the mega event, which therefore cannot be accounted to be an infrastructure legacy. It becomes clear that the infrastructure legacy, such as with streets, traffic and transportation to the event, focuses meeting increased demand *during* the mega event but not necessarily focuses on traffic *afterwards*. Nonetheless, residents of the Green Point area point out that due to high traffic, and the failing of digital parking systems, they would prefer to have permanent residents' stickers (Participant 16). Also, participant 16 suggested to use unused land for building parking lots there for people coming for events. Furthermore, participants raise concerns about the maintenance and long-term utilization of the infrastructure investments made for the FWC, which stands in contrast with the expectation that mega events should leave lasting legacies for the host city and its residents (Chappelet & Junod, 2006). The participants' observations align with the literature's recognition that the realization of legacies can be hindered by challenges such as inadequate post-event planning and insufficient capacity to sustain and utilize the infrastructure (Horne & Manzenreiter, 2006; Participant 10, 19).

The message by Pillay et al. (2009a) and Atkinson (2007, as cited in Pillay et al., 2009b), that underprivileged areas suffer from spending money purely on event infrastructure cannot be absolutely conformed by participants, though many state the lost opportunity of money use for infrastructure

that could have benefited especially disadvantaged communities. Participant 3 mentions, that generally infrastructure spendings for the public should not be influenced by mega events, since mega events receive a lot of infrastructure funding (Al-Emadi et al., 2017; Balduck et al., 2011; Kassens-Noor et al., 2015; Mirzayeva et al., 2020; Poczta et al., 2020; Wise, 2016). Even though FIFA believes that the infrastructure investment would leave a positive legacy for the host destination, the media was already critical before the tournament started, that the funds for all the related infrastructure in order to create a successful and safe event, would have been better invested in essential amenities (Gibson, 2010). Cashman & Hughes (1999) describe it as the opportunity for governments by mega events to demonstrate their capabilities, invest in infrastructure development which could benefit local communities on the long run.

It seems that indeed the mega event pushed South Africans development of these infrastructural networks, also on the first note to meet the increased demand, even though outlined by participants, that eventually, it would have happened at one point. Participant 20 suggested to rather think about using existing infrastructure and to have long term plans for the built infrastructure. Nonetheless, it is also outlined *prior* to the FWC, that all the preparation for the wanted infrastructure was done in time (South Africa, March, 2010; Gibson, 2010). Participants 11 and 20 do not believe that the infrastructure investment was maintained further *after* the tournament ended. They partly leave a legacy, as for example My City bus is still operating in Cape Town, but mostly in the neighbourhoods around Green Point and not steadily all over the city (Participant). Additionally, in the neighbourhoods of Green Point and Sea Point, bicycle renting services have been placed (Participant 17), demonstrating the possibility to cycle safely around the neighbourhoods, where roads were further constructed *during* the time of the FWC (Chappelet & Junod, 2006; Gibson & Kaplanidou, 2014).

6.1.3 Environmental Legacies

The participants' perspectives align with the literature's recognition of the importance of incorporating environmental considerations into the planning and infrastructure development for mega events. The implementation of greening programs, such as the Green Goal 2010 Plan, was mentioned by participant 17 and literature (Death, 2011) as an example of such efforts. This resonates with the literature's emphasis on the potential of mega events to drive the development of greener infrastructure and practices (Cornelissen et al., 2011; Dodouras & James, 2004). The literature suggests that large-scale events like the FIFA World Cup (FWC) can have environmental impacts, potentially leading to environmental degradation (Vanclay et al., 2015; Davenport & Davenport, 2006).

On a positive note, the FWC contributed to a greener environment around the stadium, as mentioned by participants. This aligns with Dodouras (2004), who emphasized the creation of public open spaces like Green Point Park. The interviews conducted with respondents indicated concerns

about increased traffic associated with events at the stadium, but there was no mention of pollution or overuse of water resources (Davenport & Davenport, 2006). However, media reports *prior* to the FWC highlighted the need for grass replacement requested by FIFA, resulting in higher maintenance and water usage (Smith, 2017). Participants had remarks regarding transportation systems, such as fan walks and bus systems and demonstrate an understanding of the environmental implications of transportation choices (Participant 17). This aligns with the literature, which acknowledges the potential for environmental degradation through transportation emissions but also highlights the opportunities for greener transportation infrastructure and practices (Davenport & Davenport, 2006; Death, 2011).

However, there are differences between the participants' viewpoints and the environmental literature. The participants noted variations in the implementation and effectiveness of environmental initiatives. While the Green Goal Plan included a sustainable rating system for accommodations, its adoption was not widespread, and support from administrators and funding was lacking (Participant 17). This contrasts with the literature's recognition of the positive environmental legacies that can be achieved through improved overall environmental sustainability (Cornelissen et al., 2011).

6.1.4 Economic Legacies

The literature and participants' perspectives provide insights into the economic impacts of the FWC in Cape Town. The media reports *prior* to the event raised concerns about high prices and limited tangible benefits for the impoverished (Gibson, 2010; South Africa, March 2010). Participants (1, 15) confirmed that while some individuals directly involved in construction or hospitality benefited economically, the overall financial gain for the country was limited (Participants 1, 3). The participants' observations align with the literature's recognition (Gratton & Preuss, 2008) of the economic benefits for individuals directly involved in the event, such as those in construction or hotels as confirmed by a majority of participants. These findings support the arguments by literature and media, that the economic impacts of mega events are often less substantial than initially anticipated, with infrastructure development primarily favoring tourists and the middle class (Pillay et al., 2009; The World Cup, 2010). Additionally, as evident from the rise in train transportation prices, road regulations in Green Point, and increased interest and property prices in certain neighbourhoods as reported by participants, the FWC serves as an example of how mega events can stimulate higher prices for local communities (Pilla et al., 2009). This aligns with some of the participants' remarks about the country not making economic profit from the event and diverges from the literature's perspective (Ritchie & Adair, 2004), which often emphasizes the economic benefits of mega events, including tourism stimulation and international media coverage.

The literature also highlights the potential for new investments and foreign trade arrangements resulting from mega events (Al-Dosari, 2020; Gagnon et al., 2017; Lin & Lu, 2018; Perić, 2018). However, participants (1, 3) expressed a belief that the FWC did not act as a catalyst for economic growth in Cape Town. Nonetheless, the event did lead to an increased formation of new business partnerships (More interest, 2010; What Impact, 2010), as seen with the event sector (Participants). They also highlight negative economic impacts, such as construction firms going bankrupt in the years following the event (Participant 15).

Additionally, participants had varying perspectives on the promise that mega events reveal a variety of jobs (Bob & Swart, 2010; Cornelissen et al., 2011; Hall, 2004; Swart & Bob, 2012) and generally more job opportunities (Chappelet & Junod, 2006; Preuss, 2007; Briedenhann, 2011; Hermann et al., 2012). For example, participant 5 stress the importance of creating employment, especially for the young people are needed in order to address socio-economic disparities. Participant 21 however outlines, that nowadays every fifth local is in one way or the other related to and working for the rising event industry in Cape Town, which at least rather recently seen, would strengthen the arguments made on more job opportunities (Chappelet & Junod, 2006; Preuss, 2007). Nonetheless, this aligns with the literature's recognition of the potential for mega events to stimulate job creation and improve socio-economic conditions (Preuss, 2007).

In terms of tourism, the media analysis showed evidence of tourism benefits *during* the FWC, with an increase in international arrivals and high hotel occupancy (Cape Town tourism, 2010). Participants 6 and 7 also acknowledged the positive impact on tourism, which aligns with the literature's recognition (Bob & Swart, 2010; Cornelissen et al., 2011; Hall, 2004; Swart & Bob, 2012) of the potential for mega events to stimulate tourism growth and generate economic profit for local businesses (Gratton & Preuss, 2008). However, the promise of doubling the economic impact of tourism by 2020 (Cape Town tourism, 2010) and attracting new countries to the destination (Haw, 2010), was not confirmed by participants. Participant 7 emphasized the missed opportunity to promote inclusive and communities-driven tourism initiatives, particularly in townships, which could have generated income for those in need (Preuss, 2000). This underscores the importance of considering the potential of mega events to stimulate tourism and economic activities while prioritizing inclusivity and communities' development.

The participants' remarks on the transportation model and associated costs resonate with the literature's acknowledgement of the economic challenges and costs associated with hosting mega events, particularly in managing transportation infrastructure (Ritchie & Adair, 2004; Participant 21). The participants also emphasize the need for ongoing investment in infrastructure, such as roads, to support repeated events (Participant 15).

6.1.5 Social Legacies

Even though stated by literature (Al-Emadi et al., 2017; Leng & Hopfl, 2013; Mair et al., 2021; Shone and Parry, 2004; Storm & Jakobsen, 2020; Hurst, 2017) as well as by the media (South Africa, March, 2010; Gibson, 2010; The World Cup, 2010) *prior* to the FWC, that the event will foster social unity and sense of togetherness, interviewees were not that convinced in advance. They focused rather on negative social impacts such as that informal sellers could not or not that easily sell their items anymore (Participant 1) as well as to remove homeless people from sides that should undergo constructions (Participants 1, 7). Nonetheless, all participants stated to have felt *during* the FWC a higher increase of communities' cohesion and social inclusion as well as nation unity feeling and generally a beautiful atmosphere which is aligning with the previous mentioned literature as well as the media at the time (Daniel, 2023; Winter, 2010). Nonetheless, these reported feelings did not lead to a societal transformation in Cape Town according to interviewees.

The impact on local residents' quality of life was a recurring theme, with concerns raised about parking, traffic, noise and potential increase in prices in the Green Point neighbourhood (participant 16), reflecting negative effects identified in previous studies (Bob & Swart, 2010; Cornelissen et al., 2011; Hall, 2004). Concerns about crime rates and the lack of awareness among locals are also mentioned by participants. These issues correspond with previous studies that have highlighted potential negative impacts on security, social order, and public safety in host communities (Cornelissen et al., 2011). Nonetheless, the development of the Green Point Urban Park and the refurbishment of sports precincts are mentioned as positive outcomes for the communities (Participant 21). This is consistent with the literature, which emphasizes the potential for social infrastructure investments, such as parks and recreational spaces, to leave a lasting legacy for local communities (Cashman & Hughes, 1999). This is also illustrated by participant 9, who was engaged in ensuring safe spaces for children during the tournament.

Local participation and communities' engagement were identified as important factors in shaping urban legacies (Participant 10), aligning with existing literature on the subject (Mair et al., 2021; Shone and Parry, 2004). Participant 10 suggests that involving the locals in the creation and restructuring of urban spaces could have benefited them in the long run. This aligns with the literature, which emphasizes the importance of communities' involvement and empowerment in shaping the legacies of mega events (Mair et al., 2021; Shone and Parry, 2004). Overall, while there are similarities between the findings of social legacies and the academic literature on urban legacies of mega events, there are also some differences. The experiences and perspectives of participants provide valuable insights and nuances that may not have been captured in the existing literature. These differences highlight the importance of considering diverse perspectives and conducting comprehensive post-

event impact assessments to understand the full range of social legacies (Participant 19; Chappelet & Junod, 2006). Effective governance and management, including the establishment of monitoring committees, were highlighted as essential for addressing social impacts (Participant 8), consistent with the literature's emphasis on stakeholder collaboration (Mair et al., 2021).

