



KOS
Koordinationsstelle
Fan-Projekte bei der dsj

Welcome Fans

The World Cup 2006 Fan and Visitor Programme



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Thank you

for more than twenty years of social work with football fans! Thomas Schneider was responsible for directing the Koordinationsstelle Fan-Projekte (Fan-Project Coordination Centre) for 13 of those years and was instrumental in the evolution of the centre – his role in shaping the work of the various fan-projects was crucial. He helped define a high level of professionalism and was instrumental in helping the projects gain widespread public acceptance.

We would like to take this opportunity to thank him, also in the name of the Federal Work Group of Fan-Projects (BAG), for all he has done.

We wish him all the best in his new position in the Bundesliga »minefield«!



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Preface

When the FIFA World Cup reached its climax, it signified the end of an event that had captured world attention for four weeks. Most people harbour fond memories of the exuberant yet peacefully-celebrating football fans in the stadiums and cities.

With the benefit of hindsight, it would be possible to conclude that the atmosphere in summer 2006 was facilitated by a number of favourable conditions, including sunny weather and some spirited displays by the German national team. All these factors played a significant role in making the World Cup such an unforgettable experience for so many people. However, it should not be forgotten that the congenial atmosphere during the World Cup was also the result of years of preparation, providing consummate affirmation of the German idiom »fortune favours the diligent«.

The Fan-Project Coordination Centre (KOS) at the Deutsche Sportjugend (German Sports Youth, DSJ), which was charged with the development and implementation of a comprehensive »Fan and Visitor Programme« by the World Cup Organising Committee (OC) for the FIFA Football World Cup 2006™ in Germany, made a major contribution to the success of the event. The main purpose of the programme, apart from the provision of numerous events and facilities for the visitors, was to promote mutual trust. The KOS was able to draw on the vast experience they had gathered at numerous previous international tournaments, and use this as a basis for the programme. Their conviction is based on the belief that the provision of good living conditions and a comprehensive infrastructure – especially for the foreign guests – is fundamental to the promotion of civil behaviour, and an indispensable prerequisite for any serious preventive initiative.

The World Cup was successfully turned into a communal event through the efforts of numerous people and the broad acceptance of the fan and visitor programme.

I would, therefore, like to thank everyone who worked towards this goal. In particular, I would like to express my appreciation of the work carried out by the staff at the fan embassies and by the countless volunteers, who made a major contribution to the success of the event.

I would especially like to thank the KOS for the excellent organisation and competent implementation of the programme.

In my capacity as Chairman of the Deutsche Sportjugend, I hope we can provide an important reference work with



the publication of this brochure. In the following pages we will explain some of the operative details and review various elements of the programme. We hope this will lead to the permanent adoption of similar measures at large-scale football events in the future.

With kind regards from the Deutsche Sportjugend

Ingo Weiss (Chairman of the Deutsche Sportjugend)

A vibrant, high-angle photograph of a diverse group of football fans at a stadium. The fans are smiling and cheering, with some wearing team jerseys and caps. The scene is filled with energy and excitement. In the background, a sign with the number '40' is visible on the stadium structure. The overall atmosphere is one of joy and support for the sport.

Fan support at the
World Cup 2006 sets
new standards

In regard to the World Cup 2006, Horst R. Schmidt, Vice President of the Organising Committee (OC) of the World Cup 2006, predicted that fan support would be a central theme, as far back as February 2005. This »hospitality offensive« was to form the basis of our own work. In order to turn our guests into friends we had to make their stay as comfortable and secure as possible. A positive and relaxed atmosphere is facilitated by the provision of a fan-friendly infrastructure. Not only do football fans respond favourably to a warm welcome, they also recognize and appreciate that their needs and problems have been taken seriously, and they are more likely to reciprocate accordingly.

For the first time in the history of international football competitions, the organising committee commissioned an official fan organisation, the Fan-Project Coordination Centre (KOS), with the development and implementation of a programme for fan and visitor support. The KOS could boast an extensive network and wealth of experience from the last ten large-scale international tournaments. According to the organisation's former director, Thomas Schneider, »the commission was a great challenge and a unique chance to promote the social-educational work of the fan-projects, which are committed to representing the interests and needs of all football supporters.«

The positive course of the World Cup 2006 has been extensively documented in countless reviews: the impressive atmosphere at the various venues was ascribed to the good weather, the achievements of the German football team, and the successful organisation.

We believe that there were several decisive factors for this extraordinary success:

- The football fans were met with respect at every level. They were treated as an essential World Cup ingredient, and not as potential security risks. They rewarded this respect by creating a fabulous atmosphere.
- The congenial atmosphere was not just the result of our fan and visitor programme, however, the city authorities also played a decisive role by providing extensive Public Viewing facilities under the motto »A time to make friends«.
- The equally restrained, communicative and friendly police presence was highly conducive to the positive atmosphere.

These insights are not only valid in the context of future major international football events, but are also relevant to the German Bundesliga, where club supporters often

complain of exaggeratedly aggressive treatment by the police and security staff.

We would like to take this opportunity to extend our gratitude

→ to our colleagues in the fan-projects and the fan representatives from the various clubs, who facilitated the smooth operation of the fan embassies with their enormous engagement,

→ to the World Cup fan representatives appointed to the local OCs, who not only argued in favour of the implementation of our programme at every key meeting, but also served as our main contact partners.

→ to the 800 designated volunteers, who helped us in every possible way, and whose engagement is beyond quantification,

→ and, last but not least, to our friends and families, who, despite suffering a good many privations, continued to lend us their moral support.

We hope that the implementation of the fan and visitor programme becomes a matter of course at future European Championships and World Cups. We would also like to see certain elements of the programme applied to the German League football.

We would like to share our experiences in the following publication, and hope you enjoy reading our brochure.

Michael Gabriel, Volker Goll, Thomas Schneider, Gerlinde Schrapel and Gerd Wagner (Fan-Project Coordination Centre at the German Sports Youth)

From the European Championship 1988 in Germany
to the Euro 2004 in Portugal

Fan support at major football events



There was a long history of large-scale fan support at international events prior to the World Cup 2006: German fan-project employees have been offering their services and producing information-material for almost twenty years. Although the small local organisations are often supported by the DFB (German Football Association), they are still dependent on the commitment of individuals. Over the years, the »fan work« has become increasingly international. In order to do deal with the demands of international fan work, the KOS founded a unified platform, together with the English Football Supporters Federation (FSF), the Dutch Euro-Support, and the Italian Progetto Ultrà, in 2000. The union was called Football Supporters International (FSI). During the implementation of fan support measures at the World Cup 2006, therefore, the KOS was able to draw on years of experience and the expertise of numerous partners.



The mobile fan embassy at the World Cup 1998 in France

Fan support measures from 1988 to 2004 in chronological order

1988: European Championship in Germany

It was effectively the start of international fan support. The small number of fan-projects active in those days was engaged in a project to change political and administrative thinking, under the motto »Culture Instead of Clubs«. The fan-projects attempted to organise camps or inexpensive accommodation, a supplementary culture-programme, and possibilities for fan meetings; however, the plans were only (rudimentarily) implemented in Hanover and Stuttgart.

1990: World Cup in Italy

Travelling German fans are supervised by fan-project members (with DFB support) for the first time. However, their responsibilities are limited to »ground work« and »linking« to the fan groups from their home towns.

1992: European Championship in Sweden

The DFB finances the support of German fans in Norrköping, Gothenburg, and Stockholm, on the basis of a concept developed together with the BAG (Federal Work Group of Fan-Projects).

- Establishment of fan contact-offices
- A magazine is printed to accompany every German game.
- Swedish organisers establish a camp for German fans in Norrköping.

The English »Football Supporters' Association« (FSA) support the English fans with services similar to those offered by their German counterparts, including the establishment of a »fans' embassy«.

1994: World Cup in the USA

Due to the considerable distance and the small number of travelling fans, there is no organised fan coordination during the World Cup in the USA. Some of the fan-projects organise »travel groups« for their local supporters. A fan guide is produced and distributed to German fans.

1996: European Championship in England

The organising body's official collaboration with the FSA during EURO 96 is the first time that a supporter group has been officially involved in the planning of a major football event. The FSA organises fan embassies in each of the host cities, a fan guide in the languages of nearly every participating nation, and a football competition for the fans. Following FSA recommendations, some cities organise supplementary culture-programmes for youths and provide inexpensive accommodation.

With the DFB's financial backing, the KOS – founded in 1993 – takes responsibility for the support of German fans, using the services provided by the FSA. For the first time, a high-circulation fan guide with useful information is published for visiting fans. EURO 96 heralds the start of a close and congenial working-relationship with the English partner-organisations.

1998: World Cup in France

The KOS is again responsible for the support of German fans. In addition to the DFB's now traditional financial basis-support, the fan organisation manages to secure financial backing from sponsors.

- Initiation of a fan and youth exchange programme between German and French fan groups (in cooperation with the French- German Youth Organisation)
- Production of an extensive fan guide, with the support of the Federal Agency for Civic Education
- Mobile fan embassy in France (conspicuous red double-decker bus!)



Euro 2000 in Lüttich – the small fan embassy for the German fans

- A fresh issue of the extensive fanzine («AlleZmagne») is published before every German game.
- Close collaboration with the FSA, who also provide their own mobile fan embassy
- No fan or visitor support measures are undertaken by the French organisers.

2000: European Championship in Holland and Belgium

The two host nations provide stationary fan embassy facilities for the professional fan-organisations. With the DFB's financial support, the KOS organise the support of German fans and use the facilities supplied by the host nations. A fan guide and a continuously updated website are produced in collaboration with fan representatives from the respective clubs.

2002: The World Cup in Japan and South Korea

No support for German fans. Our English counterparts, now called the FSF (Football Supporters Federation) provide a mobile fan embassy.

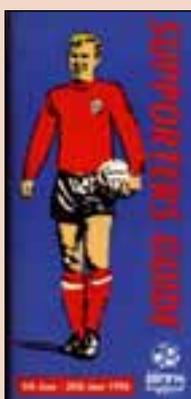
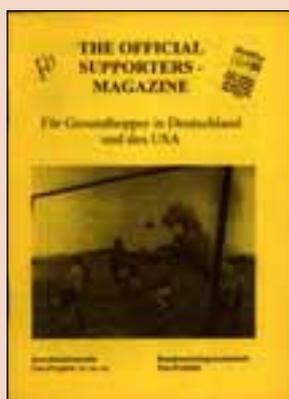
2004: European Championship in Portugal

With UEFA's financial backing, the Football Supporters International (FSI), the international union of fan experts from seven different nations, organise fan support for the participating nations. Each group provides a mobile fan embassy and produces a fan guide specifically designed for their national supporters. A unified anti-racism concept is implemented in collaboration with »Football Against Racism in Europe« (FARE). Co-financed by the DFB, the KOS organises the fan coordination of German supporters, together with a fan-project team. An internet site with continuously updated news is provided, in addition to the fan-embassies and a fan guide.

The Portuguese authorities widely ignore the work of the fan support groups.

The lessons learnt from the successful measures taken at EURO 2004 in Portugal – in particular, the numerous fan services and the UEFA-promoted collaborations between various international fan organisations – were employed as the conceptual basis for the planning of the World Cup 2006. The conceptual innovation in this case was: the idea of providing services for every guest, and not just for the host-nation's supporters.

Historical documents:



»The Official Supporters Magazine«, published by the KOS and the Federal Work Group of Fan-Projects (BAG) for the World Cup in the USA 1994; »Supporters Guide« of the English fan coordination for the European Championships in England 1996; »Euro-Fanzine«, England 1996, by KOS and BAG; »WM-Fanzine 98« for the World Cup in France, published by KOS, BAG and the Federal Agency for Civic Education



A novelty in the history of the World Cup

The fan and visitor programme

In the summer of 1999, the secretary general of the German Football Association (DFB), Horst R. Schmidt, asked the KOS for their support with the application for the 2006 World Cup. For the fan organisations this constituted a major challenge, and the enormity and importance of the project added fresh motivation. The German professional system of social fan work is pretty much unique in the football world. We hoped that our official involvement in the World Cup preparations would further the cause of the professional fan-project work, both nationally and internationally.

The KOS presented their World Cup 2006 fan support concept to FIFA when their inspection committee arrived in Frankfurt as part of a week-long inspection tour. The delegation was headed by Alan Rothenberg, who had also been responsible for both the World Cup Organisation Committee in 1994 and the Olympic Games Committee in Atlanta 1996. At that time, the concept already contained references to central themes, such as the provision of fan embassies, as well as outlining the importance of hospitality and service. As a result of this meeting, FIFA asked for a copy of the presentation, which had obviously left an impression.

»And the winner is... Germany«. As soon as the decision to stage the 2006 World Cup in Germany was announced, we started to develop tangible plans.

The political advantages of fan support

The enthusiasm shown by the various political bodies and the dynamism of the concept's ensuing evolution was

somewhat surprising. After the KOS had supported the German Home Office at the international prevention-conferences, The KOS was officially appointed to assist the Federal Ministry of the Interior (BMI) with the »Commission for Spectator Behaviour« at the European Council. Moreover, we were able to use this position to influence work on the 2nd »Handbook for the Prevention of Violence at Major Football Events«. The KOS was appointed to the World Cup OC's advisory board »Security FIFA World Cup 2006« as well as to the Federal Government and Länder Committee, which was responsible for the World Cup national security concept. In this capacity, the KOS was charged with the development of a fan and visitor support concept for the World Cup 2006, which could be implemented within the OC security framework. The KOS' social-preventive expertise and the unique fan-project perspective suddenly became intrinsic elements of the political discourse on security in regard to the football World Cup.

Conceptual evolution of the fan and visitor programme 2006

The decision to use the KOS' concept as the foundation for the World Cup 2006 fan and visitor programme was based on the organisation's extensive experience of international tournaments, including the Euro 2004 in Portugal. With its two full-time employees and one part-time position, however, the KOS had nowhere near enough manpower to deal with such an enormous task. Consequently, the Ministry for Family, Senior Citizens, Women and Youths (BMFSFJ), decided together with the DFB and OC to sponsor two further positions for a duration of two years. When Gerd Wagner and Volker Goll started work-



The fan and visitor programme was presented to the public at various occasions. From right to left: Helmut Spahn (Head of Security OC), Michael Gabriel (KOS) and Michael Tröster (Friedrich-Ebert-Stiftung)

ing at the KOS, on the 1st October 2004, it signalled the start of our World Cup preparations.

A thoroughly augmented 25-page concept for fan and visitor support was presented in November 2004. The proposals were supported by the OC's Security Advisory Board. The concept was approved by the OC directors and was subsequently presented to the Federal Government and Länder Committee. The OC and the KOS agreed on the social-preventive nature of the outlined measures.

The four cornerstones of the ambitious programme were already outlined in the concept paper: stationary fan embassies, mobile fan embassies – for collaboration with international fan support groups, a multi-language fan guide and an internet site. Later, these four »cornerstones« were supplemented by a »fan hotline« and an anti-racism football competition, which was organised together with the internationally recognised network FARE (Football Against Racism in Europe) and was staged in each of the 12 host cities.

The theoretical principles of the concept were successively translated into an operative implementation plan. Hence, in March 2005, the KOS presented a 46-page general concept, outlining the four key fan support elements – including a comprehensive breakdown of the projected costs. This concept, which was not without controversy, formed the structural foundation for the regular »Jour Fixes« meetings with the OC, starting in February 2005. These meetings were used to consolidate individual measures.

The OC was usually represented by Hans Florin and his assistant Mara Roeth. According to requirements, the OC team was supplemented by Helmut Spahn (head of the security department), Britta Almeling (security dept.), Thomas Hackbarth (media dept.) and, somewhat later, Manuel Hartmann (security dept.). Diverse specialists from individual fields of competence (logistics, IT, signage, volunteers etc.) were also consulted on a regular basis. The KOS was always represented by at least two employees, and at some meetings, the entire crew was present.

It must be said that the (already traditional) integration of fan support into the Security Department was not without friction. The Security Department was already preoccupied with other critical themes such as stadium security (structural and personnel), stewards, ticket control and general security and accreditation. The fan and visitor support could, therefore, only be treated as one topic among many. Decisions were centrally coordinated with OC FIFA World Cup Vice President, Horst R. Schmidt. This path often proved somewhat cumbersome, and was not always conducive to the decision-making process.

Without the insistence and flexibility of the KOS, it would not have been possible to implement several elements of the ambitious programme. More precisely, due to the extensive fan support network (fan representatives and fan-projects) and their inter-city connections, the KOS was able to activate a good number of volunteers.

The extent of the KOS' activity is documented in an organisation-chart, which was commissioned by the German Government, where the KOS is listed next to seven other organisations (Association of German Cities and Towns, German Telekom etc.) as official partner. Taking into account that all the other listed organisations and companies are staffed by several thousand people, it seems extraordinary that a five-person unit could produce the necessary level of output.



Important partners of the German Government in preparation for the World Cup 2006

Fan support structures

World Cup fan representatives

An honorary fan representative was appointed to the local organisation committee in each of the twelve host cities. The structure of the local OCs mirrored that of the central World Cup OC in Frankfurt – later, in Berlin. Every OC department had a counterpart in the local OCs.

The appointment of the World Cup fan representatives was based on a list of candidates compiled in November 2004 by Dirk Mansen (former spokesman for the league clubs' fan representatives) together with the KOS. The fan representatives started work on the 1st April 2005. For the first time in World Cup or European Championship history, football fans were directly involved in the organisation of the event. The fan representatives acted as links between the local fan support networks, the organisation committees and the KOS. They worked on an honorary basis, only



Thomas Schneider (KOS) with German Chancellor Angela Merkel at the reception for the fan-projects

receiving a small expense allowance for their efforts. Two of the twelve fan representatives were members of the municipal administration; four came from club fan work, one was from the KOS, four came from fan-projects, and one came from a project outside the KOS network. The Fan representatives were assisted by two volunteers during the critical World Cup period.

Fan embassy heads

As it was assumed that the operative tasks connected with the fan embassies would require at least one full-time coordinator, twelve embassy heads were appointed on the 1st March 2006. The embassy leaders all received short-term contracts. They were charged with the organisation of the fan embassies, and were expected to consult their respective fan representatives on matters of content. Together with the fan representatives, the fan embassy heads were involved in all the decision-making processes pertaining to the various preparation workshops. The workshops were conceived and implemented by the OC and the KOS. The World Cup fan representatives and the fan embassy heads presented a potent and productive team in the twelve host cities. This was especially important in view of the cooperation with city authorities, which often proved more cumbersome than we had expected.

One of the twelve fan embassy heads came from the local football association; one came from league fan-work, one came from community social work, two came from the fan-project environment, and seven came directly from fan-projects. The candidates proposed by the KOS were installed in all but one of the embassies. In that case, the position was offered to a member of the local fan-club umbrella organisation. During the World Cup, the embassy managers were able to rely on the support of two or four assistants (depending on whether the site had one or two embassies). These fan embassy assistants received a short-term contract. They were recruited from local supporters, from relevant municipal occupations such as tourism, or were directly involved in local fan-projects.

The structure of the fan embassy positions for the Euro 2008 in Austria and Switzerland has already been defined eighteen months in advance of the event – this is a direct consequence of the experience gathered at the World Cup 2006.

