

Homeless World Cup Q&A

Practicalities

When is the Homeless World Cup?

The tournament is an annual event, and this year it takes place in Cardiff, Wales from July 27 – 3 August. The event took place in Mexico City last year.

Where in Cardiff will it be?

The 17th edition of the Homeless World Cup will take place in Cardiff's iconic Bute Park, right at the heart of the Welsh capital.

Is the event ticketed?

No, there will be no ticketing system and the event is free of charge.

Why is Cardiff hosting the Homeless World Cup this year?

The Cardiff 2019 Homeless World Cup bid was led by Welsh actor and activist Michael Sheen. The event will be delivered by the Homeless World Cup Foundation in coordination with Cardiff City Council, Cardiff University, Cardiff City FC Foundation, FA Wales, Pobl Group, Office of Michael Sheen, Working Word, Green Man Festival, The Bevan Foundation, PYST and Street Football Wales. The Cardiff 2019 Homeless World Cup will deliver a long-lasting legacy aimed at tackling homelessness in Cardiff, as well as more widely across Wales.

How many people are expected to attend?

The audience has been growing steadily each year. In Edinburgh in 2005, between 50-60,000 people attended over a period of one week. In Cape Town, this grew to over 100,000 people, which was repeated in Melbourne in 2008. In 2012, 168,000 people attended the tournament in Mexico City. In addition, thousands of people watch the live stream and millions more follow the action via social media. The event also attracts media coverage all over the world.

What countries are taking part in the Homeless World Cup this year?

Fifty-one nations will be represented at this year's Homeless World Cup. The Welsh capital will welcome 48 squads competing in the Men's/Mixed competition and 16 in the Women's competition. More than 500 players will be travelling to Cardiff for the week-long football festival.

Where will the Homeless World Cup be next year?

The 2020 host city has not been confirmed yet.

If a member of the public cannot attend the event itself, can they watch it somewhere?

Games will be available to watch on the Homeless World Cup website and YouTube channel.

Aside from football, what can visitors expect?

Alongside the football, the family friendly tournament site will showcase the hottest acts in Welsh music on a stage hosted by Green Man Festival with a line-up of exciting artists announced in the weeks before the tournament. A debate tent hosted in collaboration with the independent think tank The Bevan Foundation will provide a space for high profile speakers and the public to engage and educate on issues around inequality and injustice and work towards innovative solutions. Street food from local vendors will add a further Welsh flavour.

Where can the public find out more information about the HWC?

<https://homelessworldcup.org/>

Background

What is the Homeless World Cup?

The Homeless World Cup Foundation is a unique, pioneering charity which uses football to inspire people who are homeless to change their own lives through the power of football, and to change public perceptions of homelessness and the issues around it. The Homeless World Cup operates through a network of more than 70 Street Football Partners to support football programmes. It delivers an annual, world-class, international football tournament for national teams of men and women who are homeless.

What is the history of the Homeless World Cup?

The Homeless World Cup was co-founded by Mel Young and Harald Schmied, who came up with the idea following a conference about homelessness in 2001. They wanted to change the lives of homeless people all over the world, and they believed football could help them do it. The first Homeless World Cup tournament took place in Graz in 2003, and the event and network have been growing steadily ever since, occupying a pioneering role in the field of Sport and Development.

How does football help people who are homeless?

Homelessness forces people into isolation, which affects their ability to share, communicate, and work with others. When a person who is homeless gets involved in football, they build relationships and become teammates who learn to trust and share. They have a responsibility to attend training sessions and games, to be on time, and to be prepared to participate. They feel that they are part of something larger than themselves. The sense of empowerment that comes from participating in street football helps people who are homeless see that they can change their lives.

Football also improves other aspects of a person's life, such as physical health and self-esteem, and experience has shown that it is an effective way of engaging people who are homeless who have not responded to other methods of intervention.

Why host a Homeless World Cup tournament?

The Homeless World Cup is a highlight event for the Street Football Partners and provides an aspirational goal for players. The experience is transformational for both participants and members

of the audience and challenges attitudes towards homelessness. Players represent their country in front of a supportive audience when previously they were alienated from mainstream society. They are given the opportunity to travel as well as meet people who have faced similar challenges. The tournament is designed to be competitive, but its special structure and emphasis on fair play mean that everyone plays until the last day. There are several levels of competition and trophies to win, providing a sense of achievement for teams of all skill levels.

The Homeless World Cup also challenges societal attitudes towards homeless people. Research by La Trobe University has shown that it significantly impacts attitudes towards homeless people for the better among members of the audience.

What are the different levels of competition?

There are two overall categories, men's/mixed and women's. The Homeless World Cup tournament structure consists of three stages of competition and several different trophies to win on finals day.