6.1.6 Diplomacy & place branding legacies

As hoped for to improve destination branding (Bob & Swart, 2010; Cornelissen et al., 2011; Hall, 2004; Swart & Bob, 2012; Ritchie, 1984) and to promote international recognition (Almeida et al., 2014), the media perceived that at least for some time *after* the FWC the extensive televised broadcast (More interest, 2010; What Impact, 2010) and the focus on further marketing the country were successful tools (Haw, 2010). It is also seen, to take on the opportunity to attract other international events to SA, such as E-Formula 1, (Haw, 2010), which stands in accordance with participant 15' comment to focus rather on repeatable, yearly, medium size events. As stated by the authors above, it seemed that already before the tournament happened participants were sure that the world would become more aware of SA and *afterwards* it was stated that the FWC played along in changing the image the world had on SA. Yet participant 7 adds that the transformative impacts of mega events should not be overestimated, since their main focus seems to prompt cities to develop their marketing and branding strategies than really transforming. This suggests a more critical perspective compared to the literature, which often highlights the potential for mega events to enhance the international recognition and symbolic power of a country (Almeida et al., 2014). Also, Gibson (2010) highlights South African media questioning the potential imbalanced benefits of the FWC favoring FIFA and its sponsors over the host country and its people, and especially FIFAs role in this context is emphasized. This has been also felt by interviewee 11, that possible spin offs for the country were not in the main focus, and of limited benefits as promised by politicians (Participant 5).

The opportunity of governments to foster new collaboration between stakeholders (Malfas et al., 2004), which mostly isn't felt by participants, has already been reflected on in the economy legacy abstract. Not mentioned by authors in the description of politic legacies but added here to emphasize the need to include diplomacy legacy, is the argument that public consultation before the FWC would have benefited in for example improved focus and money spent on infrastructure which would have benefited more locals (Participant 3). Additionally, any kind of bottom-up approaches, which allows the South Africans to become active is seen as a plus (Participant 1, 19) and could align with the literature's emphasis on communities' engagement and empowerment in shaping the legacies of mega events (Grix & Houlihan, 2014). As an advice, participant 4 mentions that it would be beneficial to have contracts in place before bidding, as it was negatively taken by participants as well as reported by the media, how FIFA took the decision of choosing where the stadium would be placed in order to put

their interests first (Corcoran, 2010; McKune, 2010). It is questionable whether this mega event domestically was used as a political utilization by nations, that enabled soft power and public diplomacy as outlined by authors such as Cafiero & Alexander (2020) and Dubinsky (2019). Regardless of FIFA's interest, interviewees believe that government officials and planners need to become more responsible and organized in order to bring their interests through as well as for their decisions made, such as being transparent in spending (Participant 5, 20), be critical on themselves, accountable and acknowledge mistakes made (Participant 19). These concerns reflect the literature's emphasis on the need for strategic planning, financial accountability, and ensuring the sustainability of event infrastructure (Preuss, 2000; Briedenhann, 2011). However, there are some differences between the findings and the literature as participants express frustration with corruption and the lack of accountability regarding the use of funds and promised infrastructure (Participants 6, 10). This might also contribute to avoid scenarios, where previous contractors are able to leave their contract with the stadium *after* a year and leaving the costs to the city and national government (Participants 2, 15). Part with that is what Haw (2010) brings forward right *after* the FWC, that South Africans should trust their understanding of their own markets and not assume that FIFA has a better grasp of their country. Additionally, it is suggested that South Africa should have taken a more assertive stance in negotiating with FIFA regarding ticket distribution systems and general policies in order to prioritize African preferences. Participants also believe regardless the appeal a mega event can bring to a country (Almeida et., 2014; Ritchie, 1984) that more attention before the FWC is chosen for a country, if it is actually capable of pulling it off. If public diplomacy would stand more in focus (Cafiero & Alexander, 2020; Dubinsky, 2019; Grix & Brannagan, 2016; Grix & Houlihan, 2014; Grix & Lee, 2013; Grix, Brannagan, & Lee, 2019; Nygård & Gates, 2013) of the planning of mega event and event organizers would prioritize the long-term impacts and engage with local communities (Grix & Brannagan, 2016) it could help in bringing priorities on the table, such as money spent on education, as outlined by participant 5. Especially as FIFA is regarded by participants to be corrupt, without emphasis on their responsibility forwards the host destinations people and living environment (Participant 2, 7).

6.1.7 Knowledge & capacity legacies

Respondents' express satisfaction and a positive attitude towards gaining knowledge and capacities through the mega event, indirectly and directly. Directly, as expertise and knowledge in the tourism and hospitality sector (Gratton & Preuss, 2008), which was confirmed by participants. Additionally, also gaining skills in the event management sector (Gratton & Preuss, 2008) can be a positive legacy, which is outlined by participants, as they feel they have learned a lot through the FWC which they can further use now and even promote their knowledge further, which stands in alliance with Liu & Liu (2012) and Lee & Kim (2019). Nonetheless, it was also felt by participant 10 that input

was lost when international engaged organizations with skilled people for example engaged in the Ticket Fund Legacy left SA *after* the tournament as well as through the absence of a published socio-economic published assessment study (Participants 18, 19). Indirectly not mentioned in the official stated legacy description, also local communities such as the Green Point Ratepayers learned over the years that with negotiation, participation and providing feedback they are able to at least partly navigate impacts happening in their neighbourhood (Participants 8, 16).

As mentioned by participants, hosting the mega event might even unravel knowledge and capacity-based legacies other only for the local workforce, but also for example focusing on the impact the FWC has on schools (Participant 5), and generally learning more about socioeconomic impacts by FWC for the future (Participant 19). Additionally, not mentioned in the legacy description, participant 5 touches on the exchange of countries on their experience with hosting events.

6.1.8 Impact Assessment

SIA aspects resonate (Vanclay et al., 2015; Franks and Vanclay, 2013) with the participants' views on the importance of communities' involvement, transparency in decision-making, and accountability of government officials and planners (Participants 1, 3, 5, 7, 19). However, there are some differences between the findings and the literature. The participants express frustration with the lack of follow-up and evaluation of approved projects, which hinders the assessment of actual impacts and the effectiveness of mitigation strategies (Norgrady, 2013; Morrison-Saunders et al., 2007). They also raise concerns about corruption, accountability, and the misuse of funds (Participants 6, 10), which is not extensively discussed in the literature. These differences highlight the need for improved practices in SIA, including more frequent evaluations and a stronger focus on financial accountability and transparency.

The participants emphasize the importance of considering the legacies of stadiums before planning and implementation, ensuring revenue income and post-event use (Participants 8, 5). These perspectives align with the literature's emphasis on sustainable solutions and the mitigation hierarchy, which prioritizes avoidance and minimization of impacts (Bond & Morrison-Saunders, 2011; Sadler & Verheem, 1996). However, the participants also highlight the challenges of sustaining programs and ensuring long-term benefits for communities (Participant 10). Additionally, the participants raise specific issues related to urban changes, such as increased property prices and the displacement of marginalized communities (Participants 7, 16). These issues highlight the need for a more comprehensive assessment of social impacts and the consideration of potential negative consequences in urban development projects. The literature emphasizes the importance of anticipating and avoiding impacts whenever possible, as well as minimizing and mitigating negative effects through suitable measures (Bond & Morrison-Saunders, 2011; Sadler & Verheem, 1996). The

participants' experiences shed light on the challenges of achieving sustainable and equitable urban legacies, indicating that more attention should be given to addressing social concerns in the planning and implementation of projects.

Lessons can be learned from the participants' perspectives in terms of the need for proactive monitoring, addressing long-term social effects, and ensuring communities empowerment (Mottee & Howitt, 2018; O'Faircheallaigh, 2009). The findings also underscore the importance of conducting follow-up assessments to evaluate the actual impacts of completed projects and the effectiveness of mitigation and management responses (Morrison-Saunders et al., 2007). By conducting regular project reviews and ex-post assessments, decision-makers can better understand the social consequences of interventions and make informed decisions for future projects (Vanclay et al., 2015).

6.2 Limitations regarding findings

The author is aware, that there are several limitations that occurred throughout the process of the thesis. One of them is, has to do with recruitment. It is possible, that the author of this thesis misses important perspectives in the research sample. The author tried to cover many involved communities of the FWC, nonetheless not every perspective could be involved. Even when the interest was given, the interviewer did not hold interviews for example with street vendors or homeless people who were displaced by the building of the stadium in Green Point. For once, she did not manage to contact and recruit someone, who belonged to one of those groups thirteen years ago. Also, several interviewees advised not to find participants by walking around, especially not in Cape flats and townships, and therefore jeopardize the safety of the researcher. Even though it would have been a contribution towards the whole thesis, the author believes, that yet a lot of insights were drawn in the given time and capacity frame. It gives rather the opportunity towards others who might be also more familiar with those communities, to close these gaps.

Another mentioned limitation could be that many of the sources could be considered old or outdated, yet they were extremely relevant for the purpose of this research as the researcher decided to include research *prior* to the FWC. Furthermore, the researcher acknowledges that certain legacies, such as the sport and infrastructure legacies, could have been consolidated under the umbrella term of "urban legacies" for a broader perspective. However, for the specific focus of this study, preserving the distinctions among these legacies appears to have it seems to have provided valuable insights.

7 CONCLUSION AND RECOMMENDATIONS

The research reveals that local communities' perceptions about the legacies of the FWC contains a mix of benefits and costs. The mega event presented opportunities for the lives of residents in Cape Town, but not equally for everyone and is therefore rather seen as a lost opportunity for benefiting

the lives of many more. In examining the social impacts of the FWC in South Africa, it becomes evident that perceptions varied across different stages of the tournament. *Prior* to the FWC, there were concerns, among others, about economic challenges, such as ticket sales, high prices, transportation and security issues. Of particular concern was the economic inequality inherent to South Africa and reflected in the FWC preparations, raising doubts about whether tangible benefits would reach the impoverished population. Despite the concerns, *during* the FWC some positive social impacts emerged. The tournament fostered a sense of hope, unity, and national pride among South Africans. It served as a platform to break down barriers that existed *during* apartheid, symbolizing a non-racist and democratic SA. The atmosphere *during* the FWC was described as wonderful, with people from around the world getting the opportunity to see the country in a different light. *After* the FWC, the initial euphoria and positive social impacts began to fade. Concerns were raised about the long-term legacy and sustainability of the event. There were doubts about whether the economic benefits and improved international reputation would have lasting effects on the country. Criticisms were also directed towards the social exclusion of certain groups, such as street traders, who faced restrictions and exclusion due to FIFA regulations. Local communities expressed concerns about being left out of the promised benefits and the lack of alternative economic opportunities for affected individuals.

In conclusion, the local communities' experience with the FWC in Cape Town provides valuable insights that can inform the development and performance of future mega events. The participants' perspectives shed light on various aspects, particularly the social impacts, which should be considered to improve the overall outcomes. One key insight is the importance of providing local authorities and communities a mandate in selecting preferred locations for mega events. The participants expressed dissatisfaction with the choice of Green Point as a top-down selection by FIFA as the stadium location, despite the various suggested preferred alternative sites. This underlines the need to involve local communities in the decision-making process to ensure their preferences are considered, leading to greater satisfaction and support. Social inclusion and communities' engagement were emphasized by the participants as vital components of successful mega events. They highlighted the positive impact of community-driven initiatives and the need to foster social cohesion. Involving local communities, especially in underprivileged areas, can generate income, promote inclusivity, and create a lasting legacy beyond sporting facilities. Additionally, long-term planning for purposeful infrastructure development emerged as another important aspect. Participants expressed concerns about the costs and maintenance of the DHL stadium, emphasizing the need for sustainable plans and securing permanent contract holders. Future mega events should carefully consider the long-term purpose of infrastructure projects and ensure adequate maintenance strategies to avoid the construction of white elephants and maximize the benefits for local communities by adopting, for example, multi-functionality and accessibility. Infrastructure development and capacity building emerged as crucial

factors for hosting successful mega events. Participants stressed the need for improvements in transportation systems, roads, and essential services to meet increased demand. Ensuring adequate infrastructure and capacity can enhance the host city's capabilities and support the long-term success of the event. In the case of Cape Town, this legacy was short lived as despite the improvement in the transportation system, in the case of the train system it also became unaffordable for some locals to use it. Moreover, sustainability and environmental practices were recognized as important considerations. The participants acknowledged the positive environmental impact of the FWC, such as the creation of green spaces in the city. Future events should prioritize sustainable infrastructure and transportation systems to minimize environmental degradation and contribute to a greener host city. Therefore, responsible spending and financial accountability were highlighted as essential, as participants also expressed concerns about the economic impacts of the FWC and emphasized the need for transparent financial decisions and responsible allocation of resources. Future mega events should prioritize essential and publicly available amenities and ensure long-term economic benefits for the local communities, instead of investing into pricy amenities that are only used or benefiting wealthy communities. Key considerations for positive economic legacies are promoting local employment and socio-economic development. This could be achieved by emphasizing the importance of job creation, particularly for young people, and addressing socio-economic disparities by providing opportunities to the most vulnerable instead of the most powerful. Strategic diplomacy and effective place branding were recognized as crucial for the success of mega events. The participants questioned the transformative impacts of mega events on diplomacy and branding, emphasizing the need for a comprehensive and long-term approach. Mega events should prioritize strategic diplomacy, engage with local communities, and develop robust place branding and marketing strategies to enhance international recognition and promote a positive image. Therefore, participants generally believe, that mega events should prioritize local employment opportunities, skills development, and inclusive socio-economic initiatives to benefit the host communities on the long-term. In order to monitor and evaluate the effect and impact of these programmes, it would be advised to do post-event assessments, where knowledge exchange, skill development, and capacity building for and with the local workforce and fostering long-term benefits and expertise, are prioritized. By incorporating these insights into the planning and execution of future mega events, event organizers can strive for more inclusive, sustainable, and impactful outcomes. The experiences and perspectives of the local communities provide valuable guidance for improving the development, performance, and legacy of mega events, ensuring positive social impacts and long-term benefits for the host communities.