The KOS coordination centre

In view of its responsibility for 17 stationary fan embassies, the cooperation with international fan organisations, the maintenance of the of the fan website and the publicity work etc, the KOS decided to open a central coordination office at the OC headquarters in Frankfurt. The purpose of this centre was to coordinate and connect the various fields of responsibility. Their work specifically included the following tasks:

- facilitating communication between fan embassies, fan representatives and the OC, in the form of a daily summary
- offering advice on all relevant subjects via a 24-hour nationwide fan helpline
- providing a compilation of relevant information for international (fan) organisations
- continuous maintenance of the fan website
- publicity work
- providing support for the various OC departments, including ticketing, volunteers, protocol etc., wherever possible

According to the KOS' timetable, the coordination centre should have been in operation much earlier. Due to various controversies surrounding the location, equipment and staffing, however, the centre was rendered operative only a few days before the actual event. The coordination centre was located in Frankfurt-Niederrad. During the World Cup, several relevant OC departments, including ticketing and transport, were also located in the modern office block. Other departments had been moved to Berlin.

The fan support work profited greatly from the proximity and familiarity of the aforementioned OC departments, as well as from the coordination centre staff's non-bureaucratic interpretation of the word »teamwork«. This facilitated a swift response to enquires and queries, especially with regard to ticket problems. We were able to clarify most problems directly, and often to the advantage of the affected person.

The fan-projects had presented their own street-work concept for the World Cup. Among other elements, the concept provided a prognosis of the atmosphere at the various venues. Fan coordinators, people who actually accompany fans to the football matches, were integrated into the information system, which was coordinated from Frankfurt. The »ZESKO« (Central Street-Work Coordination) was represented by two constant employees at the coordination centre. The resulting exchange of information, as well as the direct on-site reports from the fan-project colleagues, meant that the coordination centre had immediate and comprehensive access to grassroots-level information.

The coordination centre's fan-helpline guaranteed a swift and direct response to incoming enquiries. Phone calls from the fan embassies, but also from members of the media and other tournament-relevant organisations, were an everyday occurrence. The coordination centre issued a daily summary of the reports gathered from the various fan embassies. Copies of the summaries were then sent back to the fan embassies and to a few relevant World Cup OC representatives. Thus, each concerned party received a daily review of the atmosphere at the various fan

support sites, as well as a summary of the current problems. Additional information from the street-work faction was absorbed by the fan-project staff.

The coordination centre was also responsible for press documentation and for maintaining the photo archive – a task which, in view of the mass of digital and printed images, really demanded a separate fully-staffed department.

Conclusion

The most significant criticism would be concerned with the vague definition of the extent of the KOS' decision-making power and operative competence. Decision-making was rendered unduly difficult by the OC's lack of transparency with regard to their fiscal policy. Despite the successful engagement of countless volunteers, we still maintain that a large contingent of professional employees on short-term contracts would have eased the structural problems considerably. In spite of this criticism, however, the general structure of the fan and visitor programme was a success – from the conception to the implementation. When we look back at the World Cup, we feel we have successfully met the challenges.

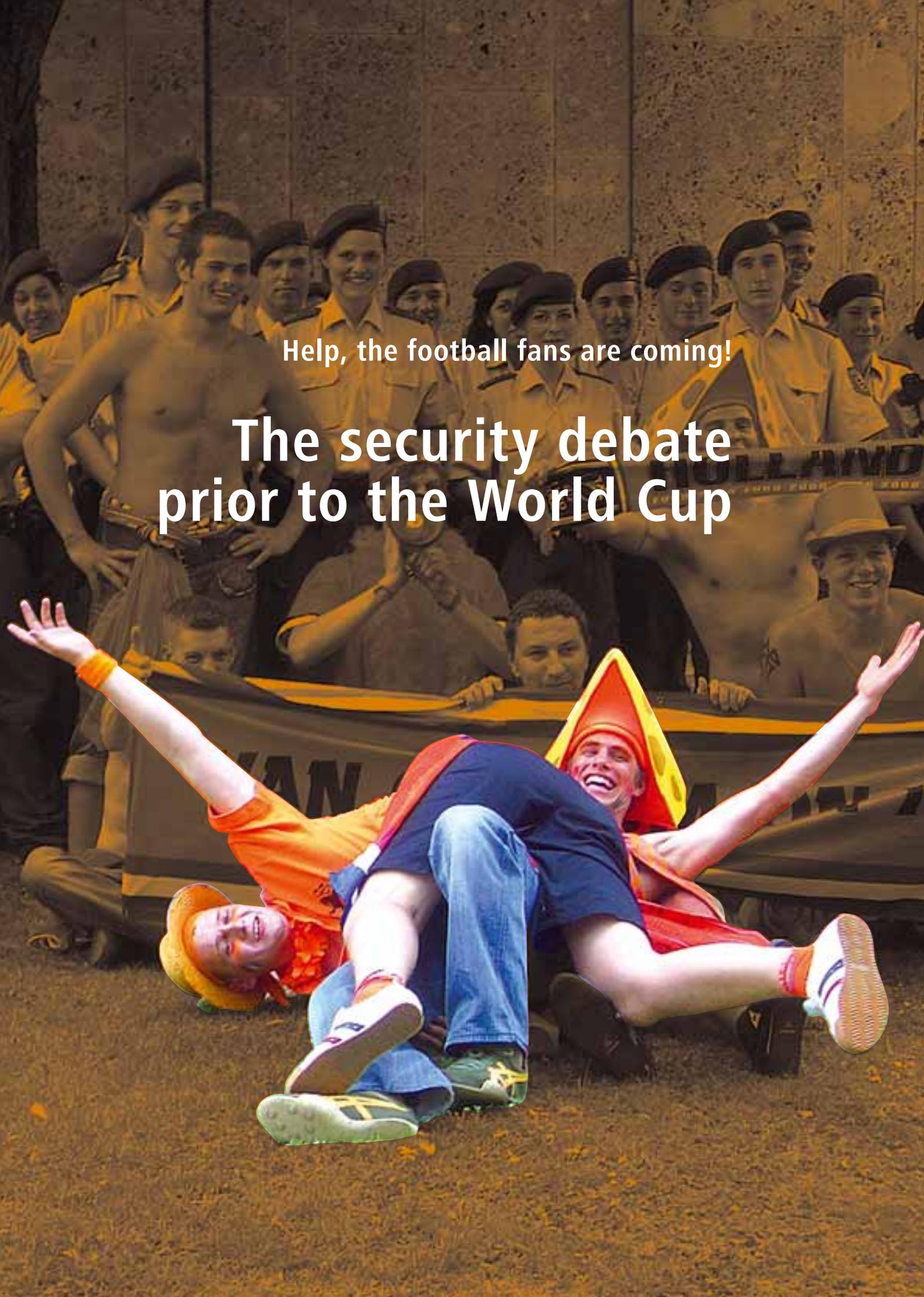
The World Cup Organisation Committee did not regret their decision to involve the KOS in the preparation and implementation of the programme, according to the review by Horst R. Schmidt, Vice President of the Organisation Committee FIFA World Cup 2006:

»With regard to the events of summer 2006, it has often been said that lady luck was on our side. The party atmosphere that swept across Germany was generally ascribed to the brilliant sunshine and some refreshing displays from the host team. It should not be forgotten, however, that the Organisation Committee spent many productive hours preparing for a peaceful and jovial World Cup, especially with regard to the extensive fan and visitor programme. The implementation of the programme was carried out by the recognised fan-work experts from the Coordination Centre for Fan-Projects (KOS) at the Deutsche Sportjugend. We invested a good deal of manpower and financial resources into this sector. The results show that the scale of our investment, which was entirely unique, was completely justified.«

Extract from the OC's »Fan and Visitor Programme« brochure



Volker Goll and Gerd Wagner from the KOS at the final draw 2005 in Leipzig



Help, the football fans are coming!

The security debate prior to the World Cup

Security is always one of the most prominent subjects of debate prior to any major international sporting event – it is almost as important as the sport itself. Security was already one of the main concerns during the World Cup application stage, especially in view of the reputation of the fans from two of the main contenders: England and Germany. Just three days after the European Championship Final 2000 in Belgium and Holland, FIFA had to decide who was going to host the World Cup in 2006.

»Who is best equipped to deal with their own hooligans« – Euro 2000

In Germany, this meant the introduction or refinement of control measures, including the tightening of the »Passgesetz« (passport laws), travelling bans, the so-called »Gefährderansprachen« (home visits by the police to suspected troublemakers), stadium bans and preventive custody. According to public opinion, England came off much worse in comparison. England did too little to stop its infamous hooligans from travelling.

While action was being taken in Germany and England, in Belgium the police were being re-equipped, prisons were being extended and new laws were being rushed through parliament. The number of German and English fans arrested in the Netherlands and Belgium during Euro 2000 appears to support the media reports. Whereas the sum of arrested English fans reached a total of almost 1,000, the number of German fans arrested was under 100. During the course of the actual competition, there was a UEFA debate on whether or not to expel the English national team from the competition. Three days after the Final, it was announced the World Cup 2006 had been awarded to Germany.

This serves to illustrate the complexity of interests and considerations that follow in the security debate's slipstream. After the tournament, the success of the measures imposed on football fans in Belgium during the European Championship was interpreted in two entirely different ways: while official media reports and the reaction of UEFA representatives appeared to justify the extra security measures, the same methods were massively criticised by the English fan organisation Football Supporters' Federation (FSF). In a report concerning the European Championship 2000, they accused the Belgian police of a prejudiced and indiscriminate attitude towards the majority of peaceful English fans. It was claimed that the source of this misinterpretation was a general stigmatisation of football fans, and in particular, of English football fans. The police

measures, which were employed to ensure security, had not only led to a disproportionate number of English fans being arrested, but had also served to create unpleasant conditions for football fans in general.

This small historical excursion helps to illustrate the immense importance of the security structure, especially in terms of police strategy, at major tournaments. The implications of the security measures go way beyond detention statistics. Should the police present themselves in combat gear in order to make it clear that troublemakers will not be tolerated, even though they then run the risk of being classified as a potential threat by peaceful fans and observers? Or should they remain in the shadows, offering the kind of freedom that troublemakers could easily take advantage of – which would most certainly provoke criticism from the international media? In Germany, we chose the second variation.

Prior to the World Cup 2006

The World Cup 2006 operation strategy was based on the on the »national situation report«, the official police evaluation of football fans and, therefore, predominantly concerned with risks and dangers. The football World Cup posed a massive challenge for the police. The competition lasted for four weeks and millions of visitors had to be catered for, including numerous state guests. There were 12 match venues, 32 national teams, 32 team-hotels, 32 training grounds and numerous official Public Viewing areas to deal with. The proceedings were scrutinised by an international public, still sensitised by the horrors of Fascist Germany nearly 60 years before. The security arrangements were, therefore, already a massive operational challenge, even before latent or tangible terrorist threats were taken into consideration. With all their combined expertise and international fan work experience, the KOS and the German fan-projects played a considerable role in influencing political considerations and police strategy. This can be illustrated by what happened in one of the World Cup cities, Frankfurt, during the course of the tournament, which will be explained in detail further on in the brochure.

Fan-interest considerations were integrated into tournament preparation for the first time in the entire history of the World Cup. The KOS was present at the very first meeting of the Federal Government and Länder Committee, which, apart from other things, was responsible for the implementation of the Governmental security-guarantees demanded by FIFA. The temporary proximity of organisations such as the Federal Intelligence Service or the emergency service was somewhat unusual for a social-

preventive organisation such as the KOS. The cooperation with the Federal Government and Länder Committee was defined by mutual appreciation of the respective fields of expertise. Our ideas and initiatives met with a good deal of interest and sincere appreciation from all parties. A measure of this appreciation was the invitation the KOS received to present their fan and visitor programme to several hundred delegates at the last international security conference in Berlin, shortly before the start of the World Cup. Prior to the conference, the Federal Ministry of Interior's decision to involve the KOS had not always been met with enthusiasm. Most of the criticism abated, however, as soon as Thomas Schneider, our former director, started to emphasise the programme's potential connotations for security. Largely as a result of the Interior Ministry's support, the various international fan support groups were eventually given permission to work in Germany – a measure that had been threatened up until the last minute by the OC's procrastination.

Communicative police strategy

Because our experience from the last eight major international events taught us exactly how important a reserved and friendly police presence is for a congenial atmosphere, we were pleased when the Government ordered

an »expressly open, tolerant and friendly police presence« in its national security concept. It was not always easy for police administration to apply this specification, however, especially in view of the German federal system, within which the individual police forces are controlled by the respective component states, and where individual police-commanders are often familiar with the rough day-to-day routine of Bundesliga operations. We admit that we did not always know how the police should act in specific circumstances during the World Cup. Our reservations were fuelled by reports such as those printed in the *Süd-deutsche Zeitung* on the 25th October 2005, referencing a police exercise scenario: »It's Monday morning, and the day starts innocuously enough for two football fans in a Hotel in North Munich. A bit of banter concerning one of the men's native football team is followed by an insult directed at the manager of the other man's team. All of a sudden, they start fighting, and eventually, shots are heard. The skirmish ends with nine people having been seriously injured and two football fans having been shot. A special unit storms the hotel, backed up by a squadron of police helicopters as well as numerous officers on the ground, who have closed off the entire area. This is a practice manoeuvre, designed to prepare Munich police. (...) It is part of a city-spanning operation in connection with the World Cup.«



Public Viewing even for the police at the Hamburg fan embassy

This exercise was particularly frightening as it was based on the planner's own stereotypical perception of football fans. It certainly had very little to do with a realistic evaluation of the expected behaviour of football fans, based on previous large-scale international events.

The media were by no means the only ones who painted dark scenarios in relation to the projected behaviour of football fans, particularly those from Poland and England. Some of the scene-knowing police officers were equally pessimistic. At the same time, police security measures were focused on the Public Viewing areas – in our opinion, this was without any justification. The German Press Agency (dpa) published a statement in which the police warned of »security risks during the transmission of World Cup matches« on 18th October 2005. Konrad Freiberg, from the police union, spoke of an »incalculable risk«, especially when two rival fan groups were granted the »freedom of confrontation« without any intervention from the authorities. The idea that the Public Viewing facilities could also be perceived as an act of hospitality towards ticketless fans, and that these facilities could serve as meeting places for people from different cultural backgrounds – a place where people could get together to enjoy a football match – did not occur to the security planners and media representatives.

Example Frankfurt am Main: a good deal of insecurity

This was especially the case in Frankfurt; where the English national team were due to play their first match. In anticipation of the game against Paraguay, and the accompanying English football supporters, the city was thrown into a heated debate on how to treat the »Three Lions« fans. All the other venues were looking towards Frankfurt for guidance. England versus Paraguay was the second match in the tournament, and the first so-called »risk match«. If the police strategy in Frankfurt was deemed to be successful, it would have a decisive effect on the open, tolerant and friendly strategy for the rest of the World Cup; if not, however, people would start to get nervous.

To begin with, the organisers in Frankfurt predicted that »only« 30,000 English fans would turn up in the city. At that time, no one could imagine that the figure estimated by the English fan coordinators, who forecast at least twice as many fans, would indeed be more accurate. The official integration of fan support in the organisation of the tournament had already confirmed its worth. KOS employee Michael Gabriel was the World Cup fan representative in Frankfurt. Gabriel, who had been collaborating



Precautionary note on a World Cup staff car

with the FSF coordinator Kevin Miles for many years, was awarded the position in Frankfurt directly after the draw took place, at the end of 2005. Due to his engagement, a good many questions could be answered long before the actual event.

- How many English fans are coming?
- Where are they going to stay?
- How many are coming without a room reservation?
- Where are those fans going to stay?
- How are they going to get there and how will they behave in Frankfurt?
- Will they leave immediately after the game or will they stay longer?
- Will they visit a museum?
- What do they expect from the city?

The consultations were productive for both sides. The English fan coordinators gained early access to a good deal of important information, which they then proceeded to disseminate via their own fan network. Most of this information concerned Public Viewing. The majority of English fans were aware of the fact that they were unlikely to get a ticket for any of the matches. But they were conciliated by the knowledge that, if the worst came to the worst, they could always watch the game with a large crowd in front of a giant screen. In the end, approximately 70,000 English fans arrived in Frankfurt. 30,000 of these managed to get into the stadium, although only 5,000 tickets had been officially allocated to the English faction and the existence of a black market was constantly denied.

The cooperation with the Frankfurt police could not have been any better. The relationship was based on mutual respect. Although both parties were conscious of their distinctive roles, they were also aware of their mutual interests. Two events are particularly symptomatic of the collaboration. During an event entitled »Shall I barricade my shop window«, which was staged to inform the city's



No troublemakers anywhere

residents and local businesses, the Frankfurt police president, Achim Thiel, the Mayor of Frankfurt, Achim Vandreike, and the World Cup fan representative, Michael Gabriel, all emphasised the celebratory character of the event, the peaceful intention of the fans and their desire to meet people from other (fan) cultures. From a fan work perspective, the Mayor's invitation to Gabriel and Thiel to accompany him to London was an even more spectacular event. Together with the police president, the fan representative found himself serving as official consultant at an information gathering meeting in the British Ministry of Interior. The Home Office supplied the superordinate fan organisations in England with details of its own intentions, and the conditions in the venue cities. Inviting the responsible authorities from Frankfurt, therefore, was seen as the logical progression of this policy.

Due to this close working relationship and the corresponding exchange of information, we could make realistic predictions about expected conditions. Bit by bit, we were able to tame the media-induced security hysteria, bringing the level of public concern in line with an informed and realistic evaluation of the actual threat. Involved parties could act with assurance on the basis of our information. This was the primary reason why the first »risk match« passed without any major problems. It was not just the people in Frankfurt who breathed a sigh of relief.

During the three days that the approximately 70,000 English fans spent in Frankfurt, two notable security incidents were registered. The first confrontation was when English hooligans encountered violent German fans near the train station in Frankfurt, and the second incident took place in the city centre, where a potentially volatile situation was

skilfully defused by the so-called communication officers. The »communicators« spent nearly one hour appealing to inebriated English fans, including a number of provocative ring leaders, to celebrate their fan culture with a song, rather than lending their support to the trouble-seeking provocateurs. This was a prime example of the implementation of the new policing methods. The nearby German fans were impressed: »Wouldn't it be great if the police responded that intelligently during the Bundesliga season!«

In the Federal Government's final World Cup 2006 report, it is stated that »the slogan «The police – your friend and helper» had gained new substance. The ideas and practices of the broad security coalition should be employed beyond the confines of the World Cup.«

In the final evaluation of the Fan and Visitor Programme, which was compiled by Behn, Kuhlmann, Pilz, Ritz and Wölki, it is concluded that »in view of the pervading adversarial image of the police among football fans and fan-groups (cf. Pilz/Wölki 2006, 135 et seq.), the intervention of conflict managers can not be praised highly enough. The policy of remaining hospitable, friendly and communicative, even in conflict situations, was entirely successful. This strategy played a vital role in the overall success of the fan and visitor programme. The idea of employing police conflict-managers should be developed further. The concept should not only be employed at all major international football events in the future, but should also be adapted to suit conditions in the national Bundesliga and its derivative leagues.«

The KOS has nothing to add to these conclusions.