Group Stage

After the draw, each team plays all the other teams in their group once. Their relative position in the preliminary group determines the group they will play in during the Qualifying Stage.

Qualifying Stage

Each team plays every other team in its group once in a round robin format. Once all the group games have been completed, the teams' final position determines the last stage of the competition. Teams that finish first or second within their group advance to play for the Homeless World Cup (men's/mixed) or Women's Homeless World Cup (women's). Those who finish in third and fourth place in their group compete for the next highest trophy, and so on.

Trophy Stage

Eight teams compete for each trophy, with each competition now following the standard form of quarter-finals, semi-finals and finals. This includes placing games for all teams. All teams play three games in the Trophy Stage.

The structure of the tournament ensures that each team plays matches until the final day of competition. The standard of football varies considerably across teams, and as the tournament progresses, teams become more evenly matched in terms of skill which provides a rewarding experience for players and audience alike.

Homelessness

How does the HWC define homelessness?

Homelessness is defined according to the national context of each country. If a country has a legal definition of homelessness, this will be used to determine eligibility. In countries without a legal definition, working definitions by local housing NGOs or academics are used.

Cymorth Cymru, the umbrella body for providers of homelessness, housing related support and social care services in Wales says that homelessness can be defined as not having a home, or when people are living in unsafe, unsuitable or insecure housing.

This can include:

- People sleeping rough
- People in hostels, shelters and temporary accommodation
- People staying with friends or family (e.g. sofa surfing)
- People in insecure housing (e.g. with little or no legal rights)
- People in unsuitable or inadequate housing (e.g. poor quality or overcrowding)
- People at risk of violence or abuse in their home

How many homeless people are there in Cardiff?

According to Cardiff Council, in April 2019 there were 638 households in temporary accommodation and 70 rough sleepers.

How many homeless people do you estimate there are in Wales?

Based on recent statistics released by Welsh Government:

- Over 20,000 households are homeless or at risk of homelessness each year in Wales. (During 2017/18)
- Over 2000 households are in temporary accommodation across Wales – 800 of these are families. (As at 31 March 2017)
- Over 150 people are sleeping rough across Wales on a single night. (As at 8/9th November 2018)

Welsh Government official homelessness [statistics](#) 2017/18.

What charities are part of the tournament?

Numerous charities in Wales and around the world are involved in the tournament. Their primary focus is on the support given to players before, during and after the tournament. All the players at the tournament are already supported by expert organisations in their home country, including the Wales teams. The details of those charities (called Street Football Partners) can be requested by contacting the Homeless World Cup Foundation. The charities involved in supporting the Wales teams can be found by contacting Street Football Wales who are the primary charity support behind the Wales squads.

In addition, Michael Sheen and the partners for this tournament have been working with charities across Wales who are experts in service delivery, policy and engaging with people at risk of or experiencing homelessness. This has mostly been carried out through a collaboration with Cymorth Cymru, an umbrella body for housing and homelessness organisations across Wales. Spectators will

also be able to engage with our expert charities at the tournament venue. No charities will be fundraising at the tournament.

Can people currently experiencing homelessness or social exclusion attend even if they are not playing?

Of course. The event is free to attend, and everyone is welcome.

Tournament & players

Who is eligible to compete in the tournament?

Participants must be at least 16 years old, have not taken part in previous Homeless World Cup tournaments, and meet at least one of the following criteria:

- Have been homeless at some point in the last year, in accordance with the national definition of homelessness
- Make their main living income as street paper vendor
- Asylum seekers currently without positive asylum status or who were previously asylum seekers but obtained residency status
- Currently in drug or alcohol rehabilitation and been homeless at some point in the past two years

How many teams can each country enter?

Each country can apply to send a men's/mixed and a women's team.

How are players selected for the national team?

The national team(s) for each country are selected by the local Street Football Partners in that country. Street Football Partners recruit participants by putting the word out, for example through adverts in street papers and posters in hostels. They then select a team of eight players (or two teams of eight players each, if they are bringing a men's/mixed and a women's team), taking into account level of commitment, personal attitude, and sporting ability.

Where does the tournament take place?

Temporary seated stadiums are purpose built in a busy city-centre location, with play taking place on specially constructed enclosed street-football pitches. This year, it will be in Bute Park, Cardiff, Wales.

How are host cities chosen?

Localities apply to host the Homeless World Cup and are evaluated based on criteria, including but not limited to:

- An active Homeless World Cup National Partner organization in the country
- Assurance of visas for participating nations
- A strong local organizer with support from necessary government and business interests

- A high-profile venue and adequate accommodation
- Potential for lasting impact

How many teams take part?

