

The Meaning of Sport for Urban Renewal



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Sport is Everywhere

- Fun
- Easy
- Low costs

Netherlands
South Africa
Brazil, India



Sport & Social Issues

Common sense

The meaning of sport
for development

Science

Policy



Sport & Common sense

- Social (health, cohesion, values)
- Cultural (identity)
- Economical (GNP, labour productivity)

Always two sides of the same coin:

Depends on personal perspective



Sport & Science

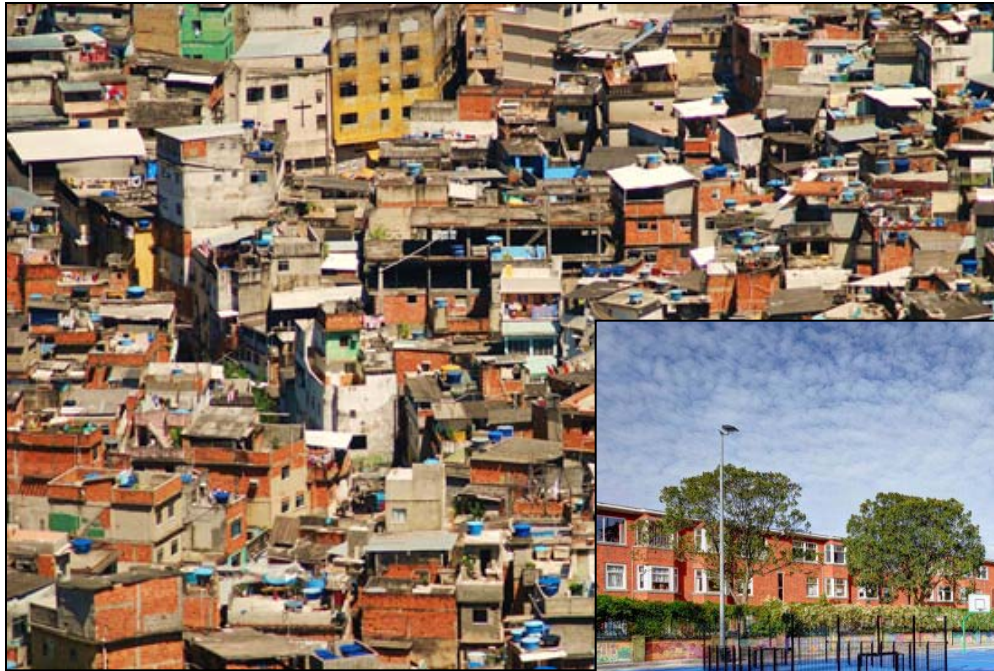
- *Cultural capital:*
Identity



- *Social capital:*
Self confidence
Confidence in the other
Network/ relations



Condition 1: Hard ware



What?

Where?

How?

With Whom?



Condition 2: Soft Ware



Mega Sport Events & Social Issues



Mega Sport Events & Urban Renewal

Urban planning



Social impact

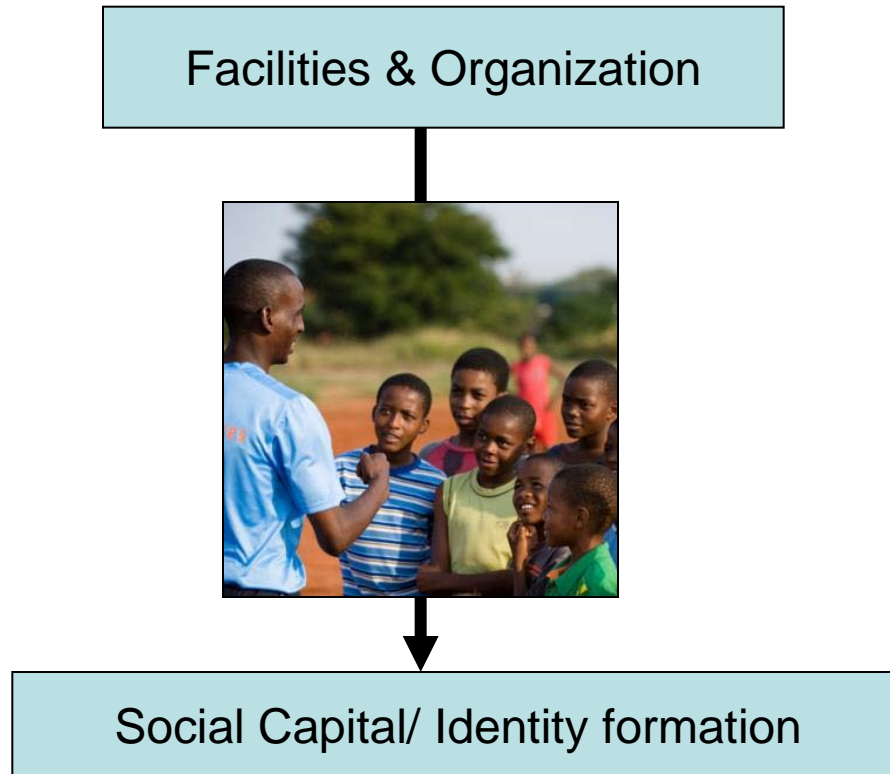


Mega Sport Events & Urban Renewal

Catalyst for new social initiatives



Sport & Urban Renewal & Research



Recent Research



- Social Impact of 2010 World Cup on Urban Areas (Gauteng)
- Social Impact of London 2012 on Disadvantaged Neighborhoods



Future Research

- Brazil / South Africa/ Netherlands
- Output & Impact & Process
- Inter disciplinary



Opportunities & Obstacles?