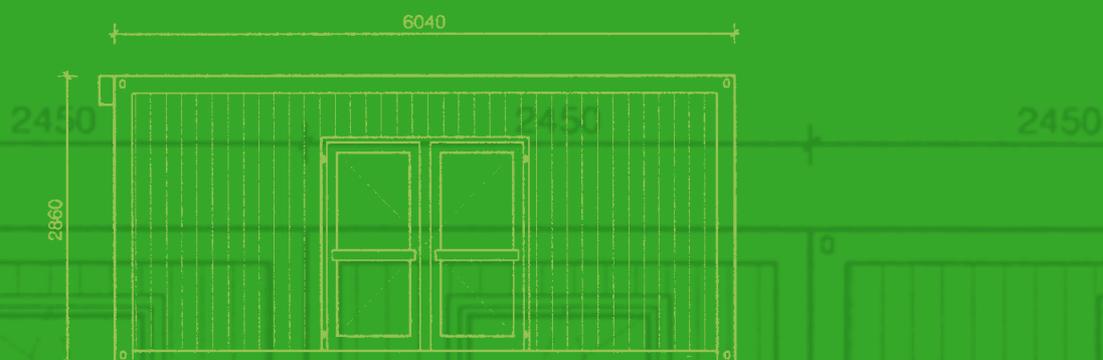
Closed due to overcrowding: the Hamburg Fan Fest

National security concept The security debate prior to the World Cup

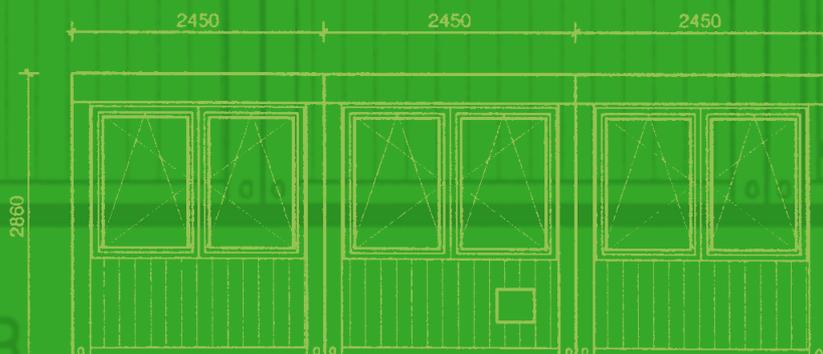
First point of contact for international guests

Fan embassies in the twelve host cities

Ansicht A



Ansicht C



Ansicht D

Stationary central offices, the so-called »fan embassies«, formed the nucleus of the fan and visitor programme. They were set up in each of the twelve World Cup host cities. The embassies were usually located in a central position, somewhere along a spectator-relevant route. Due to a FIFA directive stating that the fan embassies should be located in the Public Viewing areas, the organisers decided to act on our advice and set up second embassies in central, or fan-relevant, locations in Berlin, Frankfurt, Gelsenkirchen, Munich and Nuremberg. Hence, there were a total of 17 stationary fan embassies in the 12 host cities. The embassies were staffed by fan embassy heads, their assistants and the local World Cup fan representative. They were supported by members of the OC's volunteer programme. When football fans from all over the world descended on the German host cities, therefore, they could rely on the help of approximately 800 trained contact persons.

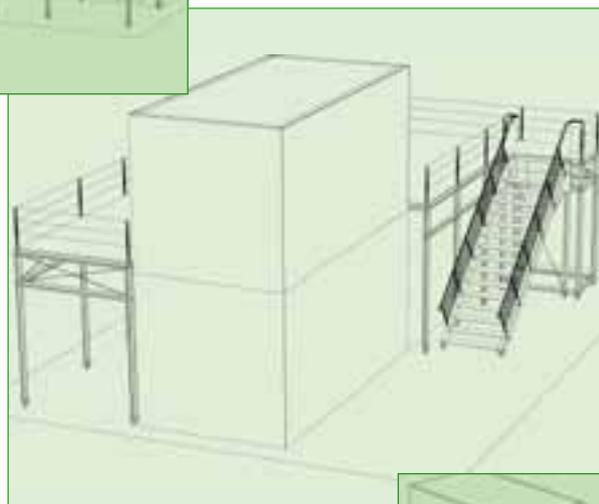
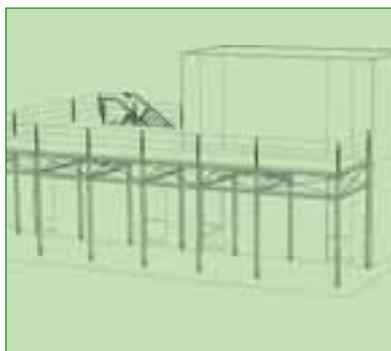
Information – service – communication: these were the main fan embassy responsibilities. Most of the enquiries concerned accommodation, tickets and football-relevant orientation. Individual help was granted to those in need, however, especially with regard to theft or other personal emergencies.

More than a half-a-million fans took advantage of the embassy services. The embassies were by far the most visible fan support components, and they enjoyed a good deal of positive resonance from the numerous guests. Many fans came back to the fan embassies to express their gratitude after the match.

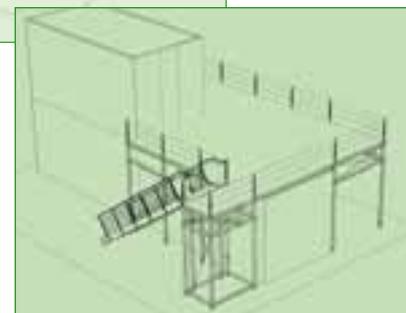
An unfulfilled idea – the fan embassy from fans for fans

At the end of 2004 the KOS developed a special idea. It was a concept with numerous potential knock-on effects. The idea was to create a model fan embassy in conjunction with three Hessian fan-projects (Darmstadt, Frankfurt and Offenbach) and their fan groups who could not be described as the best of friends. A company specialising in trade-fair construction was soon commissioned to build the embassies. The company director, who displayed a great deal of enthusiasm for the initiative, was even prepared to train jobless football fans to help with the con-

struction. Plans and sketches ensued in rapid succession. The proximity of the OC and the reference to the fan and visitor programme would have lent the project substance: the local fan groups, who were generally treated with scepticism by the OC, could develop, design and produce something tangible. This model embassy, which could have been reproduced x amount of times, would have been donated to



First drafts for the fan embassy, end of 2004



local fan-projects, fan support organisations, clubs or other social projects after the World Cup. This would have had the added effect of providing tangible evidence for the sustained impact of such events.

We presented our plans, calculations and ideas to the OC, but sadly our argumentation was either met with scepticism, or we were simply incapable of inspiring the decision makers. However, we remain firmly committed to this charming idea.



Fact finding mission

The KOS went on a tour of the World Cup venues at the start of 2005. As soon as they were appointed, we organised meetings with the relevant city delegates, which were

often OC representatives. We also took the opportunity to meet representatives of the local fan support network, who were destined to become our most important allies in the implementation of the fan embassies. During this phase, we discussed a good many specific details – including the exact location of the embassies, for example. We were often able to abate the city’s inherent fear of unbridled fan masses. Our credo: »If you solve a football fan’s problems, he will not create any« or »A warm welcome for football fans« met with a good deal of enthusiasm. Details of the operative implementation were defined during this period.

The location debate

A protracted debate was held on the implications of complying with FIFA instructions for the integration of the fan embassies into the, often strictly controlled, Fan Fest sites. It was a complex discussion in which we argued from the very beginning that the embassies should be located where the majority of fans were likely to spend most of their time, i. e. on the city’s main piazzas or in other attractive places near the city centre. A central location would also accommodate those fans who had no desire to visiting the Fan Fest sites. Finally, it was decided that five of the twelve host cities should be represented by two fan

embassies. One of them would be located in, or near, the Fan Fest; the other one in the city centre.

As time progressed, the city authorities started to express demands and wishes that were not always conducive to fan coordination. Thus, the location of the fan embassies in Cologne and Stuttgart remained uncertain up until a few weeks before the start of the World Cup. Moreover, the people responsible for the Fan Fest in Stuttgart never actually wanted a fan embassy on their site, feeling that it was not consistent with their Fan Fest image and marketing concept. Hopefully, the World Cup experience has put an end to this kind of misguided stigmatisation – even in Stuttgart. In Frankfurt, it was decided to offer the designated embassy site, which was in a prominent position inside the festival compound, to commercial bidders. Nuremberg didn’t want football fans in the city at all. Instead, the authorities decided to stage the Fan Fest in a designated area next to the stadium, the so-called »Volksfestgelände«. The Fan Fest and Public Viewing facilities would, therefore, be »containable«. Thankfully, the people in Nuremberg were not entirely impervious to good argumentation, and eventually sanctioned the construction of a fan embassy in the city’s historic centre. The provision of this facility was more than justified by the number of people who took advantage of its services. In contrast, the embassy on the Fan Fest site was only visited during



Fan embassies The fan embassies in the twelve host cities



Set-up of the fan embassy in Frankfurt

important final-stage matches or matches involving the German team. For the rest of the tournament, it remained more or less dormant.

There were other important reasons for not wanting to integrate the fan embassies into the Fan Fests. We felt that the original »preventive« intention of providing a central information and communication office would be lost between the bouncy castles, goal-shooting competitions and lotteries. We also became increasingly concerned about the level of control at the Fan Fests. As the heated security debate began to take its toll, it became clear that the Fan Fest sites would be fenced off, and that the entrances would be controlled. The Hamburg fan-project, which played an important role in the implementation of the local fan embassy, successfully resisted any attempt to locate the facility in the Fan Fest compound. They argued that interested fans should be guaranteed continuous and unrestricted access to the embassy services. Another issue, which concerned a typical fan-project target-group, was how to treat those with stadium bans. It was not clear whether they would be allowed access to the official Fan Fests. In Hamburg this debate led to the fan embassy being positioned directly between the underground station exit and the entrance to the Fan Fest, which was an extremely favourable location and could not have been more central.

In our opinion, it would have been wise to have the location of the embassies settled at the beginning of 2005, one year before the actual event. Much of the arduous wrangling over where the fan embassies should be located could have been avoided.

Equipment and design

The design and furnishing of the fan embassies was also subject to FIFA guidelines. These stipulations, and the aforementioned fear of getting lost in the commercial raz-

zamatazz, influenced the KOS decision to favour a plain, largely neutral facade for the embassies. The austerity of the resulting mouse-grey constructions, however, was only partly due to our recommendations, as the fan embassies were not particularly high up on the OC Signage Department's list of priorities. Thankfully, the embassy staff and volunteers soon transformed the containers into something more befitting the occasion.

The interior design generally reaped positive feedback, especially from the staff. The Schenker Company, which was responsible for supplying the embassies, fitted them with windows and a friendly reception-counter area, as well as securing general accessibility with the provision of a ramp and wide doors. The essential infrastructure, including water, waste disposal and electricity etc., was provided, with great competence in most cases, by our municipal partners.

We would like to take this opportunity to draw attention to the exemplary fan embassy sign-posting provided by the World Cup host city Kaiserslautern. The local authorities decided to commission homogenous road-signs for the football stadium, Public Viewing area and fan embassy. These signs were on display throughout the entire city.

Portraits of the fan embassies

Because the fan embassies played such a central role in the fan and visitor programme, we would like to honour each one of them with a short description of the site. In order to gain insights into the work, conditions and atmosphere of the respective host cities during the World Cup we have compiled a short portrait of each of the twelve embassy sites, as they appeared on the fan website www.fanguide2006.org during the tournament.



Exemplary sign-posting in Kaiserslautern



Time off for the fan workers?

The World Cup is taking a break, with two game-free days before the quarter finals. But does this also mean a break for the fan workers? We asked in the fan embassy Berlin, right in the middle of the biggest fan mile between the Siegessäule and the Brandenburger Tor.

»Well, there was not quite so much to do during the last two days,« reports Martin Scheidecker, fan embassy assistant in the team of embassy head Axel Pannicke. But he immediately adds that »not quite so much« in the context of the Fan Fest in the capital still means that about 50,000 to 70,000 people visit the area during the course of the day. »But that's nothing in comparison with what we're used to.« Martin expects that the next visitor record will be set when Germany plays Argentina. And naturally enough, this will not go unnoticed in the fan embassy, which is ideally located between two big screen viewing areas and can expect to see big crowds.

Around Berlin in a taxi

In the city of Berlin the fan mile is the area where the big World Cup parties take place. Unfortunately some other things on offer among the wide range of activities have tended to be overlooked, Martin tells us. The second fan embassy location, on Breitsc-

heidplatz, has suffered from the fact that the envisaged Public Viewing has been cancelled. But fan coordinators and volunteers are present in the city and of course in the stadium to provide information and services. »The fan guides are literally grabbed out of our hands,« Martin reports. »People often find it difficult to believe that we are distributing them free of charge and are absolutely delighted. But a Spanish edition, that would have been useful.«

Other services which the fan embassy has on offer are also proving popular, the cost free internet access, the Berlin City fan guide and of course the team's competence in dealing with any problems which may crop up. This ranges from assistance with the details of ticket purchases, with finding accommodation and sometimes very simple but important touristic tips. »We had two Argentine fans here and explained to them that there's no problem taking the Underground or the regional trains in Berlin and that they don't need to take taxis everywhere, which they seem to have been doing up to then.«

Guest book is full

Martin has trouble finding words to describe the atmosphere at the Fan Fest. »It was absolutely crazy what was going on here, especially during

the Germany games – I really don't know how to describe it.« He has particularly good memories of two female fans from Trinidad and Tobago, who were in Berlin at the very beginning. »They were in a super mood and really enthusiastic about German beer. And they promised to come and see us at the final.«

For the Berlin fan embassy team, which also includes Martin's colleagues Susanne Birsch and Ingrid Schöller, the World Cup fan representative Ralf Busch, and Thomas Jelinsky, who organised the Berlin fan camp, the general impression after the round of sixteen is very positive. Once the games are over, the embassy guest book will serve as a lasting documentation of how much their work was appreciated. Or rather guest books, since the first one, which the German Foreign Minister and the Mayor of Berlin also signed, is long since full.

There's lots to do, let's get started

But the World Cup is not over yet, and there's not much time to look back and indulge in nostalgia. The next visitors are already standing at the counter and asking about affordable accommodation in Berlin. There will be time to look back on events after the 9th July, 2006 – and maybe a reunion and a beer with the two ladies from Trinidad and Tobago.

A good atmosphere carries over

»Languages spoken: German, English, Espanol, Français, Italiano, Tunisien« – the sign on the door of the fan embassy in Cologne states that there will be no problems here with comprehension. The only disadvantage could be the fact that the container on the Laurenzplatz, opposite the historical town hall, is a little bit far from the big crowds on the fan mile. However, fan worker Jochen Zanders, who otherwise works for the fan-project of 1. FC Köln and whose main job is running a youth centre, knows, »The people who really want to know something, find us. Furthermore, the volunteers are informed and send the people to us.«

As well as two assistants, who have experience of football events and World Youth Day, 60 volunteers are at Jochen's side; 14 are on duty in each of the six-hour shifts. »Normal questions can be dealt with on the spot, our volunteers are very well trained,« he says. And even though »all hell broke loose« at the weekend, on Monday it was considerably quieter. The team uses these quieter days for research. The staff use the internet to keep themselves on the

ball – and they are constantly updating a folder containing a list of the answers, from A to Z, to all possible fan questions concerning the World Cup. The volunteers, who meantime have had time-off, are also informed of any new updates. A tally list is used to record the statistics of visits; this indicates the incidents that occur most frequently and the nationalities of the visitors involved. Until now there have been lots of Germans and English there, but the number varies from day to day. »There are lots of questions about Public Viewing,« says Jochen, »but also about ticketing and the stadium, how you get there and when it opens.« At present, the fan embassy in Cologne is conducting its own advertising campaign. The volunteers are out and about in the city and at the stadium, to actively bring attention to what fan work has to offer.

Everything is well organised

In the old part of Cologne, there is lots of activity every day at the Public Viewing areas, but the focus at the moment is on the coming weekend; on Saturday the Czech Republic and Ghana are guests in the cathedral

city. And the further the World Cup advances, the better the fan workers can estimate what they will have to deal with. Jochen knows that in Gelsenkirchen, there were an estimated 15,000 Czechs in the stadium plus »x« in the city. The Czech fan workers have already called in at the fan embassy – and have left their information brochures there. »Our Czech colleagues don't have much money,« explains Jochen, »they have to take their bus home early, so they have left their things here, and they will come back at the weekend by train.« The Cologne container will become the quasi-official Czech embassy, due to the presence of an employee of the Czech consulate. She will have official paper and rubber stamps there so that she can prepare replacement documents, in case a fan reports the loss of his wallet.

There is contact not only with international fan workers, but also with the police. »Everything has gone really well, the atmosphere was also good, although the Public Viewing area was really full,« Jochen reads from the report of the »scene-knowing police officer«, who is usually busy for the Bundesliga with the fans arriving in or travelling from Cologne. There have been no incidences that are not normally expected at large events.

Jochen is more than happy: »The World Cup organising committee has organised everything first class,« he says. »We are really well equipped in the fan embassy; we have the best working conditions. And we have a brilliant atmosphere with the volunteers. Even when I suggest that they can leave early, they stay. That goes for all of them. And this good atmosphere also carries over to the fans!«



The fan embassy as international meeting point

Flexible and demand oriented



»Thilo is on his way. Apart from the fan embassy we are also running an internet café with TV directly on the fan mile, reports Timm Hübner from the Dortmund fan-project. He is substituting for Thilo Danielsmeyer, head of the fan embassy, who has more than enough to do in town today. It is Wednesday, the 14th June, and the Dortmund Friedensplatz is filling up with thousands of spectators looking forward to watching the Germany vs Poland match on the big screen.

And the fan embassy is nearly right in the middle of the action – only just nearly because although it is located directly on the Friedensplatz. It is in fact in the Berwordtshalle, a glass fronted shopping mall. Today, due to the exceptional circumstances, access is being regulated to ensure some order in the Café with its big screen – which shares the premises with the fan embassy – where all three matches will be shown.

International meeting point

»On match days it's obviously fuller here than on the days in-between, then the atmosphere is really relaxed,« Timm explains. There's time to sort

brochures and the embassy volunteers can do the rounds of the town. There's also more time to talk, but today the embassy is expecting the visit of their Polish colleagues now that a team of ten colleagues from Switzerland have already taken a look around. The embassy is an international meeting point: »We also have really good contacts to Sweden and Trinidad and Tobago,« reports Timm.

Before the World Cup started it was assumed that thousands of Swedes would come. And the forecast proved correct. Rolf-Arnd Marewski, Head of the Dortmund fan-project, had the right feeling and took the necessary measures shortly before the start of the Championships. »Originally only one fan embassy was planned in Dortmund,« he reports, »but from the very beginning there were crowds of Swedes who occupied 1,500 beds in the fan camp in the Westfalenhallen. When the influx continued we arranged to have a second fan embassy established here before the first match even started.« The fact that the managers of the Westfalenhallen have lots of experience with major events proved to be a real advantage.

»I was able to make the arrangements for the embassy with the people from the Westfalenhallen without involving the usual official channels,« Rolf-Arnd says. »After all, we are both performing a service – and the Westfalenhallen were glad to be of assistance.« In this way it was possible to set up information counters and make arrangements for drinks to be delivered.