Typically, 48 men's/mixed teams and 16 women's teams are invited to the tournament.

How many pitches will there be?

Officially, there are three tournament pitches. But there will also be some practice and warm-up pitches available for teams on site.

What are the match rules?

Full match rules can be found here

<https://homelessworldcup.org/wp-content/uploads/2019/04/cardiff-2019-rules.pdf>

How many players will be on each team?

Each team consists of eight players, a coach and a manager.

Do men and women compete against each other?

There are two competitions running in parallel: Men's/Mixed competition and the Women's competition. The Women's competition only permits women's squads, while the men's/mixed competition allows for mixed squads.

What are the awards up for grabs?

The Men's/Mixed Competition breaks into six trophies, and the Women's Competition breaks into two. Trophy names are yet to be determined.

Can they take part in the Homeless World Cup again next year?

Players can only compete once. This is to ensure our opportunities are open to as many people as possible. Furthermore, one of the aims of the event is to help players' transition out of homelessness, and not needing to take part in the event in future years.

Funding

What is Michael Sheen's role in the Homeless World Cup Cardiff 2019?

Michael Sheen is the Chair of Cardiff 2019 and led the bid to bring the tournament to Wales. As a Patron of Street Football Wales, the conversations started in early 2017 about the long-term sustainability and growth of the organisation. In those discussions it was proposed that the strategic partners involved with Street Football Wales (FA Wales, Welsh Government, Sport Wales, Pobl Group, Community Housing Cymru and Michael Sheen) look into the possibility of bringing the tournament to Wales, and to use the tournament as a hook for funding, public awareness and strategic support. The final bid was submitted in 2018 after a year of work led by Michael Sheen's

team, paid for by himself, to develop a bid that identified who would pay for it, how it would create a deeper legacy impact than previous tournaments and who would be crucial partners in delivering the best tournament.

Michael has led on several press pieces since the bid announced, including a now famous performance viewed over 40 million times on social media, as he announced the bid for Wales on BBC's The One Show. Since the bid was approved in late summer 2018, Michael has funded his team to continue working on raising the funds, developing the tournament and lining up the media opportunities to connect with the public. Michael is the final sign off for all plans, but a team approach is taken with our partners, making the best use of their expertise to advise Michael on how we deliver the best tournament experience for players and spectators. Michael will be present at the tournament and will feature in a 3-month run of press pieces to promote the tournament. Michael has not made any money from this – but has spent over six figures of his own money to resource the team and partners pre-tournament.

Who is funding the Homeless World Cup?

A mix of private donors and companies, including well known footballers, singers, actors, philanthropists and others. No funds have been raised from the general public or public funds. A donors' wall will be displayed at the tournament to show the final list of donors to the general public.

Is some of the funding going towards tackling homelessness in Wales?

Yes. A proportion of the funds raised goes towards the ongoing work of Street Football Wales for the next three years, creating a deep legacy in their work across North and South Wales. Some of the funds spent on the tournament are also focussed on tackling homelessness, through raising the level of engagement and debate, whilst ensuring the platform is used to push for specific actions, calls and service launches. This is above and beyond what the Homeless World Cup usually focuses on. In addition, should the tournament generate any profits, through sales at the tournament, those funds will also be made available to support homelessness interventions in Wales.

What do you hope to achieve by hosting it in Cardiff?

We want players and spectators to feel a true Welsh welcome. Cardiff was selected for a number of practical reasons for our 50 participating countries, but we are bringing in entertainers, speakers, suppliers and others from across Wales to showcase the best of Welsh culture.

What impact do you think it will have on the players?

The impact on players is life changing, not only during the tournament itself, but the months of training leading up to being picked to play and then being part of a team representing their country. It gives players a belief that if they can achieve this then they are capable of achieving anything they put their minds to. As part of the team they are no longer alone facing their challenges but have comrades that also believe in them and are there to support them through everything, they are part of something very special.

Public and player health

What is being done to ensure that those taking part in the tournament have access to emergency health services during their time in Cardiff?

For emergencies, anyone involved in the Homeless World Cup will be able to access health care services in the same way as any other visitor to Cardiff from overseas.

Has Public Health Wales been involved in advising the tournament organisers on any potential issues that could arise?

Public Health Wales has been working closely with the Homeless World Cup to carefully consider any potential public health issues. No significant public health issues impacting on anyone other than the individuals involved have been identified that require any special arrangements to be put in place.

Accommodation

Where are the players staying during the week of the Homeless World Cup?

Players will be staying at the Talybont complex which is the largest of Cardiff University's residences.

Are all the players staying together?

Yes, they will all be on one site. All players will be accommodated in houses in our Talybont Gate, Talybont North and Talybont South residences.