The findings from the participants' views, combined with the existing literature, shed light on the ways in which EIA follow-up principles are applicable to SIA follow-up. The importance of communities' involvement, transparency in decision-making, and accountability of government

officials and planners were emphasized by the participants, aligning with the core principles of EIA follow-up. By actively engaging the public and affected communities, SIA follow-up can foster understanding, acceptance, and participation, ultimately leading to more inclusive and informed decision-making processes. Furthermore, the participants' frustration regarding the lack of follow-up and evaluation of approved projects highlights the need for improved SIA practices in mega project planning and execution. Drawing from the principles of EIA follow-up, conducting regular evaluations and ex-post assessments in SIA can provide valuable insights into the actual social impacts and the effectiveness of mitigation measures. This proactive approach ensures that future projects can benefit from lessons learned and make informed decisions based on past experiences. Monitoring and Evaluation strategies, including the consideration of legacies, revenue generation, and long-term benefits for communities, resonate with both the participants' perspectives and EIA follow-up principles. By integrating these principles into SIA follow-up, a more comprehensive assessment of social impacts can be achieved, while addressing the challenges of urban development and potential negative consequences, such as displacement of marginalized communities. The importance of proactive monitoring, addressing long-term social effects, and ensuring communities empowerment, as highlighted by the participants, aligns with the principles of stakeholder engagement in EIA follow-up. By adopting similar approaches in SIA follow-up, stakeholders can gain a deeper understanding of actual impacts, address concerns, and develop appropriate and adaptive management strategies, ultimately leading to more sustainable and equitable outcomes. Overall, the application of EIA follow-up principles in SIA follow-up can enhance the assessment and management of social impacts in mega-events especially when incorporating communities' involvement, transparency, accountability, evaluation of actual impacts. This integration not only improves the understanding of project performance and the effectiveness of management strategies but also promotes transparency, trust-building, and public participation in decision-making processes. Yet, in order to ensure the successful implementation of EIA follow-up principles in SIA, it is crucial to consider the specific context and adapt the practices accordingly.

The researcher developed a second conceptual framework (Figure 27) to illustrate the implications of incorporating or excluding SIA throughout the project life cycle (*prior, during, after*) of mega events and its consequences.

The importance of SIA Follow-up in mega events

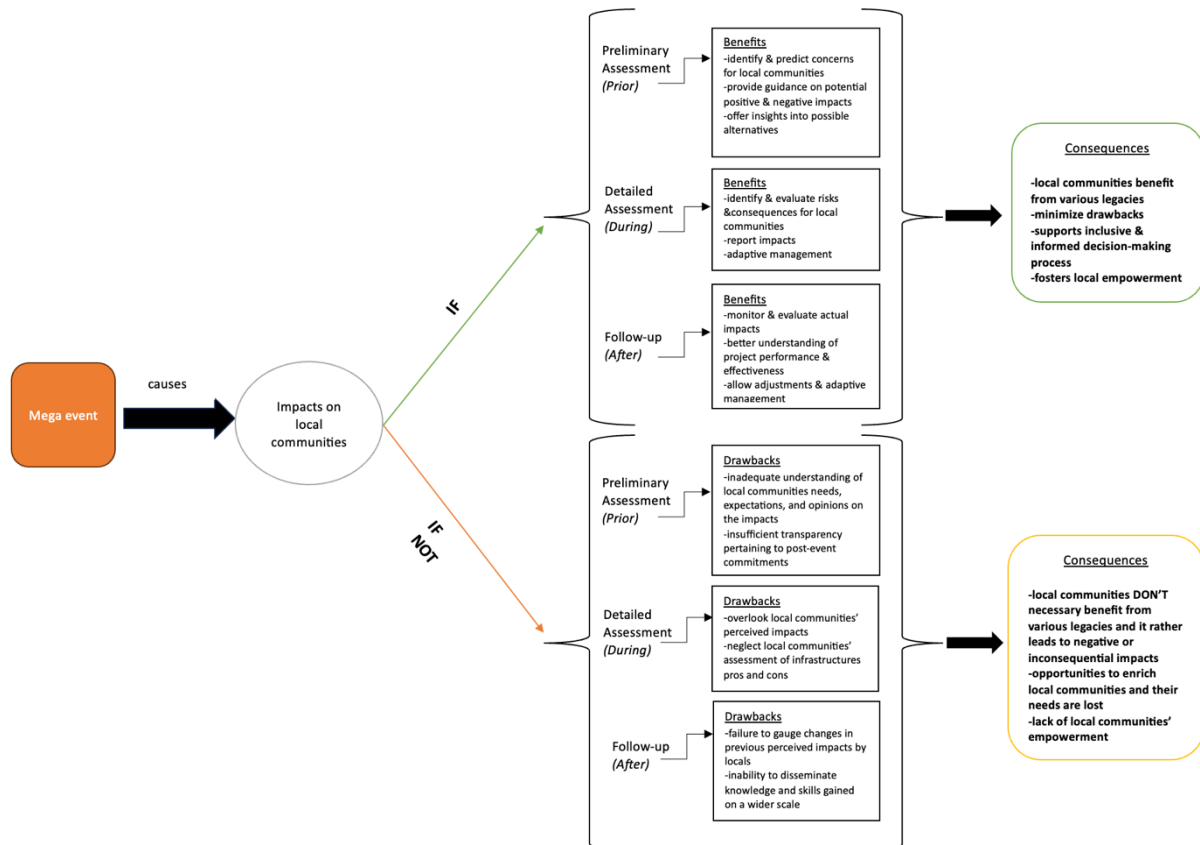



Figure 27: Conceptual Framework on highlighting the inclusion of SIA through the project life cycle of mega events

The case of the FWC in Cape Town revealed that, during the preliminary assessment phase, local communities' opinions regarding desired lasting and beneficial legacies were not taken into account, resulting in a lack of empowerment for these communities. Local communities were not communicated *prior* the event what and if the mega event will mean to them or the city's further development. Had a preliminary assessment been conducted before the tournament began in July 2010, event planners and the government could have addressed locals' concerns, such as the cost of the stadium, mitigated impacts, or explored alternative approaches. *During* the FWC, there was a lack of detailed assessments regarding the perceived impacts on local communities, which made it difficult to determine the extent to which residents benefited from investments and constructions associated with the mega event. By conducting a thorough assessment *during* the FWC and reporting on the impacts experienced by local communities, it would have been possible to detect and manage both short-term and long-term negative effects of the mega event. The absent of a post-event *follow up* meant that it was not possible to assess changes in the previously experienced positive or negative impacts by local communities. Additionally, valuable lessons could not be learned from the successes and shortcomings of the event, and opportunities to enhance the well-being of local communities and address their needs were lost. Therefore, this research underscores the importance of monitoring and evaluating actual impacts after the mega event to understand the effectiveness of the FWC in different legacy areas and empower local communities in decision-making processes. In summary, a

comprehensive implementation of assessments throughout the project phases in Cape Town would have facilitated the identification of untapped opportunities within various legacies, which some members of local communities were not even aware could lead to lasting impacts in their lives.

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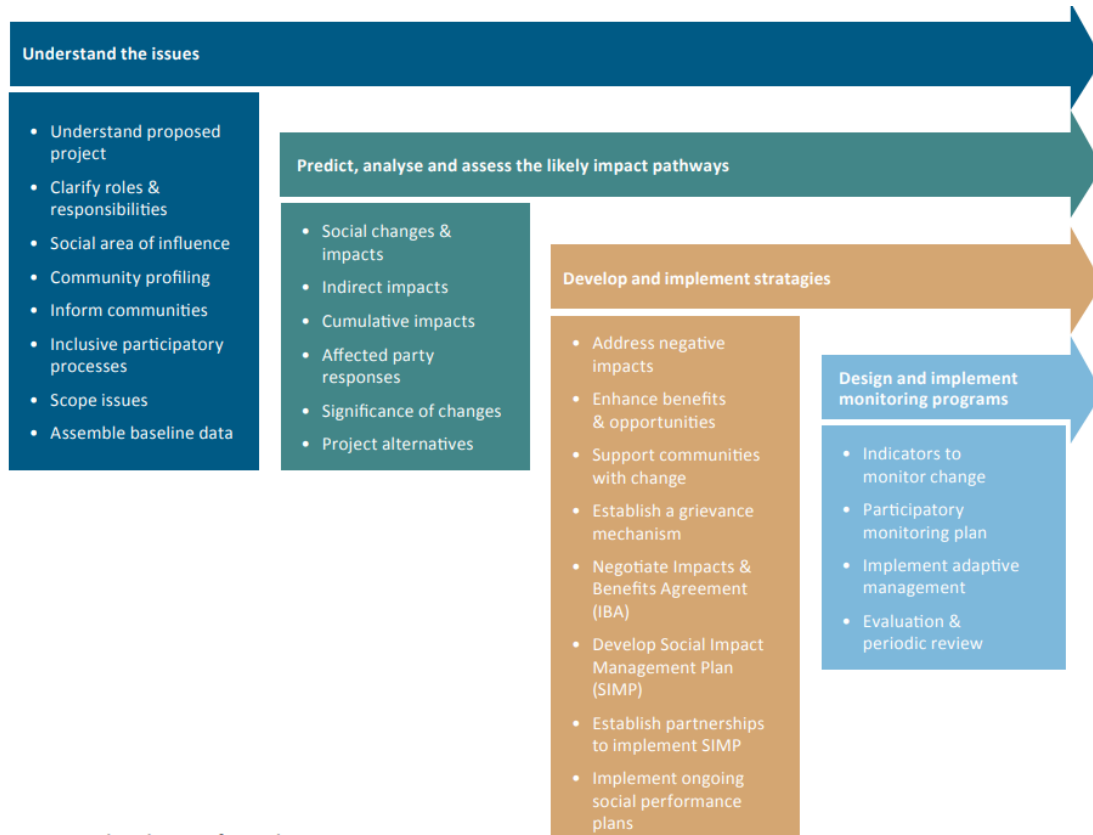
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8 APPENDICES

Appendix 1: The phases of Social Impact Assessment (Vanclay et al., 2015)



Appendix 2: Alignment of EIA follow-up principles and dimensions (Pinto et al., 2019)

Table 1. Alignment of EIA follow-up principles and dimensions.