Rolf-Arnd Marewski puts his experience with the Dortmund model succinctly. »We are extremely flexible and responsive,« he explains. »We work in two shifts, with eight people per shift. As a rule there are five at the embassy in the city and three in the Westfalenhallen.«

Tickets recovered

Up until now the Dortmund fan embassy's main job was assisting fans with ticket or travel inquiries. And among the international fans they have helped, three of them will most certainly take home good memories of »Beer City« Dortmund. Not just because Dortmund brews plenty of good beer, but because the Swedish fans had lost their tickets for the match. Rolf-Arnd remembers that they were in utter despair. But in this case he notes that »the advantages of the personalised tickets became apparent«, with the assistance of the fan embassy substitute tickets could be printed in the Ticket Centre. Ten minutes before the game they could be handed over to the delighted Swedes.

On Monday Togo plays Switzerland in Dortmund. Rolf-Arnd remarks that this is already to be felt. »The Swiss like to travel; they are slowly taking possession of Dortmund. There's more and more going on every day.«



»As expected, things went well«

»Other competitions have already shown us how important fan embassies are. Many people would have been more or less lost without them,« reports Stephan von Ploetz, head of the fan embassy in Frankfurt. This is not the only reason why there are two of these fan contact points in the city on the Main. One container is to be found on the Friedrich-Stoltze-Platz not far from the Römerberg, where the German national team celebrated their successes in the past, and the other, in a big tent, is located nearer to the Main on the Paulsplatz.

»The city really comes alive«

Even on the last day of the games in Frankfurt fans of the French and Brazilian teams come to the embassies to get information on Public Viewing or on accommodation. But even on game-free days plenty was and still is going on, especially during the group games. »Once the round of sixteen had started we were not quite so busy, but all in all it's surprising how many people come even when there's no games being played in Frankfurt.« But today there is a match, the sun is shining and the fan embassy has plenty to do.

But not only fans from abroad find their way to the embassy. The locals also come round to get information about what is being done for visitors.

»The city has really come alive,« says Stephan. »I hope – and really believe – that it will go on like this after the games.« But the effort and the strenuous preparation were certainly worth while. »They are now really bearing fruit. As expected everything went very smoothly, the concept which we had devised worked. And most important of all: It was great fun.«

»They have taken excellent care of the fans«

A major element of the concept, not just only in Frankfurt, was the cooperation with the World Cup fan representatives and the fan workers from abroad. »That was also very important and worked very well. It was most certainly a big advantage.« The one thing missing was a fan guide in Spanish. »Lots and lots of fans came from Mexico, Argentina, Brazil, Ecuador. A Spanish guide would certainly have made a lot of sense. But fortunately we had many Spanish-speaking helpers.«

Embassy head Stephan is full of praise for the numerous volunteers. »I was very positively surprised. They worked very independently and showed a lot of initiative when assisting the many fans. They were a great help.« The cooperation with the fan-projects from the Rhine-Main area also worked very well. From the very beginning of the

Championships it could be observed that the various helper groups with widely differing backgrounds were building a team – without any hierarchy or role allocation.

Miniature football with fans from all nations

And the volunteers are not only in demand in the embassy itself. Especially on match days there are always new activities on offer. This time around there is a football game on a miniature pitch on the banks of the Main organised in cooperation with the State of Hessen. Accompanied by loud music mixed teams from all over the world play with and against each other. French and Japanese fans play against teams from Kuwait, Ecuador, Brazil, China or Hungary. A group of fans from Italy were the most successful. They won ten games in a row.



Football pictures from all over the world at the fan embassy Frankfurt

Successful start



Even at the first match, the fan embassy in Gelsenkirchen was able to offer concrete help in many cases. Especially fans of the participating teams, Poland and Ecuador, kept asking for advice.

In contrast to most of the other World Cup cities, Gelsenkirchen has two stationary fan embassies, one in the city centre and the other directly at the Fan Fest in the stadium Glückauf-Kampfbahn, where the Public Viewing also takes place. But that is not everything. To inform the fans as soon as they arrive in the city, there is a mobile team of fan workers already at the main train station to distribute fan guides, city maps and good advice.

Even on Thursday there was a lot to do, as many fans had arrived on the day before the match. »Until late into the evening we were answering mainly questions about where to stay,« explains Arthur Saager, head of the Gelsenkirchen fan embassy, which, with the support of volunteers, has a staff of 50. As well as useful tips about good-value hotels and camping sites, the questions answered concerned primarily tickets and onward travel.

The Gelsenkirchen fan embassies are open daily from 10 a.m. until midnight. It will be a busy few weeks for the fan workers. However, the program has been well received not only by the fans, the staff too have fun with their work. »To be able to actively help is a great feeling for all of us,« explains Arthur Saager. »In the evening we are totally exhausted from the work, but everyone is happy.« Above all, the international contact with people from all over the world is really enjoyable.

There are fan embassies in all 12 World Cup cities. At least once a day,

they send their reports to the coordination centre in Frankfurt, where all the information is analysed and evaluated. »One example of what we have experienced in Gelsenkirchen is that many fans from Ecuador arrived with very large rucksacks and all the luggage lockers at the main train station were full. Therefore, we told the other cities, to which the fans will be travelling next, so that they could start to search for a solution,« reports Arthur. Perhaps on Monday at the next match in Gelsenkirchen, he and his team will be able to profit from tips from the other cities.



The interior design of the fan embassies was excellent

Fan embassy »kicks off«!

A test pattern picture can be seen on the giant screen, the beach club sun beds are empty and the technicians are trying their hand at table football – the day before the World Cup starts the Fan Fest Hamburg is in an acute state of anticipation.

At one point in the spacious setting of the »Heiligengeistfeld« a sense of activity can be felt. All dressed in light blue, the volunteers meet in front of the embassy to discuss the day's activities. Inside busy hands are sorting out information material, assignment plans are being checked and the World Cup fan representative is busy searching for extra decoration for the container. Opening has been set for the afternoon, »but to be honest, we've already opened,« says fan worker Daniela Wurbs, »at least enough people came by to collect information.«

And a whole range of information has been made available at the fan embassy. There are free information guides for Hamburg and the whole

of Germany, all this of course in different languages. There is also information regarding various events and activities in the city. A computer terminal has been set up in the middle of the room and to everyone's relief, a television has been installed over the top the information desk. The giant screen at the Fan Fest can't be seen from here and obviously one wants to be informed of the on-going football games. Cathrin Baumgardt and Heiko Schlesselmann agree that both the embassy container and the location are perfect. They both feel at home because their familiar workplaces are just around the corner at the »Millerntor«, home of FC St. Pauli. The fan workers from Hamburger SV and St Pauli will be facing an enormous task during the World Cup. The fan embassy will be open 24/7 and one of embassy head Joachim Ranau's team will be present for at least 12 hours on site. At busy periods extra work force will be present to ensure that everything runs smoothly and as planned. During the games in Hamburg extra information booths will be available

at train stations and around the stadium. Thank God for the volunteers, easily recognizable due to their light blue uniforms. At least five volunteers will be present to help solve problems and answer questions.

We speak football – and other languages

»Well, be polite and always try to help« – this is a basic understanding shared by all volunteers in service. In the case of stolen ID's or passports a list of all consulates has been provided to the fan embassy. A large city map hangs on the wall and most of the volunteers have a good knowledge of the city. One knows where to send people to shop or to eat out. The volunteers wear a badge which states the languages they speak. English, Italian, Spanish are amongst the most common, Arabic and Russian can also be found. And besides, Geneviève Favé and Martin Zajonic from the HSV fan-project speak their respective native languages, French and Polish. The whole city is anticipating a multi national colourful football festival and the fan embassy team is ready for whatever may come.





World Cup motto becomes a reality

we were able to help them. On one occasion, at 2.30 a. m. after working 16 hours, I got a call from the fire brigade: »600 Mexicans want to sleep in the station, can you send someone who speaks Spanish?« At that time of the day, this was quite a difficult request. However, in the end, the Mexican fans were accommodated in the station in a bunker that had beds and toilets. The next morning they could travel on, fully relaxed.

Stefanie, Spain will play France here in their second-round match tomorrow, then the World Cup, apart from Public Viewing, will be over for Hanover. How would you sum things up?

The World Cup has been really great, we've met so many people from different cultures and countries. It has been stressful too, of course, there was hardly a day when we didn't work at least 12 hours. But that's something we were all happy to accept.

How are things so far today in advance of tomorrow's game – and what are you still expecting?

The rush has already begun, there have been lots of Spanish and French here. The majority will arrive tomorrow, 40,000 Spanish are expected. One potential problem is that many will come by car. They don't have their tickets yet, so they'll have to park, preferably at the Messe, then exchange their vouchers for the team tickets and then get to the stadium. With the help of volunteers, we'll try to give the fans as much information as possible to minimise the chaos. We have volunteers here who speak Spanish and French, so they can offer the appropriate advice.

Who are the members of your team?

I work for the Hanover fan-project, mostly I take care of the female fans. My colleague Tine is studying social education and has already done a placement with the fan-project. Our embassy assistant is a supporter of Hannover 96. They are all people who have something to do with football. Christian Schäfer, our fan representative, works for the city sports service, which has proven to be a great advantage. We could use short cuts to sort out lots of things with the authorities, which wasn't the case everywhere.

The fans that come to Bundesliga matches are generally different to those that come to international games. Have you noticed this difference?

Yes, really. You can abandon a real Bundesliga fan at the station and he'll find the stadium himself. But although we are really close to the stadium here and everything is well signposted, we've been asked countless times how to get to the stadium.

And what are your fan embassy anecdotes?

Luckily, we haven't had any really serious incidents. Some Mexicans lost their passports, but by working together with the Mexican embassy,

What impressions do you have of the fans from the eight countries that have played in Hanover so far?

As I said, with the Mexicans there were the lost passports, but we'll remember them above all for their party spirit. The Polish were very calm, although the city had had some fears beforehand. The Koreans partied a lot, but with less alcohol than, for example, the Swiss. That was quite noticeable. I have heard that after the party at the Fan Fest, the Koreans even cleared up their own litter. That's something you don't see often enough. They also gave away lots of paraphernalia like T-shirts, banners and even glasses.

Have you had feedback from the international guests – for example, their impressions of Germany, but also about the fan service that the embassies offer?

Everyone who's been here has been very satisfied. We could help them find rooms in hotels or in the fan camp. Some volunteers have received gifts from the guests, and we have heard over and over again that the motto »A time to make friends« really is true, that it really has become a reality in Germany. Our visitors are also very happy with the organisation.



The »Pfalz« welcomes the world as its guest

The people are in a good mood here at the fan embassy in the smallest World Cup host city Kaiserslautern. »It's something special for the «Lauterer» to be a part of event like this,« says Annika Kreckmann, head of the embassy, and of course Kaiserslautern is something special, too. Each time someone asks for directions to the stadium, the answer will be someone pointing their finger to »up there«, meaning the Betzenberg.

The way up to the Fritz Walter Stadium leads up a steep narrow hill and today is climbed mostly by Australians and Japanese. »Just yesterday the city was crammed and bursting at the seams, the mood was fantastic and everybody was partying,« says Annika. »Just as we were closing the embassy, a hand full of Australian fans turned up and joined forces with the embassy team. Together with the «Socceroos», the team made photos

and sang a few Australian tunes together.«

Personal assistance

Actually, the services offered by the fan embassy range from providing simple tourist information to offering personal assistance to those who require more in-depth help. For example, an Australian fan who somehow managed to book a hotel that doesn't exist was referred to the fan camp and offered a sleeping bag by one of the volunteers. He later remarked, »You have to visit the fan embassy, they're just great!«

Johannes Stender, one of the fan coordinators, assisted a fan who had little too much to drink and personally accompanied him to the youth hostel and handed him over to his fellow countrymen. Another couple from Japan, who had once tried »Schweinehaxen« on a previous trip

to Germany, was escorted to a local restaurant that served their favourite German delicacy. Multi-lingual assistance is guaranteed and both Japanese and Australian volunteers are represented.

»Now it's my turn to be a fan«

Most of the full-time fan coordinators are football fans themselves. A team photo of FC Kaiserslautern who were previously relegated into the second German football league hangs over the official World Cup match plan. And just as we speak, fan coordinator Ingo Schade declares, »Now it's my turn to be a fan!«, puts on his yellow and green Australian football shirt, grabs his ticket and makes his way over to the stadium.

The city of Kaiserslautern can look forward to one more highlight. »If Brazil finishes second in their group it means that Kaiserslautern will have the pleasure of hosting the seleção for the next round,« says Annika with a grin on her face.

»We are there, where the fans need us«



At the end of the long day, Nadine Haase concludes, »Our people were present throughout the entire city.« In her capacity as fan embassy head in Leipzig, she is responsible for the deployment of approximately 50 volunteers. The fan embassy in Leipzig was opened on the 9th June, to coincide with the start of the World Cup. The embassy will be open every day for the duration of the tournament.

On the first weekend, the city's streets and squares were occupied by tens of thousands of jovial Dutch fans. Approximately 8,000 fans from Serbia and Montenegro also arrived in the city.

Members of the fan support team mingled with the crowd, answering questions and distributing information brochures. Many of them, who were in the middle of the orange procession, were particularly concerned with directing fans without tickets to the Public Viewing facilities. Moreover, some of the volunteers were allowed into the match, where they functioned as contact persons for

the respective fan groups. As was the case in the other cities, most of the fans were concerned with information regarding accommodation, tickets and the accompanying cultural programme. Some of the fans did come into the embassy to »let off steam«, however. According to Nadine, »some of them were infuriated by ticket problems or the price of accommodation, but we did our utmost to help them. The feedback was generally very positive. Most people were grateful for our services and the contact with international guests was particularly rewarding. We received quite a few invitations and some of them even presented us with football souvenirs.«



One of the key factors for the success of the fan support programme is the engagement of the volunteers. They not only enable the embassy team to offer help in more than 10 different languages, they are also the source of a great deal of motivation and new ideas.

Nadine Haase hopes that the embassy will become more popular as the tournament progresses. Although the office occupies a prominent position, opposite the main train station, it is still relatively unknown among the fans. According to Nadine, »We are using every free minute to advertise our services. We hope that word gets around after the first couple of matches, and that people will start to realise that there are fan embassies available in every host city.« Since the weekend, the fan embassies have enjoyed the official support of the police. »They have started to realise how important we could be for their work. Police representatives visited our offices and are now distributing our information material at the train station and ticket points.«

»No problems on the opening day«

As the long-awaited World Cup finally began, all eyes were on Munich – Friday's opening game was here, and here the host nation Germany handed out its first business card. This was also true for the two fan embassies in Munich. The preparations had begun with a workshop in Frankfurt in January 2006. The first things to establish were how such a fan embassy should look and what its individual tasks would be. Furthermore, because of their locations, there had to be discussions with the local authorities. Construction began on 29th May, and on 3rd June the embassies were ready for business.

The Marienplatz in Munich pulsates with life every day; however, on Thursday, 8th June, the going-ons are even more colourful. It is the day before the World Cup starts – and summer has arrived. In the pedestrian zone there are even more people from even more countries out and about, waving their flags, presenting themselves before the cameras of international broadcasters, and making friends at an improvised friendly kick-about accompanied by the ubiquitous singing of anthems.

Just around the corner at Marienhof, there is a lot of activity at the fan embassy, even on Thursday morning. The embassy is located between information stands, fan shops, a beer garden and the artificial football pitch for the street-football tournament. The staff, like those of the embassies in all cities, is competent and ready to deal with all issues concerning fans. The fan workers Günter Krause, Thomas Emmes, Lothar Langer and Andrea Seiler are available to answer all sorts of questions. They have been involved for many years with the fans of FC Bayern München and TSV München

1860. Andy Brück, who runs a contact point in a room in the stadium of FC Bayern and who has scarcely a day on which he isn't planning trips to a game of Bayern or the German national team, has a distinctly smaller operational area during the World Cup – but in no way less to do. Andy travels in his organisational capacity between the fan embassies, answers countless email and telephone queries and also takes part in the daily conferences of the World Cup organising committee.

Günter Krause, on the other hand, can dedicate himself completely to the concerns of the World Cup tourists who visit the embassy. The two fan embassies in Munich operate in two shifts, in which the six full-time employees of the Munich fan-project, who share the shifts between themselves, are always accompanied by six or seven volunteers. Some of these volunteers have a fan-based background, but others just want to be involved in the World Cup and to make their skills available. »These are great

people,« says Günter, »who can speak excellent English.« And one speaks very good Spanish, which has already helped us a lot, there were quite a few fans from Costa Rica here,« adds Andy.

Helpers familiar with the surroundings

And with which questions and expectations do the guests come to the fan workers, how well are they already informed? »That is quite variable. Some knew via the internet that we are here and what we do, but others wanted, amongst other things, VIP tickets for the Public Viewing,« explains Günter. Naturally, the fan embassies are informed best about the program in the city, the local amenities and access to them, »but there are always questions whose answers we first need to work out,« says Andy. No wonder, for a Germany-wide mega-event with guests from all over the world. Günter Krause can sum this up with the result from Thursday: »All in all, we experience hardly any surprises. Some need information about tickets or the possible ways to change tickets, now and then we are asked about accommodation possibilities – we haven't had any more serious problems yet.«





»Unbelievable, those Mexicans«

As the World Cup moves into its nail-biting phase, the matches in some of the World Cup cities are already over. So is the case in Nuremberg. But the guests and the locals will party on, even without further matches in the city. And that means that the fan embassy in Nuremberg won't be closing its doors just yet. We spoke with embassy head Andrea Koydl about, amongst other things, special anecdotes and a playful atmosphere.

The World Cup in Nuremberg is over. What is your assessment, particularly in relation to the work of the two fan embassies?

I think in Nuremberg everything has gone very well. This is due above all to the dedication of the volunteers, who have done their work very willingly. They were creative and went actively to the fans. The communication between the team was really great. Our volunteers had very different backgrounds. Some were in their early twenties, some between 60 and 70. But no-one noticed. Everyone got on well on all shifts. It was a great experience.

Did your staff have previous experience with fan work?

Actually, there was no experience. But, in hindsight, that wasn't important, because the questions that we were asked could be answered without fan-specific knowledge. They were everyday problems that we had

to solve. It was much less about social work.

Do you have an example of the everyday problems that you had to solve?

For example, there was an England fan who had lost his travel mates and was totally helpless. We've already told this story in the World Cup diary. We had to organise everything from a visit to the doctor to the transfer of money. Then we had to phone his Mum, who was very grateful that we even accompanied her son right onto the airplane. But just three days later, he was back in Germany...

You had two embassies here. One in the city centre at the Lorenzkirche and the other at the Fan Fest. Was there a difference in the response of the fans?

You can't compare the two embassies. The one in the city centre was well to very well visited. In contrast, our premises at the Fan Fest were not so well received. There was almost no activity. Unfortunately, now that the games in Nuremberg are finished, we have to close our »better« embassy in the city centre, because the area around the Lorenzkirche is in high demand and is needed for other events. We spent the whole day on Monday packing up. Our embassy at the Fan Fest will stay open during the showing of the matches, although with fewer staff – just the full-time employees Al-

exandra Bellanova, David Holler, Kevin Unrath and Britta Wagner. Heino Hasler, the World Cup fan representative for Nuremberg, is also there.