What facilities will be available to them during the evenings?

Our sports halls and social spaces will be turned into chill out zones, meeting spaces and venues for entertainment for the participants. They will also have access to food from early in the morning until 10pm at night, to allow for the spread of matches played throughout the day. We will be making our pitches available to teams who wish to get in a little more practice on campus and the sports centre facilities will be on hand for them, too. Other facilities such as a laundrette for personal use will also be on hand.

Branding

Who is responsible for branding Cardiff for the tournament?

Cardiff 2019 has a number of expert partners leading on the thinking, design and delivery of our branding, dressing and publicity. At the core of this is Michael Sheen who gives the direction, sets

the narrative and budget. The activities are then co-ordinated by Cardiff based Working Word PR, supported by our partners Cardiff Council, Green Man and the Homeless World Cup Foundation.

Is the Welsh language playing an important role in the tournament?

Yes. Michael Sheen and the partners felt it was important that the tournament should showcase the best Welsh welcome possible and introducing spectators and players to Welsh language and the wider culture is important. Our music acts include a number of Welsh language acts and we are working with a number of Welsh language media partners. We are also organising Welsh language sessions for our international visitors.

Are there any Welsh speaking players in the Wales squad?

In previous tournaments there have been Welsh speakers, but we won't know about 2019 until the squads are selected which happens in June, but it is highly likely. The squad will be announced via The One Show on BBC 1 in early June.

Football Association Wales Trust

What is the FAW volunteer programme?

The Cardiff 2019 volunteer programme will be managed by the Football Association of Wales and will look to recruit up to 200 volunteers to help deliver the event. There is no need for people to have volunteered before - we have a wide range of roles available as well as specialist positions and we emphasise that what matters most is a smiling face, a winning attitude and for volunteers to be available in the days running up to the event as well as the 8 days of competition and to commit to make this the best Homeless World Cup ever.

The volunteer programme will work with partners like Street Football Wales, and other organisations that engage with homeless people, to prioritise and encourage those who have experienced homelessness in the past to volunteer.

We will provide the support and training necessary to ensure they have a positive experience as well as developing their skills and confidence through a range of sport, cultural and learning activities in the hope we can help to reduce any isolation that they may have been experiencing.

The volunteer programme will be supported by a Legacy Coordinator who, following the tournament, will build upon the benefits, impacts and relationships that have been established during the event. After the event we want to keep engagement high with most of our volunteers continuing their journey in volunteering and eventually into paid employment.

What does it hope to achieve?

The aim of the volunteer programme is to recruit and train a group of volunteers from all over Wales who will provide an excellent experience and customer service to all visitors, teams and players of

the Homeless World Cup Tournament. Through the volunteer programme, and the event itself, we want to bring together volunteers from different backgrounds to try change perceptions and raise awareness of homelessness.

We want to ensure that the volunteer experience doesn't just end at the same time as the event. We want every volunteer to be connected to the appropriate organisations, so they have the opportunity in the future to continue to volunteer at sport events or within their local community. The Legacy Coordinator will continue to engage with those from a homeless background to build up their capacity and gain new or strengthen existing skills. They will work specifically with these volunteers and aim to offer them opportunities to continue to develop their health and well-being, social networks, confidence and skills through sporting and cultural activities.

How do people become volunteers?

All volunteer roles will be advertised through the FAW Volunteer portal

<https://volunteer.fawtrust.wales/>

Those interested will be asked to complete the short application form. They will then be informed if they've been successful.

What kind of things will volunteers be doing during the Homeless World Cup?

Our volunteers will be team guides, referees, pitch assistants, ball person, greeters, programme sellers, merchandise assistant, information assistant, flag carrier and medal presenters. All training will be provided so that volunteers will be fully prepared to fulfil their role.

Most importantly, volunteers will be providing a warm, Welsh welcome! We would encourage everyone – regardless of background or experience – to apply to become a volunteer and be part of something very special.

Tournament stakeholders & procurement process

Who are the key tournament stakeholders?

The tournament is supported by a number of organisations, but some are key to the delivery of a successful tournament for players, spectators and our intended social impact. They include: Office of Michael Sheen, Cardiff Council, Cardiff University, Welsh Government, Working Word, Green Man Festival, Pyst, Wales Cooperative Centre, Pobl Group, Bevan Foundation, Cymorth Cymru, Cardiff City FC Foundation, Street Football Wales and the Homeless World Cup Foundation.

How did Cardiff (Cardiff 2019 Homeless World Cup Ltd) win the rights to host the Homeless World Cup in Cardiff?

In 2017 we entered a bid into a competitive bidding process and beat other cities around the world to the rights to host in 2019.