Group	Headline EIA follow-up principle (Morrison-Saunders <i>et al.</i> , 2007)	Relevance of different follow-up dimensions to criteria development (drawn from explanatory text in Morrison-Saunders <i>et al.</i> , 2007)
<i>Why?</i>	1. Follow-up is essential to determine EIA (or SEA) outcomes.	Governance — application of our criteria means that follow-up is taking place. Management — the emphasis of follow-up should be “action taken” to “minimize the negative consequences of development and maximise the positive”.
	2. Transparency and openness in EIA follow-up is important.	Communication — “all stakeholders have a right to feedback on the EIA process” and “active engagement of stakeholders in follow-up processes is preferable with genuine opportunities for involvement”.
	3. EIA should include a commitment to follow-up.	Governance — “a clear commitment to undertake EIA follow-up is needed” (i.e. similar to Principle 1) and “all parties should be accountable for their actions”.
<i>What?</i>	4. Follow-up should be appropriate for the EIA culture and societal context.	Governance — “EIA follow-up... should be custom-made for the legislative and administrative, socio-economic and cultural circumstances; and dovetail with existing planning, decision-making and project management activities”. To allow comparability across jurisdictions, international best practice should be the benchmark, notwithstanding that legal compliance locally may be less or more stringent than this.
	5. EIA follow-up should consider cumulative effects and sustainability.	Monitoring — “Application of EIA follow-up at the individual project level is intrinsically limited in terms of dealing with cumulative effects of multiple developments and sustainability issues. This may necessitate application beyond the individual project level; for example, strategic level or area-oriented approaches”. We have assigned this principle to Monitoring, notwithstanding that the measuring function of monitoring is fundamental to action being taken in the other dimensions.
	6. EIA follow-up should be timely, adaptive and action oriented.	Monitoring — “monitoring data collection and evaluation activities should be sufficiently frequent that the information generated is useful”. To avoid repetition, we did not also assign this to the Evaluation element.

The importance of SIA Follow-up in mega events

Table 1. (Continued)

Group	Headline EIA follow-up principle (Morrison-Saunders <i>et al.</i> , 2007)	Relevance of different follow-up dimensions to criteria development (drawn from explanatory text in Morrison-Saunders <i>et al.</i> , 2007)
		Management — the Principle embodies the notion of adaptive management in the headline. “Actions must be efficacious to meet the defined goals of EIA follow-up programs”.
<i>Who?</i>	7. The proponent of change must accept accountability for implementing EIA follow-up.	Governance — “As the polluter, proponents must pay careful consideration to the consequences of their actions and the necessity of EIA follow-up”.
	8. Regulators should ensure that EIA is followed up.	Governance — “Regulators should determine the need for EIA follow-up and ensure that it is implemented well”.
	9. The community should be involved in EIA follow-up.	Communication — “At the very least, the community should be informed of EIA follow-up outcomes, but direct community participation in follow-up program design and implementation is desirable”. We note that there is a close relationship with Principle 2 here.
	10. All parties should seek to cooperate openly and without prejudice in EIA follow-up.	Governance — “EIA follow-up will be successful when a shared sense of purpose to avoid, reduce or remedy adverse impacts is acknowledged”.
	11. EIA follow-up should promote continuous learning from experience to improve future practice.	Communication — “EIA follow-up... should always strive to maximise learning from experience through active feedback. Thus, good EIA follow-up requires good communication”.
<i>How?</i>	12. EIA follow-up should have a clear division of roles, tasks and responsibilities.	Governance — “The roles in EIA follow-up should be identified in pre-decision EIA documentation and subsequent EIA approvals and management systems. This should be set down as a series of clearly defined steps outlining tasks and responsibilities...”.
	13. EIA follow-up should be objective-led and goal oriented.	Management — “EIA follow-up should seek to achieve defined objectives or goals, which may include: (i) Controlling of projects and their environmental impacts (ii) Maintaining decision-making flexibility and promoting an adaptive management approach to EIA and project management

The importance of SIA Follow-up in mega events

Table 1. Alignment of EIA follow-up principles and dimensions.

Group	Headline EIA follow-up principle (Morrison-Saunders <i>et al.</i> , 2007)	Relevance of different follow-up dimensions to criteria development (drawn from explanatory text in Morrison-Saunders <i>et al.</i> , 2007)
<i>Why?</i>	1. Follow-up is essential to determine EIA (or SEA) outcomes.	Governance — application of our criteria means that follow-up is taking place. Management — the emphasis of follow-up should be “action taken” to “minimize the negative consequences of development and maximise the positive”.
	2. Transparency and openness in EIA follow-up is important.	Communication — “all stakeholders have a right to feedback on the EIA process” and “active engagement of stakeholders in follow-up processes is preferable with genuine opportunities for involvement”.
	3. EIA should include a commitment to follow-up.	Governance — “a clear commitment to undertake EIA follow-up is needed” (i.e. similar to Principle 1) and “all parties should be accountable for their actions”.
<i>What?</i>	4. Follow-up should be appropriate for the EIA culture and societal context.	Governance — “EIA follow-up... should be custom-made for the legislative and administrative, socio-economic and cultural circumstances; and dovetail with existing planning, decision-making and project management activities”. To allow comparability across jurisdictions, international best practice should be the benchmark, notwithstanding that legal compliance locally may be less or more stringent than this.
	5. EIA follow-up should consider cumulative effects and sustainability.	Monitoring — “Application of EIA follow-up at the individual project level is intrinsically limited in terms of dealing with cumulative effects of multiple developments and sustainability issues. This may necessitate application beyond the individual project level; for example, strategic level or area-oriented approaches”. We have assigned this principle to Monitoring, notwithstanding that the measuring function of monitoring is fundamental to action being taken in the other dimensions.
	6. EIA follow-up should be timely, adaptive and action oriented.	Monitoring — “monitoring data collection and evaluation activities should be sufficiently frequent that the information generated is useful”. To avoid repetition, we did not also assign this to the Evaluation element.

Table 1. (Continued)

Group	Headline EIA follow-up principle (Morrison-Saunders <i>et al.</i> , 2007)	Relevance of different follow-up dimensions to criteria development (drawn from explanatory text in Morrison-Saunders <i>et al.</i> , 2007)
	17. Adequate resources should be provided for EIA follow-up.	<p>Governance — “EIA follow-up must be cost-effective, efficient and pragmatic”. The linkage with being fit for purpose in Principle 14 is noted.</p> <p>Management — “EIA follow-up should be done to best practice standards and should ensure that real actions are taken adequately when needed”. There is apparent linkage with Principles 6, 13 and 16 regarding adaptive management here.</p>

Appendix 3: The Ethics Committee – Letter of Approval



**university of
 groningen**

faculty of spatial sciences

research ethics committee

Carina Krause

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Handled by

~~Jeannet Brondsema~~

Date

13 April 2023

Our reference

Subject

Ethics committee – application no. 2023-06

Dear Carina,

The Research Ethics Committee of the Faculty of Spatial Sciences, University of Groningen, The Netherlands, has assessed your request concerning your research, entitled:
“The importance of integrating social impact assessment follow up of mega events and my case is the FIFA Football World Cup in Cape Town.”

We found that you have taken good care of the ethical aspects of the research. We, therefore, grant you ethical clearance for this project. We wish you all the best in pursuing this interesting research.

Please do not hesitate to contact us, should you have any further queries.

Kind regards,
On behalf of the Ethics committee

~~Hinke Haisma~~
Chair

Appendix 4: Consent Form

Agreement to participate - Research Ethics Committee (REC) in Master’s Thesis Research Project (*Research Ethics Committee Faculty of Spatial Sciences, 2022*)

Title: **The importance of Social Impact Assessment Follow Up of Mega Events**

Subtitle: The case of the 2010 FIFA World Cup in Cape Town²

The purpose of this Master Thesis is to receive a better understanding of the role that social impact assessment follow ups of mega events can play, why it is important, what it offers to several stakeholders and how it can help improving the planning of new mega events. This is going to be investigated by focusing on the FIFA World Cup in Cape Town.

- I have read and I understand the information sheet of this present research project.
- I have had the opportunity to discuss this study. I am satisfied with the answers I have been given.
- I understand that taking part in this study is voluntary and that I have the right to withdraw from the study until the moment that the study has been published, and to decline to answer any individual questions in the study.
- I understand that my participation in this study is confidential. Without my *prior* consent, no material, which could identify me will be used in any reports generated from this study.
- I understand that this data may also be used in articles, book chapters, published and unpublished work and presentations.
- I understand that all information I provide will be kept confidentially either in a locked facility or as a password protected encrypted file on a password protected computer.

Please circle YES or NO to each of the following:

I consent to my interview being audio-recorded YES / NO

I wish to remain anonymous for this research YES / NO

If YES

My first name can be used for this research YES / NO

OR

A pseudonym of my own choosing can be used in this research YES / NO

“I agree to participate in this individual interview and acknowledge receipt of a copy of this consent form and the research project information sheet.”

Signature of participant: _____ Date: xx/xx/xx

“I agree to abide by the conditions set out in the information sheet and I ensure no harm will be done to any participant during this research.”

Signature of researcher: _____ Date: xx/xx/xx

Please fill in the following information. It will only be used in case you want to be sent a copy of interview notes so that you have the opportunity to make corrections.

Email:

² Throughout the research, the previous mentioned title and subtitle names changed into the current one

Appendix 5: Example of Interview Guide (Authors work)

The first questions are going to be for everyone, more general.

After that will be a part tailor made to the specific sector (as outlined in the possible interview list). The last questions are aimed for everyone again.

The interviews are going to be semi-structured. The schedule will be adapted to each collaborator who is going to be interviewed. Therefore, not all questions will be applied to each interview.

1) General Information

(more or less, flexible with every interview) Thank you so much for taking part in this interview. Feel free to take some time for your reply after I ask you a question and remember that there is no right or wrong, it is about your perception and I would like to hear your opinion. If you have any question during the interview, don't know the meaning of a certain word, feel free to let me know. Before we start, I would just like to reassure once more that it is fine for you that I record this interview?

Could you tell me a bit about yourself?

- (What is your name)?
 - What is your age?
 - What are you currently working for/studying?
 - Where are you from?
 - Since when do live in Cape Town?
 - In which neighbourhood/area do you live?
 - How do you feel living in Cape Town currently?
-

2) Mega events/ FIFA World Cup

(Inspired and retrieved from the following authors (Briedenhann, 2011; Steyn et al., 2012; Knott et al., 2015).