In hindsight, are there things that you could have done better?

It would have been quite good to have had a Spanish fan guide, because so many people who came to us spoke Spanish. Unfortunately, the information flyer about the fan embassies looked very similar to the fan guides, so we sometimes had to advise people that they contained different information. They couldn't be distinguished sufficiently from each other.

Which fans have left the best memories for you?

The Mexicans, who played the first match in Nuremberg against Iran. It was unbelievable, how they spread such a positive atmosphere. They were always happy and in party mood. It was really great. But the other fan groups from the other games also brought a lasting atmosphere to the city, always peaceful, happy and playful, no-one was left out. It was very nice to see how they came into contact and exchanged things with each other.

How did the fans react to what the fan embassy had to offer?

On the whole, very positive. It was interesting to see the different behaviour of fans. The Americans arrived and went straight to the information stands and collected as much material as possible. Others are more shy, they come in and ask hesitantly, then take a closer look, but sometimes don't take anything away. But all in all, I had the feeling that we could always help in some way and that was much appreciated. I don't think anyone left our embassy unsatisfied.



»A really great day«

Even in the morning, Stuttgart's city centre had been transformed into a party zone. On Königstraße, the cow bells were ringing and from the main station a long and loud cry of »Alle les bleus« rang out. Almost every minute, busses from neighbouring countries arrived in the city. There were around 350 busses altogether, most of them from Switzerland, who enjoyed their »at home« game here in Stuttgart. The World Cup displayed its peaceful and happy side; the fans from both countries enjoyed the lovely weather and made more and more contact with each other. The fact that things ran so smoothly was largely due to the international fan work.

»A nice recognition of our work«

As well as the Stuttgart fan embassy, which was open the whole day for fans' questions, there were also ten fan workers from Switzerland and four from France on duty. »As early as Monday, we sat down together with the Swiss and coordinated the team work,« reports Holger Waidelich, head of the fan embassy in Stuttgart. »The cooperation was a complete success. The Swiss and French used our office too, so we really could help everyone who had come to us.«

Most questions have involved just minor queries; there haven't been any major problems yet. A talent for improvisation was necessary on the evening before the game, as the parking spaces available for Swiss visitors with mobile homes were becoming scarce. »We found some addresses and asked the Police on which public areas it was possible to camp overnight,« says Holger. Altogether, the work with the Police in Stuttgart is working very well. For example, a Brazilian who had lost his wallet was sent directly to the fan embassy. »The Police said that we could help him better. That was a nice recognition of our work.«

Even the president of the French police dropped by

The value of the fan support has also been recognised by the consulates of the countries playing in Stuttgart, who have informed themselves of what the fan embassy have to offer, in order to give the appropriate tips to fans arriving in the city. Even the president of the French police was amongst the international guests. »He wanted to know about the fan support system, and he was impressed,« reports Holger.

With so much harmony, even the match could have no loser; in the end, France and Switzerland parted with a peaceful 0:0. The game was, however, not in the same class as the performance of the spectators, who in the far reaches of the Gottlieb-Daimler Stadium had created a really good atmosphere. In the evening, the festivities continued in the city centre. The Public Viewing also attracted thousands of Croatians and Brazilians to the Fan Fest, altogether more than 30,000 football fans cavorted here and in the nearby streets. »We heard from lots of fans that they really liked it in the city, too,« says Holger, »it was a really great day.«

After the match is before the match. Even as the Swiss and French depart, preparations for the next game have already begun. On Friday, Holland plays the Ivory Coast in Stuttgart, and in order to be best prepared for the »orange« invasion, the Dutch fan workers are expected to arrive in the Stuttgart fan embassy on Thursday. »We'll sort out how much room and what resources our colleagues require. Everything here merges seamlessly together,« says Holger.



World Cup fan representatives and fan embassy staff

Berlin

WORLD CUP FAN REPRESENTATIVE Ralf Busch
FAN EMBASSY HEAD Axel Pannicke
ASSISTANTS Susanne Binsch, Thomas Jelinski,
Martin Scheidecker, Ingrid Schoeller

Cologne

WORLD CUP FAN REPRESENTATIVE Boris Gehlen
FAN EMBASSY HEAD Jochen Zanders
ASSISTANTS Rolf Engelen and Michael Sandmann

Dortmund

WORLD CUP FAN REPRESENTATIVE Rolf-Arnd Marewski
FAN EMBASSY HEAD Thilo Danielsmeyer
ASSISTANTS Claudia Horster and Timm Hübner

Frankfurt

WORLD CUP FAN REPRESENTATIVE Michael Gabriel
FAN EMBASSY HEAD Stephan von Ploetz
ASSISTANTS Felipe Morales, Elmar Puhle, Sascha Rittel
and Susanne Tasic

Gelsenkirchen

WORLD CUP FAN REPRESENTATIVE Rolf Rojek
FAN EMBASSY HEAD Arthur Saager
ASSISTANTS Jens Bremershemke and Jürgen Öllerich

Hamburg

WORLD CUP FAN REPRESENTATIVE Hans-Werner Burmeister
FAN EMBASSY HEAD Joachim Ranau, Heiko Schlesselmann
ASSISTANTS Geneviève Favé and Daniela Wurbs

Hanover

WORLD CUP FAN REPRESENTATIVE Christian Schäfer
FAN EMBASSY HEAD Stefanie Bolte
ASSISTANTS Bastian Ammoneit and Christine Peterek

Kaiserslautern

WORLD CUP FAN REPRESENTATIVE Stefan Roszkopf
FAN EMBASSY HEAD Annika Kreckmann
ASSISTANTS Ingo Schade and Johannes Stender

Leipzig

WORLD CUP FAN REPRESENTATIVE Udo Ueberschär
FAN EMBASSY HEAD Nadine Haase
ASSISTANTS Thomas Franke and Henry Oerter

Munich

WORLD CUP FAN REPRESENTATIVE Andreas Brück
FAN EMBASSY HEAD Günter Krause
ASSISTANTS Michael Birkmaier, Thomas Emmes,
Lothar Langer and Andrea Sailer

Nuremberg

WORLD CUP FAN REPRESENTATIVE Heino Hassler
FAN EMBASSY HEAD Andrea Koydl
ASSISTANTS Alexandra Bellanova, David Holler,
Kevin Unrath and Britta Wagner

Stuttgart

WORLD CUP FAN REPRESENTATIVE Ralph Klenk
FAN EMBASSY HEAD Holger Waidelich
ASSISTANTS Gerald Bosch and Frank Mast



Info brochure and World Cup souvenir

The fan guide



The first copy of the freshly-printed fan guide was presented to the German Chancellor Angela Merkel. The approximately 400,000 fan guides had just gone into print as a delegation of fan-project employees were invited to the Kanzleramt (Chancellor's office) on the 2nd June 2006. During the World Cup, the free info-brochures were predominantly distributed to foreign visitors, although a good number of German fans were also interested. They were handed out at the fan embassies, but also circulated by volunteers in front of the stadiums, at the ticket offices and in the city centres.



Reception of the fan-projects by German Chancellor Angela Merkel. Thomas Schneider (KOS) presents the first fan guide

Original idea and evolution

The production of the 132-page fan guide lasted from the beginning of November 2005 to the end of June 2006, and was extremely arduous. The entire project was supervised by just one text editor and one picture editor. KOS

and OC employees provided a number of contributions, and the publication was later supplemented with texts from the website team.

Originally, the KOS had planned a longer production time and a much broader concept for the printed guide. This concept included the compilation of 12 local guides for the host-city areas as well as a national guide. The idea was to encourage resident fan groups to make contributions to the local publications, creating a guide from fans for fans. Apart from personal night-life, sight-seeing and gastronomy tips, the guides were also expected to offer exclusive insights into local fan culture, which was something the usual tourist guides could not offer. Unfortunately, the production expenses for the local guides could not be met by the OC budget. Something similar to the original local fan guide idea was produced in Hamburg, where a publicly financed World Cup Fan Office capable of carrying out such a venture had already been set up. The Hessian Provincial Government sponsored a regional guide, which was compiled by fan worker and »ambassador« Antje Hagel. This particular guide provided a portrait of every single relevant fan group, right down to the provincial »Bezirksklasse« (district league).

The fate of the national fan guide was also uncertain for a long time. Before the OC could commission the KOS with the production of the brochure, they had to enter into protracted negotiations with the Bertelsmann Group, who were in possession of exclusive licensing contracts for World Cup print products. The ensuing time-schedule was extremely restrictive, and posed numerous unexpected problems. An unresolved rights issue, for example, led to us having to use stadium and fan photographs taken in



The fan guide – condensed information on 132 pages

January and February for the fan guide. As a result, many of the images in the brochure show fans in winter dress in front of a background of thick dark clouds.

Browse, pocket and take away

In spite of these preliminary obstacles, the final product, which was published four weeks before the start of the World Cup, received a good deal of positive resonance. General German travel information and tips from A to Z were supplemented with interesting facts and scurrile stories about the participating teams and their World Cup headquarters. The brochure also included portraits of the host cities and the local fan environment. Other important elements, according to the most frequent enquiries on the website, were: information concerning stadium regulations, and a list of allowed and prohibited items. In direct contrast to the mountainous selection of World Cup publications otherwise on display at the fan embassies, the fan guide was characterised by a high level of content and very little advertising. An additional pamphlet with a local map and a list of fan embassy contact addresses was also produced. The 500,000 copies (English only) were then distributed via the fan embassies and volunteers.

Whereas the website at www.fanguide2006.org served as an online basis for general World Cup preparation, and

a continuously updated source of information during the tournament itself, the fan guide was more an entertaining »hand-held« reference work for visitors to Germany. The guide also served as an excellent World Cup souvenir, presenting an evocative catalogue that could be browsed through at a later date. The value of such a document – especially in view of the manic collecting habits of football fans – should not be underestimated. The fact that the embassy staff and volunteers could often use the distribution of the fan guides as an excuse to enter into conversation with foreign fans was another important element of the fan support jigsaw.

The best indication of the perceived worth of the publication, apart from the direct feedback, was the fact that, in contrast to much of the other printed matter, hardly any of the fan guides were left lying around on the floor. Our experience has also shown, however, that a French and Spanish version of the fan guide was sorely missed by our international guests.

In conclusion we want to stress that a fan guide represents a useful and indispensable element of the fan and visitor programme as it is not only a great asset for foreign fans – as well as a good number of native fans, but also an excellent opportunity to involve local fan groups in the creative process, a factor that should also not be underestimated.



Latest info, personal approach
and fan-specific themes

The WWW fan guide





The website team. Top, from left to right: Ingo Thiel, Tobias Rabe and Volker Goll; below: Gerhard Wolff, Gerd Wagner and Nicole Selmer

A website was absolutely necessary, as part of the service offered to football fans and World Cup guests from all over the world. The internet represents an enormously important communication platform for football fans everywhere – a fact that was exemplified by the exclusively »online« ticket allocation prior to the World Cup. The internet platform is unrivalled for the delivery of new information and – due to interactivity – for speed of response to enquiries. In contrast to the other measures proposed by the KOS for fan coordination, the World Cup OC was surprisingly quick to sanction the development of a website. This meant that we had a comfortable six-month incubation period in which to plan and develop the site structure and content, which was a welcome side-effect.

Focus on fans

The fact that the fanguide2006.org was developed explicitly as a fan website was decisive: an internet site with fan-specific topics based on the World Cup in Germany. This would be an opportunity to create a presence that would both complement and stand in contrast to the big »sister-site«, the official FIFA and OC World Cup website. Naturally, there was a far greater supply of information concerning Germany and the tournament itself on offer at fifaworldcup.com. With fanguide2006.org, however, we had set ourselves the target of catering for the specific needs of fans. This is best illustrated with a few examples: the accommodation information on fan-

»Thank you for the great website! It's a terrific idea and obviously a labor of love.«

»First of all! Congrats for your site and initiative. It's simple fantastic!«

»And thanks for this site! is very useful!«

(From e-mails sent to fanguide2006.org)

guide2006.org was especially geared towards inexpensive and youth-friendly offers, such as the fan camps or the bed-exchanges; the reports were concerned with information about the various stadiums, clubs, and general football culture in the German league; football fans from every host location presented their home-towns to fans from all over the world; and you could read reports about international fans and groups and their preparations for the World Cup. A part of this »fan orientation«, of course, was to supply information about the fan and visitor programme, as well as the presentation of fan embassies, the international fan coordination, and anti-racism activities.

The initial scepticism as to whether a website of these dimensions could focus on fan-specific subjects and appeal directly to fans (exemplified, for instance, by the informal language) soon evaporated after the launch of the website in January 2006, and the ensuing resonance. The combination of a professional journalistic approach to complex and multifaceted themes, and a presentational style based on football magazines or fanzines can be considered to have been a complete success. This is supported by the e-mail feedback from users or by the reports we received directly from the fan embassies, where the website could be accessed via the provided internet terminals.

Editing and notice board

Editing and organisation responsibility rested in the hands of two KOS employees, in coordination with the staff at the OC media-department. Three freelance editors were employed in different regions of Germany in September 2005, and a web-designer was employed on a commission basis. Editorial conferences were held via telephone and in joint workshops.

A rapid and flexible response was important throughout the entire operation in order to assure the assimilation of the news updates, and to answer enquiries on the website as swiftly as possible. As expected, most of the user-mail enquiries referenced the intricacies of the diverse ticket-allocation procedures. A large number of enquiries came from people who had not received satisfactory information from FIFA. The fact that one of our editors was initiated into the abstruse world of the ticketing procedure proved to be extremely helpful. The capacity for individual processing and response paid off as much

in this case as it did in other situations where there were no appropriate forums; whether the individual enquiries were related to specific security regulations, the appropriate German summer clothes (an e-mail from the Caribbean), the regulations for camping-bus parking, or where the Costa Rican fans were going to meet. The website distinguished itself from the FIFA-sponsored World Cup sites by employing a »refreshingly different« approach to the design, which served to guide the user to the latest updates, and which proved just as popular as the interactive components.

Positive resonance in spite of a lack of publicity

The fanguide2006 website was linked as a subordinate site to FIFA's labyrinth-like online presence, which took sole responsibility for the entire World Cup web publicity. The »hidden« link made it somewhat difficult to access the fan website, and direct access to the www.fanguide2006.org domain received very little promotion, due to a certain calculated indifference on FIFA's behalf. The fan website's degree of familiarity, in comparison to its topic spectrum, extent of information, and the positive reaction it enjoyed, could only be described as insufficient. Questionnaires conducted in the fan embassies show that the site generally received an extremely positive reaction, but was often only discovered after prompting from the fan coordinators or volunteers

The practical coordination of assignments within the complex framework of responsibilities and areas of competence, which included the respective interests of FIFA, the OC, and the agency responsible for the structure and programming of the website, often proved somewhat difficult. Due to FIFA regulations, for instance, it was not possible, or was only made possible after lengthy negotiations, to promote Public Viewing facilities in non-venue locations, or to recommend private bed-exchanges. This is probably something that is unavoidable in such a complicated competence structure. However, the experience shows that as soon as FIFA and the OC started to place their trust in the »fan fringe«, certain processes suddenly became decidedly smoother. Hence, the FIFA marketing department ended up paying tribute to the »authentic« web presence, by providing a continuous supply of information about the Fan Fests.

One of the highlights of the editorial work was the collaboration with writers from various parts of Germany, which facilitated a vibrant cocktail of regional subjects. Of course, this blend could have coped with a few more inter-

national ingredients, with more stories and reports about international football and fan culture, or, ideally, through the deployment of international correspondents. Naturally, this option failed due to a lack of funding, a constraint that was also responsible for the website's most obvious shortcoming: the translations. The »live« version that went online in January 2006 was provisionally presented in four different languages (German, English, French, and Spanish). However, the French and Spanish versions, at least, were marred by numerous mistakes, and were never fully corrected. The English version was continuously updated, although there was some delay. The translations were often carried out by volunteers, who deserve a great deal of credit for their efforts, but who were obviously incapable of providing a professional service. None of them were professional translators and some were not even translating into their mother tongue.

In this respect, the financial limitations meant that the website presentation was somewhat tarnished, and, in view of the supposedly international orientation of the project, in an area that was particularly sensitive. The website's lack of funds is even more regrettable in view of the site's practical value for the fans, and its capacity to provide reliable and (security) relevant information concerning visiting conditions for people planning a World Cup trip to Germany. With a complete German, English, French, and Spanish package, the site would have had a far greater radius, and could have providing a service for fans from all over the world.

The topics of enquiry were distributed thus:

- 25% concerned ticketing
- 20% concerned stadium stipulations and stadium information/security regulations
- 10% concerned training times/team hotels
- 10% concerned accommodation and beds
- 10% concerned Public Viewing/Fan Fests
- 10% concerned public transport routes to and from the stadiums
- 10% concerned events in the host cities
- 5% general enquiries (entrance control in the stadiums, luggage depots in the cities and stadiums, private camera regulations in the stadiums and opening times etc).



Help (nearly) twenty-four hours a day

The fan helpline

Aside from the constantly updated internet site and fan guide, football fans could take advantage of an almost 24-hour telephone hotline service during the World Cup. The hotline was set up in the coordination centre, where at least two trained volunteers were dedicated to answering incoming enquiries.

The proposal for a 24-hour hotline service was based on our experience at other large-scale international football events. The 24-hour hotline service should have been manned by professional employees with the corresponding expertise and experience. The plan was to divide hotline duty into three separate shifts, and each member of staff would receive a short-term contract. Unfortunately, our arguments for the necessity of employing paid telephonists did not prevail. Due to financial limitations, it was eventually decided to man the hotline with volunteers. This led to a few restrictions as one could not expect unpaid volunteers to man the telephones for 24 hours every day. We decided, therefore, that the hotline should be manned during coordination centre working hours, from 8 a. m. until 1 a. m. the following day. Incoming phone calls after that were recorded on an answering machine. This meant that the early shift's first priority was to work their way through the often important enquiries and acute problems left on the answering machine during the early hours of the morning. Sometimes this required staff to contact the distressed party, in order to facilitate a swift and uncomplicated solution.

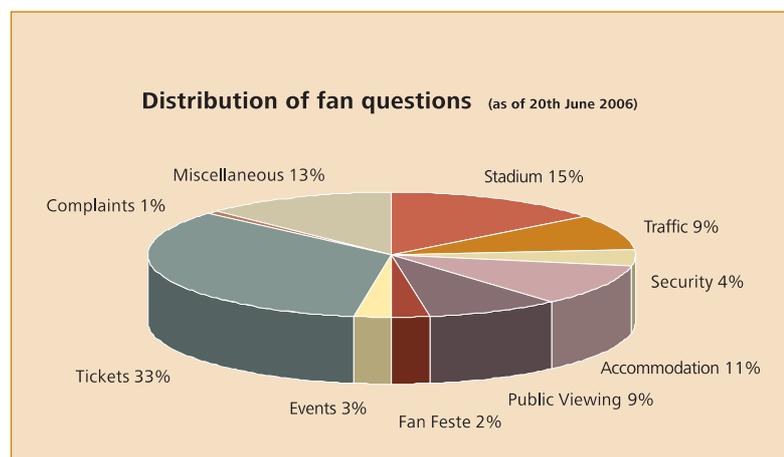
It was not always possible for the volunteers to answer every ticket enquiry. In this case, they were either compelled to gather the necessary information from the appropriate OC department, or to familiarise themselves with the complexities of the ticketing procedure. The fact that the OC's ticketing department was located in the same building, and that we were free to pose any questions at any time, meant that we could often clear any ticket problems more or less immediately. This included help for fans who had to swap their tickets because their allocated seats had fallen victim to temporary stadium restructuring, for instance. The proximity of the OC's Ticketing Department meant that we could agree on mutual terminology for the ticketing process and the somewhat confusing Team Tickets Points (TTP), which facilitated a unified flow of information to the outside world.