- Do you remember what you felt or thought when you heard that South Africa would host the 2010 FIFA World Cup? (OR) Do you remember your first reaction when you heard that South Africa would host the 2010 FIFA World Cup?
- How would you describe the atmosphere *before/during/after* the FWC happened?
- Did you attend one of the games? Would you like to share a bit of your experience?
- What are positive impacts of the FWC in Cape Town? → differentiate between ***before, during and after?*** (*listening to which impacts the participant points to and might pick a few of those during the conversation; maybe coming back to some of those during the interview*)

The importance of SIA Follow-up in mega events

Economic benefits

- Creation of jobs for local people
- Enabling the inclusion of economically disadvantaged individuals in the market economy to foster wealth distribution
- Developing of skills of people
- Creation of business opportunities for local businesses and organizations (directly or indirectly serving the event)
- Creation of business opportunities with international companies (export/import)?
- Attraction of future business
- Increase in tourism
- Marketing opportunities
- Increase in creation of other events
- Increase in foreign investment

Rejuvenation and benefits of/for urban areas

- Improved public transportation
- Improved infrastructure
- Improved safety
- Conservation of the physical landscape and preservation of local heritage
- New houses/public centers

Social and cultural benefits

- Improved city/country/continent image & reputation
- International recognition
- Collective experiences
- Broadening cultural horizons
- Enhanced community engagement
- Heightened community pride
- Increased involvement in sports, arts, and event related activities
- Feelings of pride and unity
- Participation opportunities
- Social integration and nation-building
- Breakdown of racial and cultural barriers
- Expanded educational opportunities – both the sporting/ tourist participants and the host community gain insights into each other's cultures

- What are the negative impacts of the FWC in Cape Town? → differentiate between **before, during and after?** (listening to which impacts the participant points to and might pick a few of those during the conversation; maybe coming back to some of those during the interview)

Economic costs

- Rise in the costs of goods and services
- Surge in property and rental prices
- Failure to realize anticipated economic advantages
- Mishandling of funds by the event organizer
- Mismanagement of public funds
- Only temporary increase in employment and business activities
- Short term contract work
- Allocation of funds towards events rather than community needs
- Escalation of rent and housing prices, posing challenges for individuals with low incomes
- Increase in local tax

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Costs for urban areas

- A strain on local infrastructure
- (White elephants) – Sports and related facilities that are underutilized *following* the event
- High construction costs
- Investment in non-needed infrastructure
- Environmental contamination in and around host region

Social and cultural costs

- Little to no involvement in planning and organization of FWC (of specific stakeholders)
- Worsened city/country/continent image & reputation
- Displacement of locals/neighbourhoods
- Suppression of human rights
- Increase of crime
- Increase of child abuse and prostitution
- Increase Crowding, noise pollution
- Striking/protesting
- Increase in tourists/migrants
- (Xenophobia) – Fear or dislike of people from other countries
- Exclusion of minorities
- Commodification and exploitation of cultures and traditions
- Fragmentation resulting from exclusions based on gender, race, class and social inequality

3) a. Questions for University/Academics

- Can you tell me how you ended up writing this article/paper?
- Why did you have interest in this topic?
- What was your personal motivation?
- What is the role that you/the university played in the process of FWC? What is the role now?
- Did you have a different perspective on the FWC **before** it happened to when it actually did happen?
→ Why?
- Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
- From your perspective, who was involved in the planning and organisation of the FWC?
- Who was left out of the planning and organisation?
- Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?

b. Questions for Associations (and Environment)

- Can you tell me a bit about the association?
 - What is the purpose?
 - What is your role?
 - What is the role the association played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen?
→ Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

c. Questions for Associations (and Sports)

- Can you tell me a bit about the association?
 - What is the purpose?
 - What is your role?
 - What is the role the association played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

d. Questions for Associations (Health & Care)

- Can you tell me a bit about the association?
 - What is the purpose?
 - What is your role?
 - What is the role the association played in the process of FWC? What is the role now?
 - Have you seen an increase in child abuse/ prostitution related to the FWC?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

e. Questions for Centres

- Can you tell me a bit about the centre?
 - What is the purpose?
 - What is your role?
 - What is the role the centre played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

f. Questions for Tourism Sector

- Can you tell me a bit about the tourism (operator/etc.)?
- What is the purpose?
- What is your role?
- When did the company start?
- How did the FWC influence the tourism sector in Cape Town? How is it still influencing it nowadays? Do you witness changes to **before**, **during** or **after** the FWC?
- Did the FWC influence the development of this company?

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- How did the increase in tourism change or influence Cape Town?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

g. Questions for Consultancy

- Can you tell me a bit about the consultancy firm?
 - What is the purpose?
 - What is your role?
 - What is the role the consultancy played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

h. Questions for Municipality (Government)

- What is the role the municipality played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

i. Questions for Media

- Can you tell me how you ended up writing this article/paper?
 - Why did you have interest in this topic?
 - What was your personal motivation?
 - What is the role that you/the media played in the process of FWC? What is the role now?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

j. Questions for Events Organization

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- Can you tell me a bit about this event organization (music, sport)?
 - What is the purpose?
 - What is your role?
 - When did the event organization start?
 - How did the FWC influence the event sector in Cape Town? How is it still influencing it nowadays? Do you witness changes to *before*, *during* or *after* the FWC?
 - Did the FWC influence the development of this company?
 - Who are attending these events?
 - Did you have a different perspective on the FWC **before** it happened to when it actually did happen? → Why?
 - Did you have a different perspective on the FWC **while** it was happening compared to **afterwards**? (1 year later, 5 years later, now 13 years later? → Why?
 - From your perspective, who was involved in the planning and organisation of the FWC?
 - Who was left out of the planning and organisation?
 - Who in your opinion, got impacted the most by the FWC **before** the event/**during** the event/**after** the event?
-

4) End questions

- In your opinion, what should the government focus especially on when planning for a mega event like the FWC?
 - Infrastructure
 - Organisation
 - Community involvement → from which stage?
 - (Avoid) Displacement
- According to your opinion, what should FIFA and other related stakeholders focus on when planning for a next mega event, like the FWC?
 - Infrastructure
 - Organisation
 - Community involvement → from which stage?
 - (Avoid) Displacement
- Do you have any (other) recommendations or suggestions what could be done better in the planning and organization of mega events?
- Would you like Cape Town to host another mega event in the nearby future? → why/ why not?
- Have you any other future wishes concerning Cape Town's development?

The importance of SIA Follow-up in mega events

Appendix 6: Extended Interview List

Week	Interview	Date	Time	Location	Person	Position	Profession
Week 01		<i>Thursday (9.03)</i>					
	1		11:00 – 12:00	Online	<i>Pseudonym Name</i> Liam Anderson	Professor	University/Academics
Week 02		<i>Wednesday (15.03)</i>					
	2		8:50 – 9.50	Online	<i>Pseudonym Name</i> Ethan Cooper	Former Consultant and now co-founder, director and chairperson of a non-profit project in Cape Town	Consultancy
		<i>Thursday (16.03)</i>					
	3		10:00 – 11:00	Online	Stefaans Brummer	Journalist and co-founder of the AmaBhungane centre for investigative journalism	Media
		<i>Friday (17.03)</i>					
	4		12:00 - 12:30	Online	Johan Fourie	Professor at the Stellenbosch University (Development economics; African economic history)	University/Academics
	5		13:30 – 14:30	Oranjezicht Farmers Market, Cape Town	Sheryl Ozinsky	Former Manager of Cape Town Tourism and director of Ishabi Tourism Development and now Co-founder of Oranjezicht City Farm	Tourism Sector

The importance of SIA Follow-up in mega events

	6	16:00 – 17:00	Vic Café, Hout Bay	Henko Wentholt	CEO/Owner at Tales from Africa Travel	Tourism Sector
Week 03						
		<i>Monday (20.03)</i>				
	7	10:00 – 11:00	Online	Scarlett Cornelissen	Professor at the Stellenbosch University (Department of Political Science)	University/Academi cs
	8	11:30 – 12:30	Online	Jenny McQueen	Chairman and Committee member of the Green Point Ratepayers and Residents Association	Association (Neighbourhood & Environment)
	9	13:00 – 14:00	Online	Joan van Nikerk	Former Child Rights and Child Protection Consultant and director of Childline	Association (Health & Care)
		<i>Wednesday (22.03)</i>				
	10	10:00 – 11:00	Online	Natalie Pollock	General Manager at Sporting Chance	Association (Sports)
	11	18:00 – 19:00	Online	David Black	Professor at Dalhousie University (Department of International Development Studies and Department of Political Science)	University/Academi cs
		<i>Thursday (23.03)</i>				
	12	9:00 – 10:00	Online	Mark Borchers	Technical Expert for the Center for Sustainable Energy Africa	Centre

The importance of SIA Follow-up in mega events

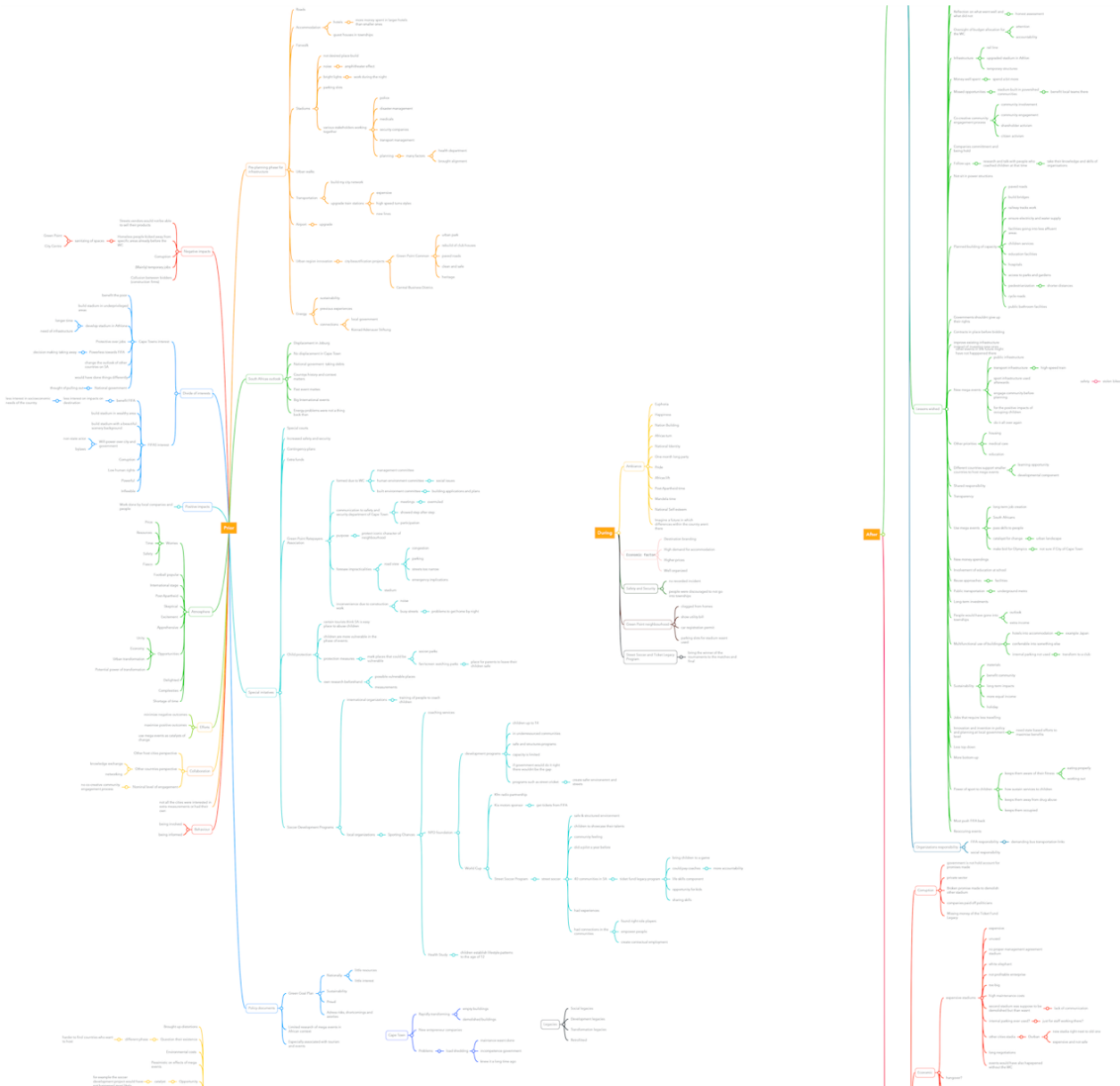
	13		12:00 – 13:00	Rudlyn Barnes	Head in Events Cape Town at DHL stadium	Events	
			Stadium	Daniel Resnant	Head of Security at DHL stadium		
		<i>Friday (24.03)</i>					
	14		12:30 – 13:30	Café, Cape Town (Coffee on the Circle)	Ald Ian Neilson	Former Deputy Mayor of Cape Town and civil engineer and now chairman planning appeals advisory panel	Municipality
Week 04							
	15	<i>Tuesday (28.03)</i>	10:00 – 11:00	Café Cape Town (The Power and the Glory)	Steve Massey	Vice-Chair MC/Chair Events Greenpoint Ratepayers Neighbourhood Association	Association (Neighbourhood & Environment)
	16	<i>Wednesday (29.03)</i>	09:00 – 10:00	Department of Environmental Affairs and Development Planning	Gottlieb Arendse	Chief Director: Environment Quality Department of Environmental Affairs and Development Planning Western Cape Government	Municipality
	17	<i>Friday (31.03)</i>	11:00 – 12:00	Green Point (Home)	Antonia Malan	Historian & Member of the Green Point Ratepayers Neighbourhood Association	Association (Neighbourhood & Environment)
Week 05							

The importance of SIA Follow-up in mega events

	18	Tuesday (04.04)	8:30 – 9:30	Online	Pseudonym Name Emily Wilson)Senior) Consultant and (Partner) at a Socio-Economic Development Consultancy	Consultancy
	19	Tuesday (04.04)	12:00 – 13:00	Online	Pseudonym Name Sophie Carter	Professor	University/Academi cs
Week 06							
	20	Thursday (13.04)	11:00 – 12:00	Online	Ald Jean- Pierre Smith	Mayoral Committee Member: Safety and Security	Municipality

Appendix 7: Coding Map (Authors work)

a) Whole Coding Map

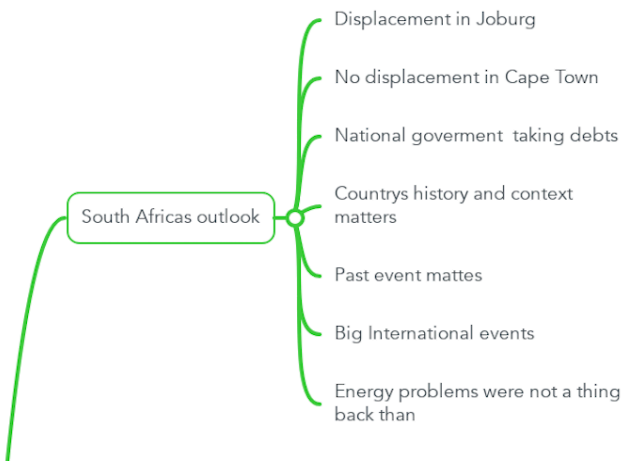
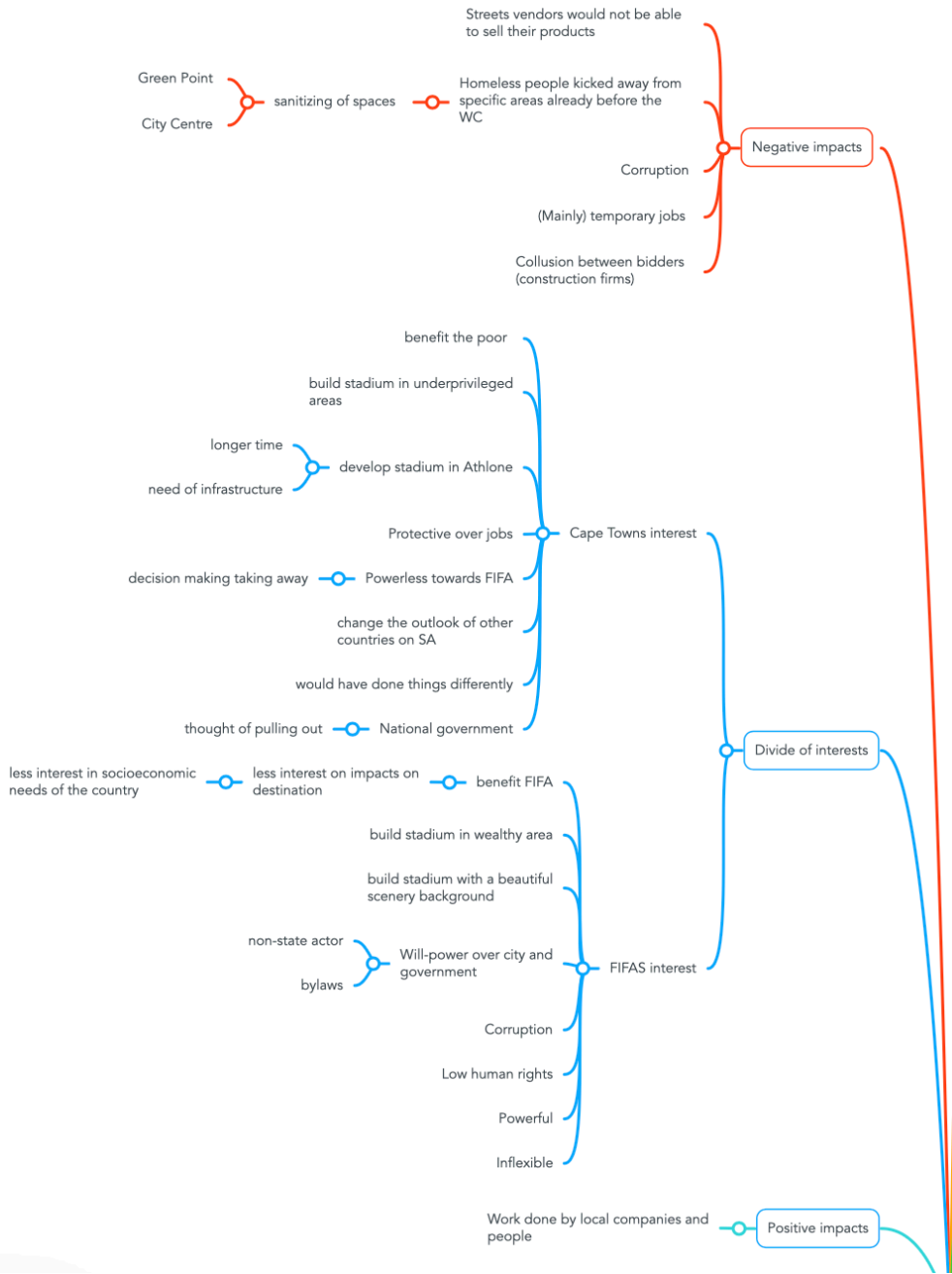


The importance of SIA Follow-up in mega events

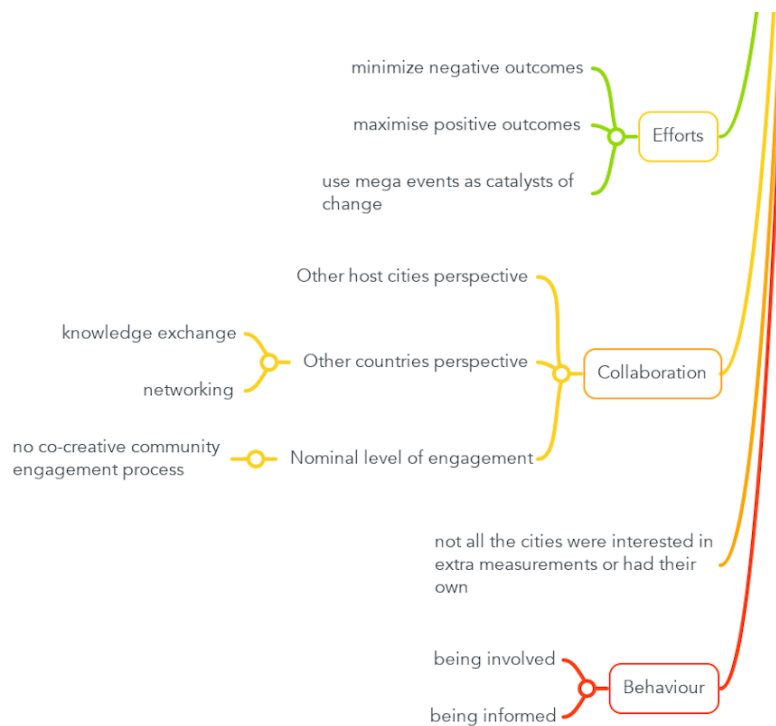
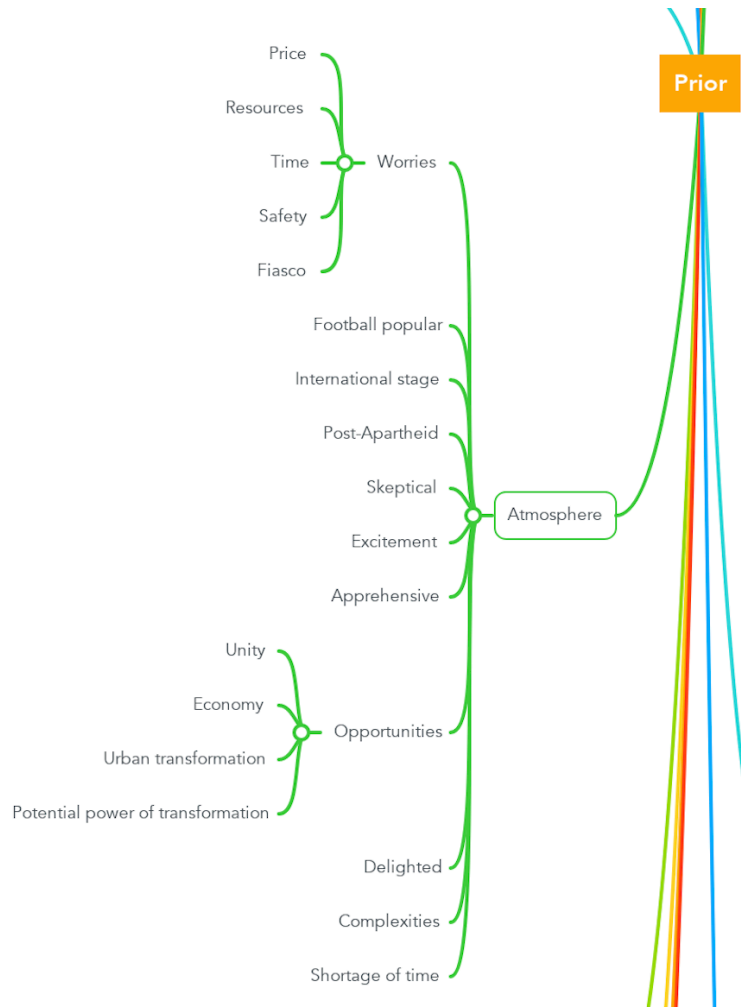
b) Prior