Due to the limited training period for the volunteers, we decided to create a list of recommended courses of action, based on our previous experience at major tournaments. In order to alleviate any residual »telephone-angst«, printed versions of these guidelines were then issued to the volunteers. Well-formulated guidelines cannot replace personal experience, however, and the »learning by doing« approach proved to be the most effective training method. In support of the telephone staff, as well as for our own internal evaluation, we compiled a statistical overview of question types and their frequency. Every call was assigned to a thematic column and awarded the

respective status of »solved«, »unsolved«, »forwarded«, »satisfied? yes/no« and »return call«. Without any claim to completeness, the enquiry statistics were very similar to those of the website. An evaluation from the middle of June provides a representative statistical reflection of the incoming phone calls throughout the World Cup, as there was no significant change during the course of the tournament.

Our conclusions:

1. As an important fan-supporting medium, the helpline should be available 24 hours a day.
2. The helpline should be manned by qualified and experienced personnel.
3. The helpline must work in close coordination with other telephone services, such as those provided by the OC and other participating organisations.



Typical questions:

- Stadium* → What are you allowed to take into the stadium?
How long is the stadium open prior to the game?
- Traffic* → Where shall I park the car? What is the fastest route to...?
- Security* → Am I allowed to take a 1.5 metre-long banner into the stadium?
- Accommodation* → Are there any rooms still available for tonight?
- Public Viewing* → Are they going to erect a screen on the...?
- Tickets* → Where is the stadium ticket centre? What do I have to consider when transferring a ticket?
- Complaints* → Why is the queue so long in the ticket centres?

Football is for everyone

The FARE anti-racism programme



Racism and discrimination in football has become an increasingly important subject for clubs and associations. In this respect, however, football is not just the »victim«, but also has the inherent power to combat the phenomenon by virtue of its popularity and universal nature. For this reason, the impact and significance of anti-racism initiatives at major football events should not be underestimated.

The link between fan support and anti-racism

At Euro 2004 in Portugal, the FARE network (Football against Racism in Europe) and the union of European football supporters (FSI), to which the KOS belongs, organised a unified initiative against racism for the first time. The idea was to link the anti-racism message to the fan support services, in order to protect fans from right-wing exploitation, without trivialising the problems of racism and discrimination. These objectives inspired the idea of providing street-kick areas near the embassies, which were intended to facilitate contact between the local population and fans from other nations, as well as giving information on the subject of racism.

The concept for Germany 2006 was based on the successful measures implemented in EURO 2004. These included: anti-racism street-kick events, at least one in every host city, an anti-racism fanzine, an exhibition to accompany the street-kicks, and monitoring for anti-racist activity in

stadiums and cities. Anti-racism played a major part in the KOS concept from the outset; however, our role during the implementation was effectively reduced to that of a consultant and mediator for the OC and FARE. The detailed concept was developed and implemented by FARE, and eventually the OC agreed to a contract. However, the agreement was delayed considerably, and in our opinion, this was not only due to protracted content revisions, but also because the OC didn't really grasp the potential significance and possibilities of such a programme. Hence, FARE was unable to commence with detailed preparations until February 2006. Locations for the street-kicks had to be found and approved at a time when every inch of the cities had already been earmarked for commercial use, and even the fan coordinators had difficulty finding somewhere to put their embassies. In the end, they did manage to organise more or less suitable sites in all the host cities.

Implementation under difficult circumstances

The FARE concept was implemented by »Dem Ball is' egal, wer ihn tritt« (Gelsenkirchen) and »Football Unites – Racism Divides« (Sheffield). FARE outlined the expected cooperation whilst introducing their plans to the fan embassies and fan-projects in a KOS workshop in April 2006. In view of the tight schedule, the sites found for the street-kicks were acceptable. FARE was generally happy with the programme; however, some of the fan embassy heads and



Spectators at the anti-racist street-kick

fan representatives criticised the cooperation, especially the communication with German FARE partners prior to, and during the street-kicks in their cities.

The declared objective was to employ a »low threshold activity« to unite, predominantly young, fans from participating nations with local youths. Moreover, it was also an attempt to integrate the host cities' immigrant communities. The programme was deliberately located in public spaces in the city centres, in order to document the necessity of spreading the anti-racism agenda beyond the stadium perimeters. In our opinion, which is supported by evidence gathered in the University of Hanover's evaluation, public awareness of the events was less than optimal. Furthermore, the aim of encouraging the various target groups to participate concurrently was not entirely successful.

Strong presence in the stadium

FARE, which has been an important UEFA partner for a good number of years, embarked on its first cooperation with FIFA just before the start of the World Cup 2006. This cooperation encouraged FIFA to »show their colours« in the stadiums during the World Cup. Each game started with a »Say No to Racism« demonstration at the centre circle. Moreover, the quarter finals were specifically devoted to the anti-racism cause, and each team captain read a statement to that effect. The show of strength inside the grounds, however, was offset by the general disregard for the subject outside – a fact supported by the lack of me-



Presentation of the anti-racist fan guide

dia resonance. In our opinion, it is imperative to sustain the anti-racism and anti-discrimination programme. Our commitment to the campaign will be reflected in our future fan-work in Germany, and should play an increasingly important role at international events – although more planning security and better communication would be desirable in the future.

Stadium and inner-city monitoring revealed only isolated racist incidents during the World Cup. These results form a stark contrast to some of the hysterical reporting, which culminated in a public debate on so-called »no go areas« prior to the event. A more judicious perspective would be desirable in the future, where individual acts of racism and discrimination are kept in proportion, without trivialising any incidents.



Football unites – waiting for the ball together

Useful information in various languages

International fan coordination teams and the cooperation with the FSI



In contrast to other international tournaments, the KOS and its associated fan-projects were not only responsible for organising a programme for the German fans, they were also charged with the responsibility of looking after all the international guests. The KOS considered it to be of paramount importance, therefore, to engage assistants who were familiar with the language and culture of the participating nations. This led to collaborations with fan coordinators from Italy, France, the Czech Republic, Switzerland, Ghana, Brazil, the Netherlands, England, Ukraine, Spain, and – with restrictions – Poland.

Functioning network

The initial conditions and extent of fan work experience varied greatly from nation to nation. The English FSF, for example, has been continuously present at all major football tournaments since 1990, and has been supervising fans at the national team's away matches for several years. In contrast, the coordination teams from Spain, Ukraine, Brazil and Ghana, were present for the first time. Most of the international teams have been active at major tournaments since Euro 2000 in Belgium and the Netherlands. The network, Football Supporters International (FSI), was founded in 2001. At the moment, the key members of the group are Germany, England, Italy, the Netherlands, and Switzerland. The previous cooperation work reached a highpoint at Euro 2004, when a comprehensive fan sup-

port and anti-racism programme – largely financed by the UEFA – was developed and implemented by FARE and FSI. The positive examples extracted from this experience served as the foundation of our concept for the World Cup 2006 in Germany.

The international fan support teams were present in the cities prior to, and during, the World Cup matches. They coordinated their activities with the fan embassies, served as contact persons and – according to their individual capacities and capabilities – provided the fans with various services and information bulletins. Ideally, the language and (fan) cultural expertise was enhanced by personal bond between the fans and »their« embassy representatives. Announcements in the respective languages were very much appreciated, and helped to facilitate a friendly atmosphere.

The fan support teams, both national and international, also served as independent sources of information. The ticket situation serves as a good illustration of how important this flow of independent and reliable information can be: the organisers declared that the stadiums were sold-out and that there was no black market; the police were at pains to remind everyone that any black market activity was strictly forbidden, and the only hope of getting a ticket for most of the fans was, of course, the black market. In this situation the fans needed information which was not tainted by the influence of conflicting interests. Dependable information was immensely important, especially for



The Czech fan coordinators at work



The English mobile embassy in Frankfurt

those nations boasting a large following. During the tournament, we were able to circulate detailed information concerning forged tickets for England matches through the entire fan support network, in a very short space of time, via the English fan organisation FSF. Actions like these play an elemental role in reducing the security risk. Fans are more likely to show respect and behave constructively if they receive reliable information from trusted sources. The information gives them the confidence to make informed decisions and to act accordingly.

Support from the Friedrich-Ebert-Stiftung and Federal Ministries

In spite of these arguments, the OC remained oblivious to the advantages of the international fan coordination network for a long time. Although we had received provisional consent for this part of the fan and visitor programme, there was no material support. The lack of funding caused a good many problems. In order to work efficiently, the respective experts from the various fan support teams should have been introduced to conditions in the host city, long before the tournament had started. They should have been familiar with the local topography, they should have known where to find accommodation, how to use the local transport system and what the best route to the stadium or Public Viewing area was. Ideally, they should have been familiar with the local authorities and accepted as part of the fan embassy staff. It was imperative, therefore, that the international teams had visited the host cities prior to the tournament. Such an undertaking could only have been organised with the corresponding financial security, however.

We would like to take this opportunity to highlight the contribution made by the Friedrich-Ebert-Stiftung (FES),

who provided their own World Cup fan-programme, one that was coordinated with the KOS from the outset. The FES programme »Fans for Football« was particularly laudable as it was not intended as a media-effective publicity campaign, but as an endeavour to create hospitable conditions for people visiting Germany during the World Cup. Shortly after the first-round draw in Leipzig, the FES – together with the World Cup Fan Office in Hamburg – decided to enable leaders from the various international fan coordination groups to travel to Germany on an exploratory mission. Moreover, they organised »fan hearings« in many of the participating countries, together with the local support groups, in order to inform fans about the conditions in Germany. It is no exaggeration to contend that this part of the fan and visitor programme would not have been possible without the FES' engagement.

We had no financial guarantees for the programme up until the day before the start of the World Cup. It was only when the Federal Ministry of the Interior (BMI), which was also convinced of the value of such a programme, intervened in our favour – on the day of the opening match – that our financial framework was eventually defined. The implementation of the fan and visitor programme was only possible due to the intense support provided by the BMI and the Ministry for Family, Senior Citizens, Women and Youths (BMFSFJ). Thankfully, the OC eventually took their lead and started to help with their own financial contributions.

What international cooperation can achieve: England as a prime example

We were compelled to discard some of the plan due to financial insecurity. Only four countries (Switzerland, Italy, England and the Czech Republic) came to Germany with their own mobile embassy – a minibus. For all the other





nations the consultant teams had to be limited to just two representatives. The international representatives were responsible for using their specific knowledge to assist the local authorities as well as supporting the stationary fan embassies and, naturally, seeking intense contact and cooperation with the respective international fan groups.

The situation for the international coordinators was extremely difficult. Most of the people involved were in full-time employment and used their holiday contingent for the World Cup. In some cases, therefore, the delays caused by financial insecurity led to drastic personal consequences. It was only as a result of intense personal engagement of

the individual team members, and the general acceptance of the KOS' credibility, that the international teams agreed to cooperate at all. The entire infrastructure, including accommodation details etc, had to be organised during the first days of the tournament. This was only possible due to the intense engagement of the national fan embassy network and its affiliated fan-projects.

It should be mentioned that these elements of the fan support concept proved particularly valuable, although there is plenty of room for improvement. Because some of the international coordination teams were only comprised of two members, spontaneous initiatives such as group encounters or friendly football matches were not always possible. The large fan support contingent from the English »fans' embassies«, which have enjoyed extensive financial support from the British Government for a number of years, serves to illustrate what can be achieved under the corresponding conditions. The FSF were always present with a mobile fan embassy, they produced a new edition of their fanzine »Free Lions« before every England match, and supplied fans with information via their website throughout the entire World Cup, as well as publishing a fan guide prior to the tournament.

A fan exchange was organised, in cooperation with the English fan alliance LondonEnglandFans – who are supported by the English Football Association – prior to Eng-

Czech fans assistants en route

»Our fans are satisfied«

The team of five Czech fan coordinators which is part of the official fan and visitor programme in Germany is preparing for the match between the Czech Republic and Ghana in Cologne. Tomàs Carnogursky tells us about his job and the expectations and cares of the Czech fans.

Tomàs, how did you prepare for the day of the match?

We coordinated our fan activities with the Cologne fan embassy We'll park our mobile embassy, i.e. our bus, in front of the cathedral at the main station, where we expect lots of fans to

arrive. We'll be flying the Czech flag so that people will recognise us.

How many fans do you expect for the match in Cologne?

In Gelsenkirchen, where the first game took place, we estimate there were about 15,000. We expect about that many in Cologne, maybe more, because of the weekend.

And what do you have to offer the Czech fans?

We hand out our fan guide, not just in our mobile fan embassy but also in the stationary embassy in Cologne

and at the information counters in town. Then of course we're also a contact point for fans with questions and problems, one of us will be present in the Cologne fan embassy, so that fans have a Czech-speaking interlocutor. In addition there's our fan website www.profotbalfans.cz, where we can also answer questions online.

What sort of experiences did you have on the first match day in Gelsenkirchen?

Basically those which we were expecting, there were no problems. The fans

land's first match in Frankfurt. Some of the sport, cultural and culinary tête-à-têtes were transmitted live in English television. In Nuremberg, a cricket match was organised together with fans from Trinidad and Tobago and the local Caribbean population. Similar actions were initiated to accompany every England match. On match days, there were

up to 100,000 England supporters in the cities. Apart from a few individual exceptions, they played an important role in creating the fascinating World Cup atmosphere. One of the guiding principles of fan work – »you don't fight with your friends« – was filled with life during the four weeks in Germany.



Switzerland fans in Cologne – before the penalty shoot-out

partied, they were in the city centre and at the FARE-Streetkick. And of course at the Fan Fest, I think that's a really good idea for people who have no tickets. Our fans were very happy in Gelsenkirchen, although its not exactly a city with a lot of attractions. On the other hand, souvenirs and fan articles were not as expensive than some fans may have expected.

What are the fans' most frequently asked questions?

Tickets are naturally an important topic, there's been a lot of discussion during the past few months. Many, many fans come to us and want to know how they can get hold of tickets. Another topic is accommodation,

especially cheaper accommodation, since prices in Germany are substantially higher than in the Czech Republic.

The City of Cologne decided yesterday to designate the Pollerwiesen as an additional camping ground.

Yes, we will pass that information on to our fans, that's a good idea, even if it's a provisional solution. The camping grounds in and around Cologne are simply full, probably because lots of English fans have also come.

And what do the fans expect from their football team?

Lots, and after the first game people

are more optimistic, although lots of them are still worried about the forwards Koller and Baros. I'm primarily a club fan, more specifically of Liberecky KFS, but my colleagues are great fans of the national team. The Czech league is embroiled in a corruption scandal, so that lots of fans have turned their back on the clubs and are supporting the national team.

(Interview with Tomàs Carnogursky, available at <http://fanguide2006.yum.de/en/news-archiv/20060619-02>)

A group of experts, wearing white hard hats and dark clothing, are gathered around a large screen in a control room. They appear to be assessing a situation. The room is dimly lit, and the screen is the primary light source. The experts are looking intently at the screen, which displays some data or a map. The overall atmosphere is professional and focused.

Experts assess the situation

The BAG's central street-work coordination (ZESKO)

The fan-projects organised within the Federal Work Group of Fan-Projects (BAG) are all especially engaged in street-work. A lively supplementary agenda has become an indispensable part of any fan support programme at international events involving the German national team. The FIFA World Cup 2006 provided a far greater challenge, however.

From the 1st of June to the 15th of July 2006, the BAG, which is divided into four subsidiary regional associations (North, East, South and West), provided the central coordination for fan-project street-work activities at every relevant World Cup site. The combined resources and competence of all the associated fan-projects were channelled into this task.

The central street-work coordination (»ZESKO« for short) was responsible for facilitating the constant flow of information to the street-work teams and fan-projects, as well as to the other relevant organisations, such as the KOS, the OC, and the DFB. This information provided the basis for a competent evaluation of new situations and enabled a swift and flexible response to new developments. This »flexibility« empowered the street-worker to act independently, as they were neither restricted by geographical nor chronological limitations. The ability to react quickly and competently to new developments facilitated swift evaluations, and led to a constant revision of operational plans.

It was also possible to target specific problems with the help of the local fan-project network, which included leading fan personalities, media representatives, the police and local club representatives etc. The ZESKO proved its worth during the World Cup 2006, and has been doing so at all of Germany's competitive internationals, tournament matches, or friendly games ever since. Therefore it should be an integral part of the social-pedagogic fan-projects' work structure at all future international matches involving the German national team.

The following protocol, which was recorded for the World Cup group stage match Germany vs. Poland, will serve as an example of the ZESKO's functionality:

One should add that the communication, via mobile phone, within the city of Dortmund broke down over long stretches of time. It was, however, possible to contact the ZESKO headquarters in Frankfurt. Thus, our colleagues within the city often received information concerning developments in the next street via Frankfurt. This helped to avoid an uncoordinated »chasing around«. At the same time, people could be sent to specific locations, and media interpretations of the atmosphere could immediately be verified or contradicted by our own »on-site« sources. Thus, a comprehensive analysis of the situation was possible, creating the basis for an informed prognosis of further developments. The Dortmund example is proof that the ZESKO is capable of affecting a pre-defined conclusion.



Great atmosphere at the Public Viewing in Stuttgart

DORTMUND, 14.06.2006, 21:00 hrs GERMANY – POLAND

On site:

Marcus Dehnke (Fan-Project Schalke), Jörg Hansmeier (FP Bielefeld), Dirk Griesbaum (FP Karlsruhe), Thomas Beckmann (FP Mainz), Antje Hagel (FP Offenbach), Ralf Zänger (FP Bochum), Christian Kabs, Torsten Rudolph, Sebastian Walleit (FP Dresden), Lothar Langer (FP Munich), Matthias Stein (FP Jena), Sven Graupner (FP Cottbus), Stefan Thome (FP Leverkusen), Manfred Rutkowski (FP Bremen), Thomas Schneider, Gerd Wagner (KOS).

17:00 hrs

A WDR report claims that 40 Polish hooligans have been arrested.

17:45 hrs

FP Schalke confirms that he has witnessed 20 arrests. The arrests were made at the »Alter Markt«. A group of tattooed Polish fans were there at the time, but they didn't appear to be acting particularly provocative. A banner displaying the words »Futbolski Patrioti« (or something simi-

lar) was also being presented. The scene-knowing officers (SKB) singled the group out and proceeded to close them in. As time went by, more and more SKB officers came to their assistance. Approximately 20 SKB officers were there at the end. After approximately one hour, the SKB officers started to collect identity cards and a prison transport-van arrived on the scene. The Polish fans were led away one by one. Numerous media representatives were there to witness what happened.

Meanwhile, a number of »potentially violent« Germans had assembled in the city centre: also at the »Alter Markt«.

17:51 hrs

Consultations with the SKB. The Polish police have compiled a list of »violent Polish fans«.

The SKB confirm that a collection of German »potential« has arrived in the city.

18:30 hrs

FP Munich reports that »the police are pretty relaxed« and »completely calm«.



Happy Poland fans

The situation in the city appears to be quiet. Small groups of approximately 10 people are walking through the streets, some of them are English. Everything is »cool and in party mood« (info FP Schalke).

According to FP Karlsruhe, the Polish fans were arrested for incidents that took place in Gelsenkirchen on the previous Friday.

18:50 hrs

FP Cottbus reports that approx. 30 policemen are watching seven football fans in front of the Westfalenhallen.

FP Bielefeld via SMS: »A small number of adventure-seekers have gathered in a pub – somewhat ominously called «Wankers am Markt». The police and press are out in force.«

19:00 hrs

Meanwhile, approximately 100 German hooligans have gathered at the »Alter Markt«. The police have surrounded the pub »Wankers am Markt« and are assessing the situation. SMS reports from several colleagues.

19:15 hrs

The police are staying put. They have put their helmets on but their visors are up. The police are not acting provocatively. They are just signalling their intention, in case they are provoked into action. It's called »securing space«.

19:30 hrs

The situation escalates. The fans surrounded by the police in »Wankers« are being marched to the Friedensplatz. Suddenly, fists and bottles start to fly from the group. The press are being targeted, deliberately. The police seal off the Fan Fest entrance.

19:40 hrs

The situation at the »Alter Markt« starts to escalate. Bottles fly and the police chase the hooligans through the city. The police appear to be the opponents in this case. There are a lot of young people among the German hooligans.

No arrests until now. A police helicopter is circling above. The police appear to be preparing for action.

19:50 hrs

FP Offenbach reports that 120 fans have supposedly been arrested. Source: affected party from Karlsruhe

20:00 hrs

More police arrive at the »Alter Markt«. Officers in black riot gear prepare for action. Many young fans take this as a signal to join in with the abusive behaviour.

21:33 hrs

Interjection from Thomas Schneider. Groups of people are still walking through the city. The tension is tangible. There are hardly any hooligans. Surprisingly many girls on the streets. Otherwise, just a lot of people who want to be part of the party, and others who are attracted to the charged atmosphere, adding to it by their own presence. The police are in the pub where it all started. Now and again they march someone off.

Crash-helmet wearing members of the press can be seen throwing themselves between the legs of the police to get the best pictures.

22:37 hrs

FP Bielefeld has left the »Alter Markt«, where there is still a good deal of tension in the air. The Fan Fest (Public Viewing) is closed due to overcrowding. The Westfalenhallen have also been closed. Groups of people are standing in front of pub windows, trying to get a look at a television screens. People in the city gather around any television screen they can find. The situation is relaxed and jovial, with singing and a party atmosphere.

22:45 hrs

According to the ARD, there have now been 300 arrests in Dortmund. Clashes are still going on in the city centre.

23:18 hrs

There is a euphoric atmosphere in the city. The SEK (Special Forces) are showing diversity. They were arresting people just a minute ago; now they're having their picture taken with various groups of fans.

00:23 hrs

FP Mainz reports that approximately 20 fans from Cologne are walking from the main train station towards the city centre. The train station is completely overcrowded. Everything is chaotic and mass panic is imminent.

After the match, the police report a total of 429 arrests including 278 Germans and 119 Poles. There were no confrontations between rival German and Polish fans. The clashes were between German fans and the police.

The colleague from Dortmund is annoyed that the local press have gone for »Riot and Rampage« headlines instead of reporting on the fantastic atmosphere at the Fan Fest.

Accommodation for football fans

Bed exchanges and fan camps





Simple to set up...

Aside from the ticket allocation, overnight accommodation was probably the most important theme for World Cup visitors. There was no specific accommodation section in the plans for visitor support. However, a broad range of accommodation was available, and it would appear that visitors took advantage of the entire spectrum.

Visiting fans at home-sweet-home

A private accommodation market was established in addition to the regular »professional« accommodation facilities. The spectrum ranged from »bed exchanges«, which were organised by local fans for the benefit of foreign fans, to professional accommodation and classical flat-sharing services. The »Ein Dach für Fans« (A Roof for Fans) initiative, for instance, would belong to the first category. As well as supporting other fan interests, the EDFF is devoted to promoting contact between international football supporters. A databank for private accommodation (mostly gratis) was posted on their website www.edff.net during the World Cup in Germany. Because the EDFF's role was entirely mediatory, there are no definitive figures available as to how often the facility was actually used. However, it is worth noting that people from 25 different nations registered as members in order to find or offer lodgings. Moreover, more than 300 successful exchanges were registered by a telephone hotline, which was set up to provide a last-minute accommodation service.

According to one of the project initiators, Peter Schüngel, the popularity of the databank furthered EDFF's reputation considerably, creating new contacts, and paving the way for further activities. Hence, the EDFF was involved in various events during the World Cup in Germany, and

further involvement is planned for Euro 2008 and the World Cup in South Africa. More information is available at www.edff.net.

Aside from the bed-exchange service, the EDFF sees itself as an organisation for general football-fan representation. The »Host a Fan« project, however, is a service devoted entirely to the organisation of accommodation. 2,000 »hosts« registered at the www.host-a-fan.de website, and approximately 12,000 »guests« found overnight lodgings. It was left to the hosts to fix their own prices, although a maximum of 40 Euro per person, per night was recommended. The »Host a Fan« service also included a last-minute exchange, which proved to be particularly successful. The conclusions drawn by the Host a Fan project were much the same as the EDFF's: no negative incidents were registered, and the feedback from both hosts and guests was entirely positive – selected examples are on display at the website. According to Nikola Günter, one of the organisers, the service will continue under the title »Gast-Freunde.de«, »We hope the portal will expand in the wake of the World Cup, and we are already looking forward to Euro 2008.«

The experience of these two organisations shows that there is a »supply and demand« market for private overnight accommodation. Guests were not only attracted by inexpensive lodgings, but also by the possibility to form lasting bonds, and to gain insights into the daily lives of their hosts. Conversely, the German public was largely enthusiastic about »accommodating« international guests – a trend that was not primarily motivated by financial reward.

Fan camps: guest-friendly services provided by the cities

Civic administrators organised overnight accommodation, the so-called »fan camps«, in most of the World Cup cities.



... and sweet dreams



World Cup in Germany: everything in order

The location, design, and price of these facilities varied considerably. Thus, the fan camp in Hamburg was located relatively far away from the city; while in Stuttgart, the fan camp was right next to the Stadium but nowhere near the city. Moreover, the fan camp in Dortmund was not really a camp at all, but was located in the municipal halls, the »Westfalenhallen«, and was run by that venue's management. The cost of a bed ranged from 6 to 35 Euro, although there were numerous different service packets available, some of which, for instance, included breakfast and public transport etc.

Aspects of the Kaiserslautern model exemplify the accommodation provisions. As was the case in most other venues, the camping sites in Kaiserslautern were erected in fields belonging to local sports clubs. Further amenities, such as sanitary facilities, offices and kitchens etcetera were also made available. The camp was located in the immediate vicinity of the stadium, and due to the city's relatively modest dimensions, the Fan Fest and fan mile in the city centre were well within walking distance. 500 beds were provided in 10-person communal tents at the fan camp, as well as 250 pitching sites for small tents. The camp was open from the 8th to the 27th June. The last match played in Kaiserslautern was the 2nd round game between Italy and Australia on the 26th June. Beds in the communal tents were priced at 19.50 Euro, and the pitching fee for small tents was 14.50 Euro – both including breakfast. Advanced online-booking was available via the city website, as well as at the campsite itself during the tournament.

The camps benefited the city in a number of different ways: supporters were encouraged to stay longer; so-called »wild camping« was avoided, and the potential for violence was defused by the provision of guest-friendly recreational programmes and facilities. EDFF initiator Peter Schüngel believes the fan camps were entirely successful:

»The campsite directory we posted on our website turned out to be extremely popular. The fan camps facilitated international interaction, and were also used by German fans. In my opinion, the civil authorities should remain responsible for the organisation. They are best equipped to deal with the demands of such a venture. One of the lessons learnt from the World Cup is that private investors can not expect a large return.«

According to Brigitte Rottberg, who was responsible for World Cup logistics in Kaiserslautern and in charge of the fan camp organisation, »it is almost impossible to run a fan camp on a neutral costs basis, let alone make a profit, unless you can attract sponsors. We were sponsored by the local authorities in Kaiserslautern, and the fan camps were part of the provisions made for fans and guests.« Despite their questionable economic value, Rottberg remains enthusiastic about the camps, »It was certainly worth it: not financially, but emotionally. The local clubs were rewarded with new sanitary facilities, new pitches, and new lawns. Club members, who were perhaps a bit disloyal in the beginning, started to turn up to help during the day, and to celebrate with guests from all over the world during the evening.«

»The most important thing is to remain flexible. When demand increased, we simply bought every available small tent from the city shopping-centres, and sold them to the fans at cost price, so that they would have somewhere to stay.«

Brigitte Rottberg

Fan camp Kaiserslautern:

- 6,318 overnight guests from 64 different countries
- top of the list Australia with 1,277 guests
- followed by 1,046 from Great Britain (although England did not even play in Kaiserslautern), 921 from Germany, 724 from Italy and 653 from the United States.

More fan camp information from other host cities is available at <http://fanguide2006.yum.de/en/deutschland/unterkunft/fancamps>



From security nightmare
to World Cup success story

Fan Fests and Public Viewing



Public Viewing in Leipzig ...

Success has several sires. It is not surprising, therefore, that numerous people have claimed responsibility for inventing the »Fan Fests« at the World Cup 2006. The party locations in the stadium towns were a huge success, attracting approximately 18 million visitors. The success was by no means calculated; there was a good deal of scepticism and concern prior to the World Cup, and it did not only emanate from the host cities. Fear of possible terrorist attacks, but also of fan riots, was magnified by headlines such as »Achilles Heel Public Viewing« (n-tv, 03.06.06) or »Terror and Fans are Unpredictable« (ARD, 30.03.06).

Welcome – even without a ticket

From the fan coordination point of view, Public Viewing was an important violence-prevention measure, and as such, a major issue long before the actual event. The lessons learnt at the World Cup in France 1998, where large screens were erected in Paris, Marseille, and Montpellier, but also at the 2004 European Championship in Portugal, were unequivocal. Large screens, preferably placed in or near the town centre, are not only representative of the



... and in Frankfurt in the River Main

fans' wishes, but also facilitate a congenial atmosphere. The idea was included in a list of demands the KOS published in a paper on »The Prevention of Violence at Large-Scale Football Events« in September 2001.

The benefits of – gratis! – Public Viewing facilities include an easing of tension on the potentially volatile ticket front, and a decline in black-market activity. Public Viewing serves as a legitimate alternative to the live event, thus helping to prevent violence, as well as generating advertising and marketing possibilities for the host cities. Moreover, the local residents were more involved than they would have otherwise been. These objectives were more than fulfilled during the World Cup in Germany. It was clear from the very beginning that a judicious engagement in favour of Fan Fests and fan miles would send an important signal to the outside world: »You are more than welcome, even without a ticket.«

This message served the purpose of generating a positive atmosphere among the fans even before they left their home country – a fact that was confirmed by the English Football Supporters Federation, especially in view of the FA's million-pound campaign asking fans without tickets to stay away from France in 1998. The campaign backfired because no self-respecting fan is going to stay away, and the ones that arrived without a ticket were automatically treated as security risks. The media coverage of fans celebrating in front of the huge screens during the World Cup 2006 had the added effect of attracting even more people to Germany: fans from neighbouring European countries spontaneously decided to head for German cities to take part in the World Cup atmosphere.

Successful concept with small mistakes

The fan and visitor programme was closely linked to the Public Viewing concept: most of the fan embassies were located somewhere near the Fan Fest; the main concentration of activity was, therefore, in the city centre, and not in the stadium itself. The www.fanguide2006.org website provided continuously updated information relating to event programming and extended services, including new Public Viewing venues.

Because fan support was so extensively coupled to the Fan Fests, however, the long periods of indecision during the planning phase caused a number of inconveniences. The problems ranged from the location of the fan embassies, to the plausibility of alcohol bans, the method of enclosure, the enforcement of stadium bans in Public Viewing areas and, in particular, the failure to agree on a unified

and transparent set of regulations – especially in regard to what was and wasn't allowed to be taken into the enclosures (bottles of drink, food, large bags etc.). The fans' initial willingness to accept the necessity of entry controls gradually gave way to irritation as the security measures were tightened.

The general resonance in regard to the Fan Fests and fan miles, however, suggests that the visitors' expectations were largely fulfilled. There were some particular highlights, including a huge screen in the River Main in Frankfurt, and the »gastronomy mile« at the Fan Fest in Hamburg, with its 36 food stands, offering specialties from every participating nation – which soon turned into a popular lunch-break venue as well. In light of all this, the initial scepticism was soon cast aside. Fan events staged outside the inner city areas, however, were not quite as successful. It soon became apparent that most of the fans – and the international fans in particular – preferred to stay in the city centre (especially in such a picturesque city like Nuremberg), in spite of the rural Public Viewing facilities. The Nuremberg model, which was an attempt at keeping the city largely »fan free«, was bound to, and did, fail.

In regard to the realisation and implementation of security concepts and other regulations, practical experience shows that the most successful models were those that remained flexible and were based on upholding an atmosphere of hospitality. This was certainly the case at the numerous hastily-organised supplementary Public Viewing events, but also in many other situations: thus, fan-worker intervention in Hamburg led to the negation of stadium bans at the Fan Fest, and in Kaiserslautern, the security personnel at the gates applied a decidedly more friendly approach after consultations with the fan embassy.

Despite a few inconsistencies in the planning and execution of the Fan Fests, the concept was, in our opinion, a consummate success. With the implementation of these measures, the World Cup 2006 organisers played a decisive role in the establishment of a friendly and peaceful atmosphere, where everyone could feel welcome. Never before in the history of large-scale football events has the Public Viewing concept been implemented so thoroughly as in Germany 2006. The success of the Fan Fests will almost certainly set a precedent for future events such as EURO 2008 and the 2010 World Cup.





Positive experiences in every area

The volunteers



Fanbotschaft
Fan Embassy
Embajada de
Ambassade de

When we presented our concept for the fan and visitor programme, including a detailed description of individual measures and projected costs, to the OC in 2005, we had no idea how difficult it would prove to align our aspirations with reality. Contrary to our initial scepticism, however, the comprehensive use of volunteers turned out to be a »lucky strike«. Approximately 800 volunteers were engaged to help out in the fan embassies and at the KOS in Frankfurt am Main during the World Cup. This constitutes one of the biggest deployments of volunteers in the whole organisation.

The coordination centre volunteers

In view of our responsibility for the daily supervision of 17 fan embassies, the coordination of collaborations with international fan workers, the maintenance of a fan website, and the task of gathering and evaluating information from the 12 host city locations, the KOS decided to open a coordination centre in Frankfurt. The centre was responsible for the coordination of information from the various network sectors. The coordination centre was planned with four full-time KOS employees and 10 people on short-term contracts. In reality, there were 38 World Cup volunteers and three full-time employees, who were often on their way to, or from, one of the 12 fan support locations. Initially, we were sceptical about such an extensive contingent of volunteers, which had not been part of the original concept.

The KOS was involved in the initial volunteer selection process, in coordination with the OC Volunteer Department. We also collaborated with the department on a special training programme for fan and visitor coordination assignments. It was clear that we would undertake the training of our own volunteers in a four-hour course. With the benefit of hindsight, this was not without its own problems. The responsibility of acquainting 38 volunteers

with the manifold demands of the pending task, to render them qualified, and to convey the foundations of fan work – all within such a short space of time – put an extreme burden on our manpower resources. Apart from our original tasks, we were suddenly confronted with yet another major responsibility: the supervision and coordination of the volunteers. And because the 38 volunteers belonged to our department, we saw it as our duty to ensure a good working atmosphere. It would have been much easier and more effective if we had had another full-time employee, someone who could have been solely responsible for the training, team-formation and supervision of the volunteers.

It became apparent during the training session that the volunteers themselves were not without scepticism. On the one hand, there was a pervading fear of mass riots, and of the hundreds of marauding hooligans who were, supposedly, making their way to Germany from England and Poland – an image that was largely inflamed by media coverage before the World Cup. On the other hand, there was general disappointment about being stuck in an office, excluded from encounters with fans in the stadium, on the streets or in the embassies.

Nevertheless, we obviously managed to communicate some of our motivation and conviction, as the atmosphere and team spirit in the coordination centre – far removed from the football experience – was excellent. This had a lot to do with the realisation that the success of the fan support programme was dependant on the work carried out at the coordination centre, a fact that was implicit in every single phone call.

Fan embassy volunteers

In order to cope with the scale and scope of tasks that the fan embassies were confronted with, the KOS recommended installing experienced fan-project employees for these positions. The experts could then be supplemented with volunteers, who would be responsible for conveying basic information (local transport news, recreation possibilities etc.) to the foreign guests. We were unable to adhere to the initial plan, however, and many more volunteers were used than originally intended.

The embassy volunteers – approx. 40 to 60 per embassy – were also subjected to a fan-support crash course. In these short training sessions, the fan embassy heads could only provide a brief outline of their international fan support experience, the various elements of social fan work in Germany (fan representatives and fan-projects).





Volunteers where at work everywhere...

The following excerpts are from the Hamburg fan embassy's concluding report. They will provide insights into the workings of the embassy volunteer programmes.

The respective fan-projects spoke to FC St. Pauli and Hamburg SV fans, in order to recruit volunteers for the fan embassy. They offered them the chance to get in amongst the World Cup action. Many fans would have been happy

to help the fan-projects but didn't want to be part of FIFA World Cup 2006. They did not want their personal details registered, and were not prepared to work without pay for an organisation that stood to earn hundreds of millions from the World Cup. There was a good deal of criticism from both fan groups in regard to the stricter security measures, the commercialisation of the tournament and the registration of personal data. A good many fans decided not to volunteer under these circumstances.

Our candidates for the voluntary fan embassy positions were then contacted, via telephone, and invited to an informal interview. The purpose of these interviews was to get to know the candidate and to determine his or her motivation. We also asked questions pertaining to their interests and occupations. Apart from the determination of their general availability, we also asked about individual language skills and, where volunteers were being recruited from the two rivalling clubs, we asked about their respective relationship to fans from the other club. Individual embassy staff members were able to communicate in several different languages, including English, French, Spanish, Italian, Portuguese, Polish, Russian, Swedish and even

10.06.2006

Forgetfulness can have its uses ...

It sounds unlikely, but it can even be useful to leave your wallet behind in the office of the coordination centre, as we have just found out. At the end of a long day and after plenty of hard work, KOS volunteer Reiner Müller decided it was time to go home. In haste, he forgot his wallet, and our colleague Andreas Miltner decided he should phone Reiner to remind him. Reiner thanked him, but then set the KOS team a big challenge for a Saturday night at 10.30 when he said, »I've got another problem.« Well, what are you supposed to do if you bump into six English supporters late at night

outside the Frankfurt stadium, hours after the game has ended, and they tell you they have missed their bus to Calais? And even worse, they don't have any telephone number they can call to contact the rest of their party! A few telephone calls later (among others with the foreign directory enquiries service and the bus company in England), and after some checking in the Internet, we have not only found the number of the bus company, but we even have the leader of the bus tour party on the line. Fortunately, the bus has only reached Bad Camberg in the Taunus, just 40 miles

away, and despite the time pressure – they need to catch their ferry to Dover – they are prepared to wait for their missing friends. And we really feel we're in luck when Reiner and Jochen Wagner, a fan, who just happens to be on the spot, say they are willing to drive the six fans to the service station at Bad Camberg, where the bus belonging to the British company Aston Coaches is waiting. Just one hour later, we finally get a reassuring phone call from Reiner. All our efforts have been rewarded. The six fans have caught their bus and are on their way home.