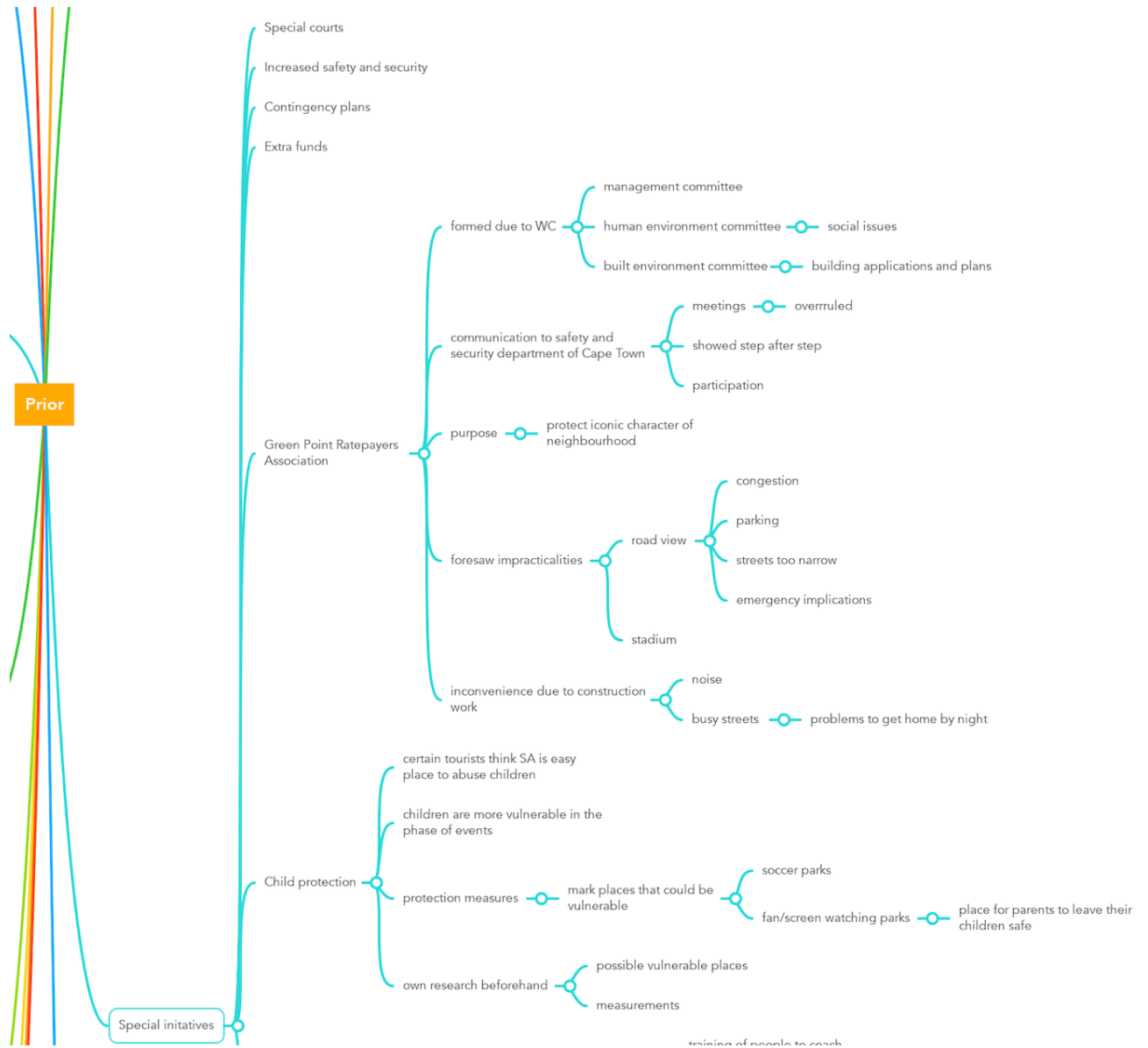
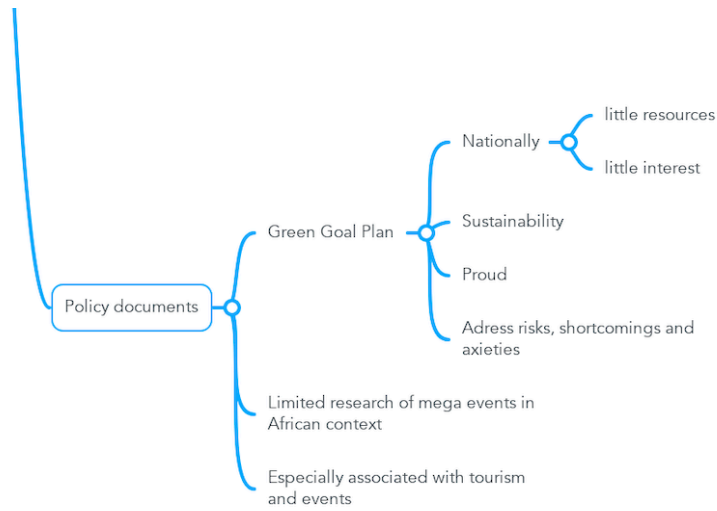
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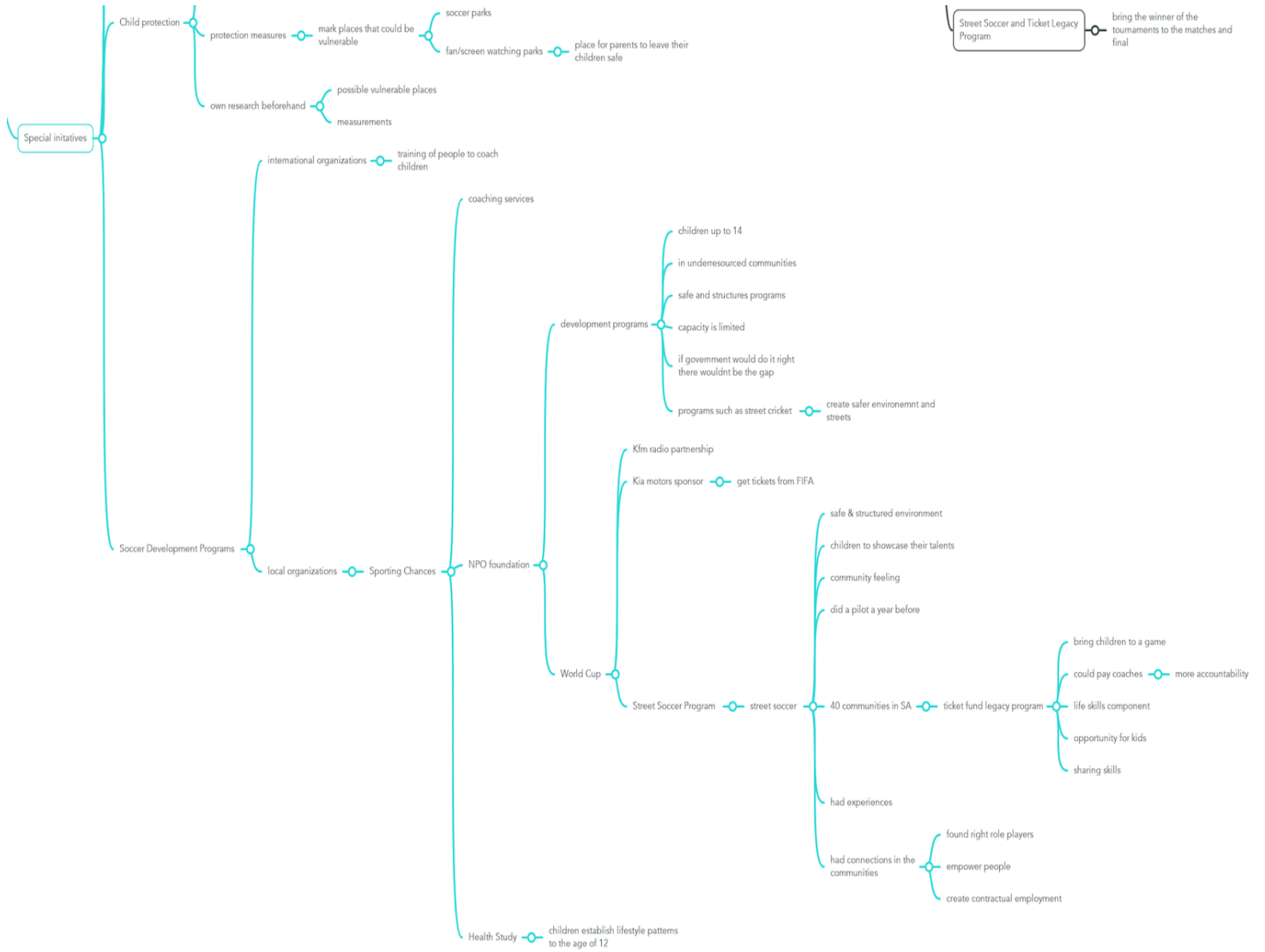
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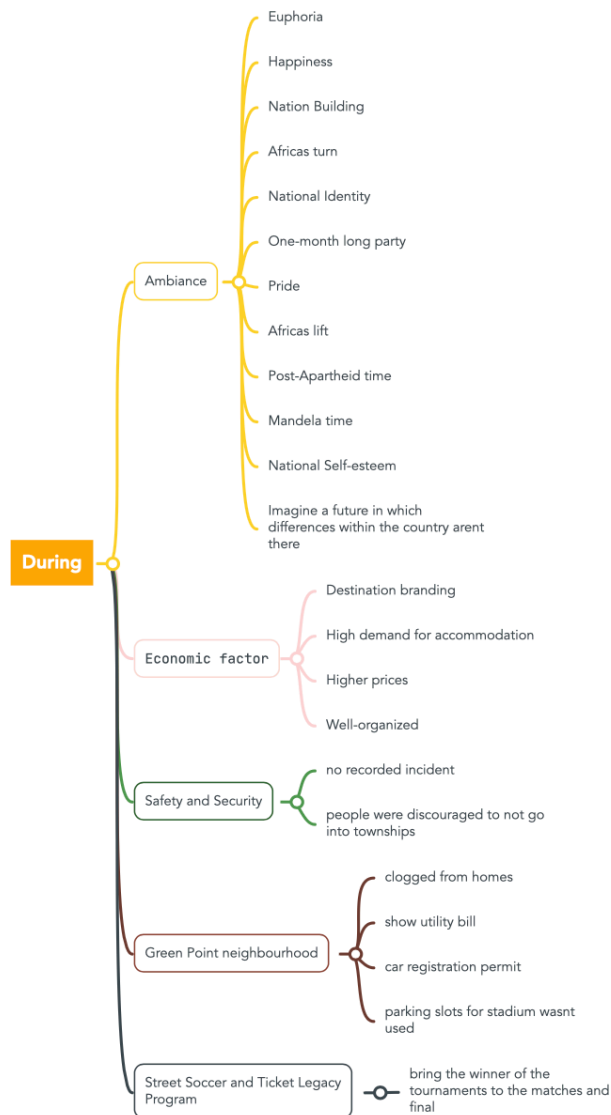


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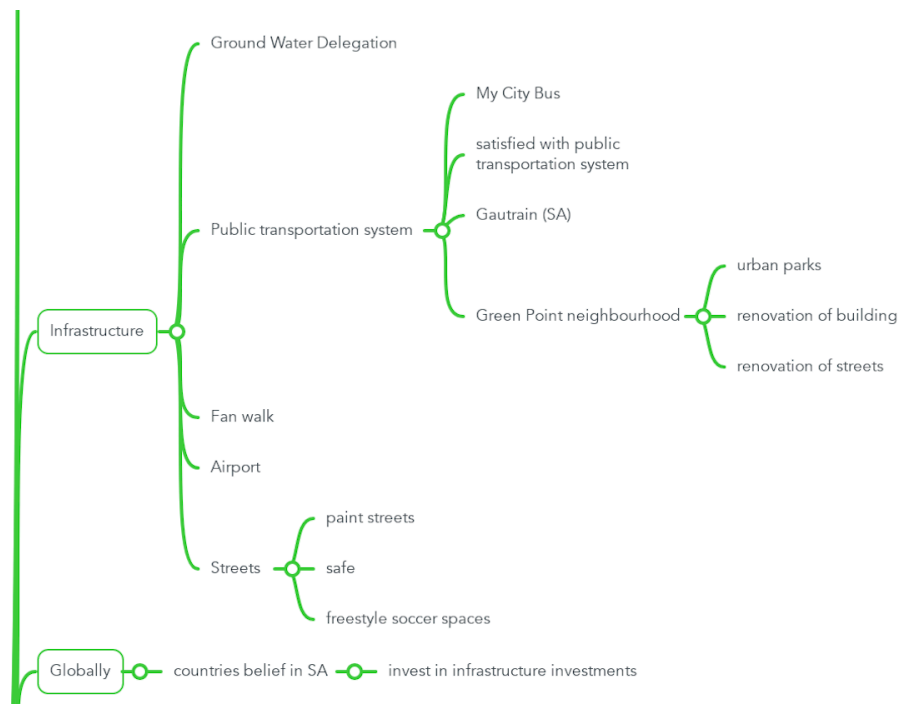
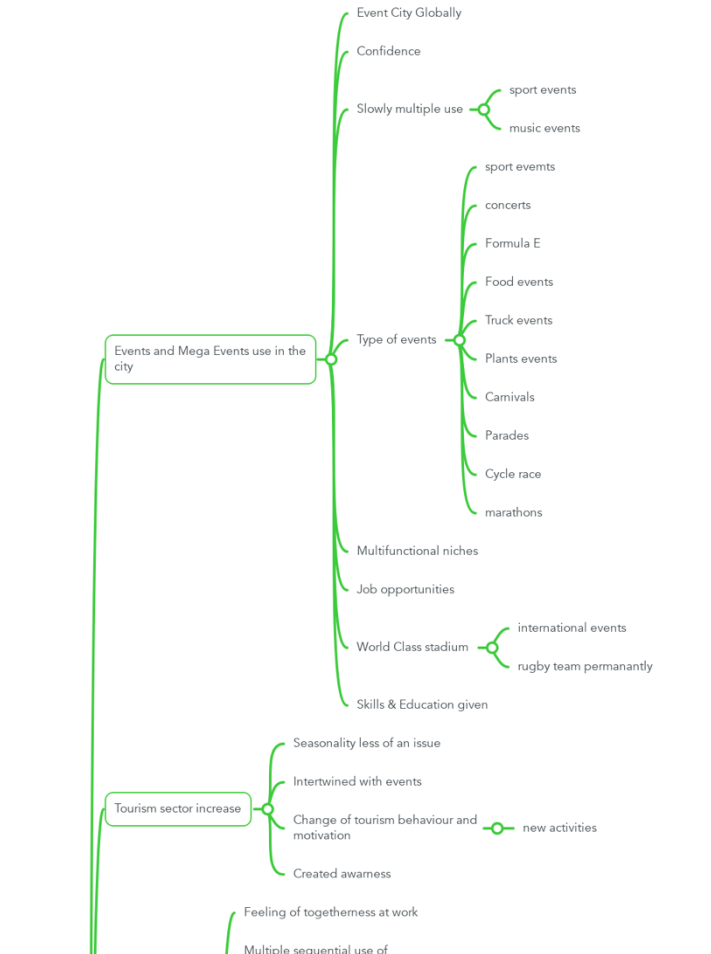
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c) During

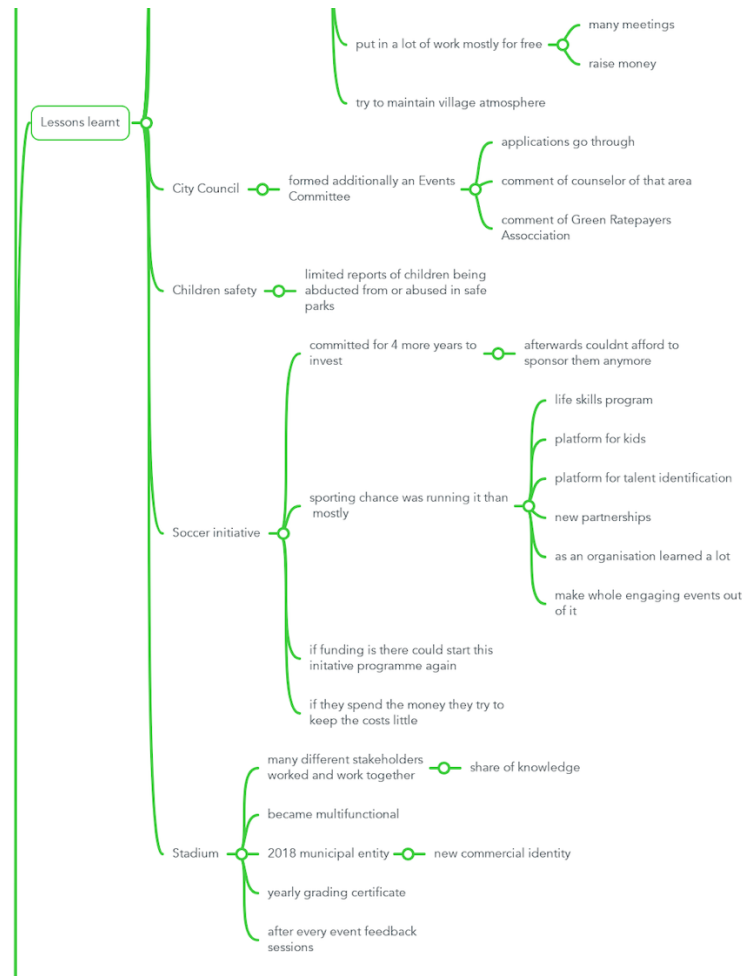
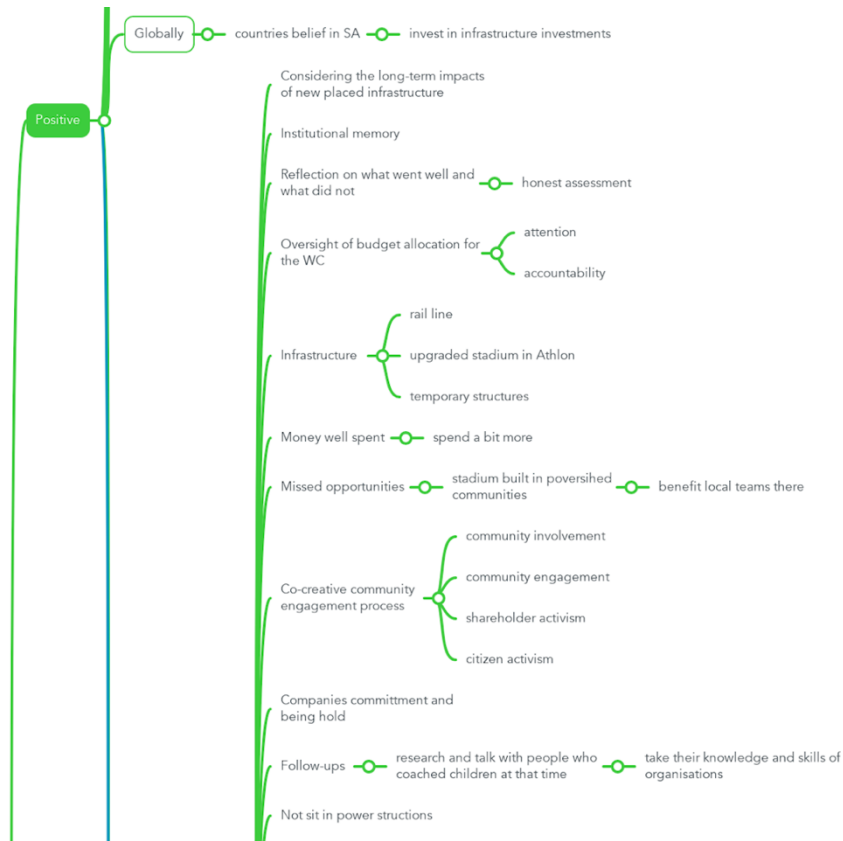


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d) After



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The importance of SIA Follow-up in mega events



The importance of SIA Follow-up in mega events

After



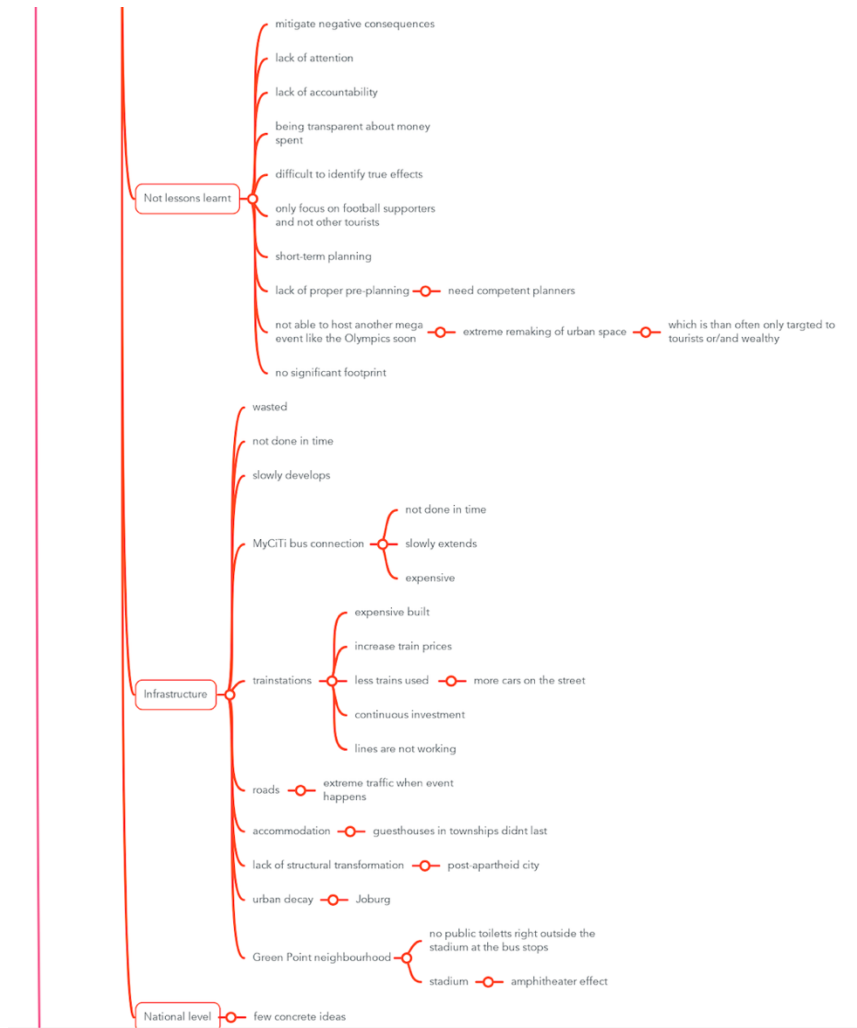
Negative



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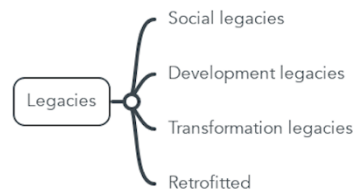
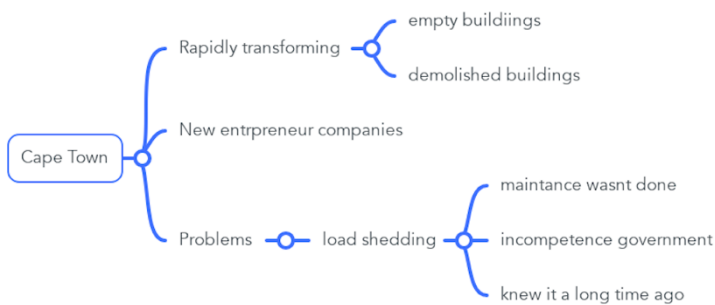
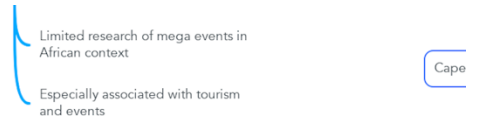
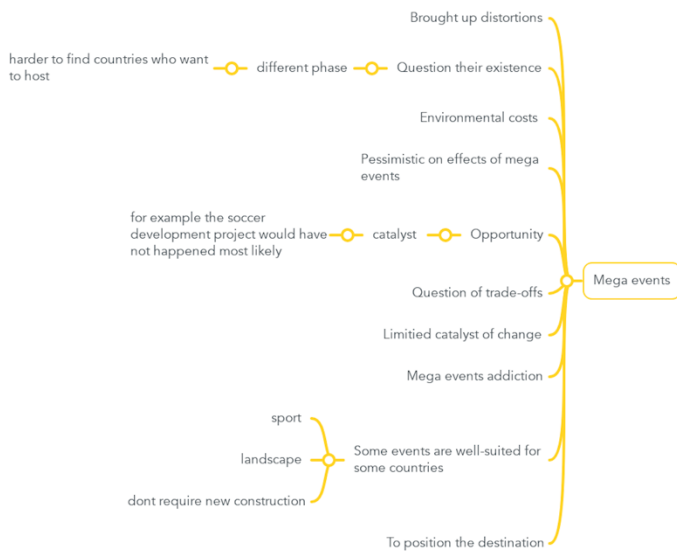
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e) Additional



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unities