25.06.2006

How do I get 20 fans without a bus back to Kiev?

Ukraine – Tunisia in Berlin. A bus, in which 20 Ukrainian fans have arrived,

is removed from the traffic in Berlin due to a technical failure. However, on

Saturday (the next day) these 20 fans need to be on their way back home to

Arabic, Hebrew and Thai. As a result of two telephone interviews with applicants from Israel and England, and after consultations with the appropriate OC department representatives, we agreed on a volunteer contingent of 35, including four assistants.

We took part in the »Kick Off« event for all Hamburg volunteers at the end of March. We demarcated our area and helped with some of the on-site construction work. The



... and helped whenever they were needed

event itself was relatively unspectacular and a trifle long-winded, but the informal get-together afterwards was used to forge the first contacts. We carried out the volunteer training programme in April and May. Shortly before the start of the World Cup, a welcome party was held in the embassy on the Heiligengeistfeld.

The selection and composition of the volunteer team was inspired, and the atmosphere, motivation and diligence were quite astonishing. Volunteers from both fan groups, as well as the two international volunteers from England and Israel, worked hand in hand, and the generation gap was bridged with mutual respect and friendship. Some of the volunteers pulled out shortly before the start of the tournament and there was a good deal of ill sentiment at the beginning. This was partly due to volunteers having to pay for their own drinks at the Volunteer Centre opening celebrations and the unpalatable food on offer at the Fan Fest canteen. After the initial friction had subsided, however, the team bonded closer, and everyone started enjoying themselves. We received a lot of support, and we developed a number of ideas to »spruce up« the embassy. Towards the end of the World Cup, several farewell parties

Kiev. Our job: find the cheapest travel opportunity for 20 people, leaving tomorrow. Not such an easy task. But that's what we're here for.

Axel, Conny and I throw ourselves in front of the internet-connected PCs and search for travel agents, flights, bus companies. The first numbers have been found, I make a call and the other two continue searching... We've started with the Berlin bus companies. Denkste... nothing free, booked up for months. Okay, then we'll try the travel agents – small, big and even Russian. »No way« or »Why can nobody these days speak Russian?« And what about flying? The cheapest is from Frankfurt am Main for 255 euros per person, up to 1,500 euros. A bit steep for 20 people who have already paid for their journey.

And what about the local Ukrainian representatives? Maybe they can help

us! »The bus company is responsible. Without the phone number, we can't help!« Bang – they've hung up. Shock! Okay, the local representative isn't interested. What about the train? Maybe the fans can travel by train to Kiev? We find the internet connection quickly, but upon searching for the price, we establish that we can book from here only as far as Warsaw. The connecting train is full. Hmm... not a good solution, but nevertheless an attempt. We note: it is possible to get to Warsaw for around 23 euros.

However, that doesn't get us much further... we'll extend the search to include the whole of Germany. Maybe then we'll find something. We should stress more that we have an absolute emergency here. How about a little break? But what if a travel agent or somebody phones. Keep going! How about chartering a new bus? Gullivers puts me through to their bus com-

pany. »It's not worth it for 20 people. It's only worth it with at least 49 people!«

Their offer should arrive by fax within the next hour, but by the end of the shift, it still isn't there. Meanwhile, maybe the 20 fans could have found a few more who can join them. Nice idea... (the offer eventually comes for 5,264 euros for a bus from Berlin to Kiev that returns empty). Okay, a new number, this time a Ukrainian travel agent in Dortmund. They offer regular trips to Kiev. Maybe it'll work if we cross our fingers. Yes, for 60 euros per person, 20 people can travel from Potsdam!!! We've done it at last, after an odyssey of more than one hour of telephoning and internet research... now a break and then it's not long before home-time. But where the devil are the people from the next shift? Unfortunately, they don't turn up.

were organised and addresses were exchanged. It wasn't just the international guests who had »A time to make friends«, the volunteers also mutated into a homogenous family unit.

From our perspective, the volunteer work could not have been any better. The success of the fan embassy in Hamburg was due in no small way to the enthusiasm, affability and kindness of the volunteers. Most of Hamburg's national and international guests will cite encounters with these volunteers as one of the most positive aspects of their World Cup experience. Most visitors will have enjoyed numerous unique and moving experiences during the World Cup, but the volunteers also had their fair share of unforgettable moments. The volunteers were handed the possibility of being part of one of the world's greatest sporting events, and were able to experience the international atmosphere at close range, especially in the first stages of the tournament. The volunteers were in constant contact with people from all over the world. Moreover, they forged friendships with each other. The

combined efforts of the St. Pauli and the HSV fan-project, and the cohesive work carried out by both parties, has had a positive local side-effect. The Volunteers have been instrumental in dismantling the mutual prejudice of the rival fan groups.

Conclusion

The structure seems to have been successful. Day to day experience in the coordination centre and in the fan embassies has shown us that the mixture of full-time experts and volunteers was sufficient to provide the necessary continuity and reliability. It must be stated, however, that this success was largely due to the extraordinary engagement and motivation of every single volunteer, a factor that was not calculable. None of the negative expectations – whether from the side of the KOS or from the volunteers – were fulfilled. However, the coalition did not really encounter any extreme conflict or crises situation capable of testing the stability of the construction.



Volunteers presented the anti-racist message at every match

Sisyphean task for the KOS

Ticket action for the terraces



STE



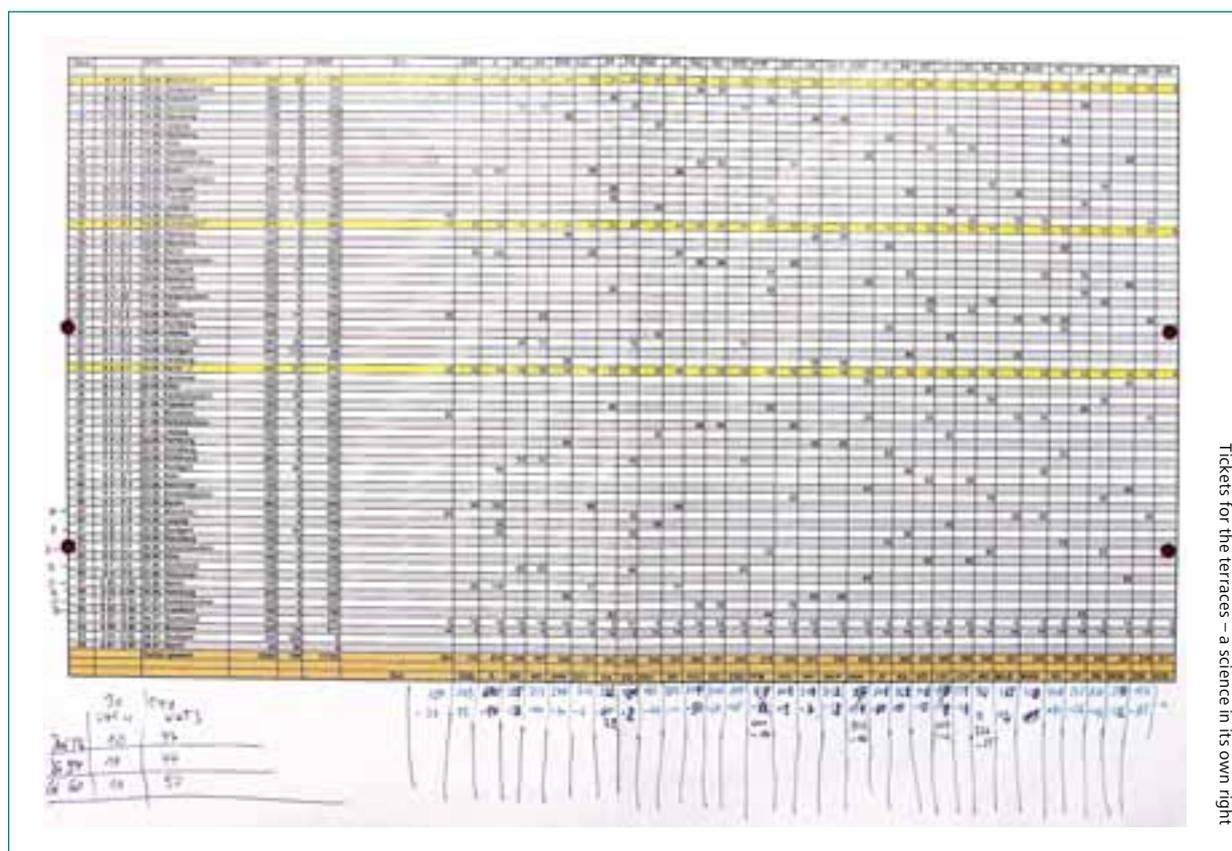
As has been the case at previous tournaments, the ticket issue developed into an emotional and intensive debate. Fans and media reporters were united in their criticism of the »un-fair« ticket distribution system and the disproportionate number of tickets allocated to VIPs and sponsors. The only tickets made available to the general public were drawn in a mysterious worldwide internet lottery before the matches had even been announced. The aspiring ticket-holder could only know where and when the match was going to take place, but not which teams were actually going to play. Consumer and data-protection organisations were unanimous in their condemnation of the security measures surrounding ticket allocation, especially with regard to the registration of personal details.

This article is not primarily concerned with the ticket system, however, but with a special OC initiative to enable traditional club fans to attend World Cup matches. Together with fan representatives and fan-projects, the KOS submitted a request for a contingent of World Cup tickets for local league fan groups. Apart from anything else, the integration of the local »terraces« would help to temper the prevailing dissatisfaction. Acting in its capacity as official host, the DFB was quick to indicate that it considered the fan support clientele to be an integral part of the German »football family«, and that such requests were likely to find a good deal of sympathy among the decision makers. The fan representatives and fan workers were suddenly faced with the task of formulating a feasible proposal.

After the first meeting between the fan organisations and the DFB had been marred by protocol misunderstandings, the second meeting, in August 2005, which was largely mediated by the KOS, produced the first success. Volker Goll was selected for the task of turning the sketchy concept into a lucid and credible presentation. The subsequent brief ballooned into a substantial assignment. The most important agreement was reached almost immediately, when the DFB announced that they would reserve 22,000 tickets for the host fans. The fan representatives and fan worker agreed to a 50/50 division, which meant that the two groups were each responsible for 11,000 tickets. The KOS developed a localised system in which relevant fan groups from the first, second and third divisions were assigned to a World Cup venue. After the evaluation of proportional considerations, each club and fan-group received between 7 and 90 tickets for up to seven different matches. A detailed description of the system's intricacies would go beyond the scope of this brochure – according to the former KOS director Thomas Schneider, however, »it was a science in its own right«.

To draw or not to draw?

There was some controversy surrounding the distribution of the allocated tickets: whether they should be drawn in a lottery or simply awarded to people. While the fan representatives appeared to favour the straight forward allocation of tickets to »deserving fans«, the fan-projects were strictly against such a move, arguing that it was not



in their interests to be put in a position where they would have the power to decide who goes to the ball (game) and who doesn't. To complicate matters even further, the DFB had its own ideas. The entire predicament was discussed at a meeting in Hamburg. The meeting took place on the periphery of one of the German national team's preparation matches, and those involved included Horst R. Schmidt (OC Vice President and DFB General Secretary), Holger Hieronymus (CEO of the German League Football), Katja Sichtig (DFB Ticketing), and Thomas Schneider and Volker Goll from the KOS. The following model was agreed upon as a result of this meeting: the tickets were to be drawn, but there would only be two names in the pot for each ticket. This meant that each candidate had a 50 percent chance of being drawn, which, in comparison to the corresponding odds offered up by the official internet lottery, was not bad at all. The only criticism raised by the fans concerned the fact that each person was only allowed to apply for one match.

Hard work for the fan representatives and fan-projects

The OC Ticketing Department developed a special computer programme with which the people responsible for the ticket lottery could »log-in« using a personal code. The personal details of all the applicants (address, date of birth, and identity card number) were registered in this programme, in a condensed form. The draw then took place on a predetermined date. The registration of 800 sets of personal data per venue proved to be somewhat laborious and was not as straightforward as it might have been. Initially, the organisers expected to be inundated with applications, and a number of preliminary selection criteria were developed in order to combat the flood. The flood never came, however. On the contrary, the action found little resonance among the fans. Those who did come praised the action and were excited about having the chance of obtaining a ticket. Many fans dismissed the opportunity, however. Particularly critical fans condemned the action with commentaries such as, »Only one chance, and a lottery to boot...«. We did beat the drum at regular intervals, so that one could safely claim that every active local fan must have at least known about the action.

Hard work for the KOS and the fan representatives' spokesman

Due to numerous mistakes, misunderstandings and personal tragedies (money was booked from the account but the ticket was allocated to someone else), as well as the

practice of »contingent transfer« (what the others don't want, we'll gladly accept), it became necessary for Ralph Klenk (fan representatives) and Volker Goll (KOS and fan-projects) to enter into an almost perpetual dialogue. They were either on the phone to each other, or to the software developers in the DFB Ticketing Department. Despite a good deal of – sometimes legitimate and sometimes illegitimate – exasperation, the ticket saga was eventually concluded to (almost) everyone's satisfaction. Dr. Alfred Sengle, honorary security representative for the DFB, praised the KOS in particular, speaking of a »constructive and integrative idea«.

Conclusion

At the end of the predetermined time limit, there were approximately 18,000 applications left from the initial 44,000. The 9,000 tickets were drawn according to the agreed stipulations, meaning that exactly half the 18,000 applicants did not receive a ticket. The KOS asked the DFB to rethink the system. When the amount of trouble it had caused became apparent, the procedure was subjected to a complete overhaul, and the new system worked in the fans' favour. 15,000 tickets were now made available for the 18,000 applicants. This meant a proportionate distribution rate of almost 80%. Indecently, only six of the 18,000 applicants were sorted out due to current stadium bans.

A good number of fans who were originally against the action were kicking themselves afterwards for having missed a very real chance of getting in to see a live World Cup match in their own city. On the one hand, their reticence was a genuine indication of the general attitude of fan groups towards the World Cup in their own country, on the other, the 15,000 fans who did get to see a match are living testimony of the DFB's recognition of the importance of their presence – and that is a sensation they have almost certainly never experienced before.

The relatively spontaneous ticket distribution process was somewhat muddled and even improvised in certain situations. The system caused a great deal of work for the local fan workers. Nevertheless, it was worth the effort, as it offered a significant number of people from local fan groups the chance to participate in the World Cup. Apart from that, it strengthened the bonds and fortified the mutual trust between the fan representatives, the fan-projects and the DFB.

The open and communicative approach was vital to the success of the World Cup



Interview with Dr Gregor Rosenthal, former chairman of the Federal Government and Länder Committee

lic that we were taking the World Cup motto »A time to make friends« very seriously. The message was – we'll be glad to see you, and we can't wait for it all to start.

How and when did the fan support issue enter into your work as World Cup security administrator in the Federal Government and Länder Committee?

It was clear from the very beginning that it would be an important factor, which is why the KOS was already integrated into the committee by my predecessor Bernd Manthey. The committee was responsible for developing a national security concept. The situation had become very difficult after riots during the German international matches in Celje and Bratislava,

in March and September 2005, and everyone was asking, »What if it happens at the World Cup?« There were certainly reservations about whether the preventive measures implemented as part of the security concept would suffice, and whether the composition of the concept was really adequate.

There was a certain amount of security hysteria prior to the World Cup, especially with regard to Polish fans, for instance. How did you arrive at the decision to involve other elements in the concept, and not just rely on police work?

It was, essentially, a result of the comprehensive information we had gathered in advance from our international cooperation network. There were

Can you remember where the largest gaps in the World Cup security concept were in March 2006?

Yes, I know exactly where they were. At the big international security conference, which we staged in Berlin at the end of March, we concentrated on two primary targets. First and foremost, we wanted to show the world that Germany was ready. We cleared the details in bilateral talks with our international partners, and introduced them to their German counterparts. Apart from that, we were determined to show the guests and general pub-



people, especially in East Europe, who were saying, »The Germans have got no idea what's going on here«, but, with the benefit of hindsight, I would say that we knew what was going on, and we were able to make realistic predictions and evaluations. The KOS was very helpful in this respect. In addition to the administrative contacts, we were able to hold meetings and communicate our position to fan representatives from Poland, the Ukraine or England. Hence, we were able to communicate that anyone wishing to come to watch football and have some fun is more than welcome, but they must clearly distance themselves from violence. We made it clear to the fan representatives that we considered them to be our partners. This open and communicative approach surprised a few people in other countries, but although it was not expected, it was the right decision.

What did you actually do during the World Cup? Did you go around controlling the measures you had implemented, i.e. whether the police were really carrying out spontaneous ID inspections?

Yes, we did. We were determined not just to rely on the planned evaluation of reports. We wanted to test how our security arrangements were really being implemented. That is why we decided to visit the emergency services and the police-operation control centres, in order to get an idea of what was really going on. I also visited a few of the fan embassies, the one in Frankfurt for instance, where I spoke to the staff and some of the fans. We already had close ties with the Dutch national team's fan club, so we were not entirely ignorant of what fan support could achieve and the way it would be perceived by our guests. We always maintained that if the World Cup unfolds according to plan, it would be peaceful but not

calm, and there would be little need for any further intervention. I imagined it to be a bit like a football manager during the match: you have done all the groundwork, so you hope you can just sit on the periphery, without any further intervention. And that's exactly what happened.

Can we apply the lessons learnt from the successful World Cup to the Bundesliga?

The consequences for the future were obviously part of our concluding report. The World Cup was a special situation – you only have to look at the structures in the lower leagues, for example, to see that the stadiums and security-staff training etc. are completely different. Nevertheless, I do believe that elements of the security concept are transferable. An open dialogue with the fans and the subsequent development of mutual trust can also be extremely helpful. The establishment of the DFB and DFL initiated (and fully-paid) fan representa-

tives was, in my view, an important step in this direction.

You have been the manager of the Association for Democracy and Tolerance since December 2006. Does football play any part in your new role?

Yes, it certainly does. The Association for Democracy and Tolerance, which was established in 2000, tries to support and promote public initiatives against the extreme right-wing, racism and xenophobia. Football will play a major role in the future – we are developing ideas for a possible cooperation with groups involved in anti-racism and anti discrimination initiatives. Furthermore, in my capacity as coalition leader, I have been appointed to the DFB Task Force against Violence and Racism, together with Professor Pilz. The knowledge and experience I gathered in my former job was very helpful, and I am, obviously, more than happy to be dealing with the KOS again.



A fans' World Cup – thanks to great fan work



Interview with Jörg Jakob, acting chief editor Kicker-Sportmagazin .

The last World Cup is referred to as the »fans' World Cup«, FIFA even awarded a trophy to the fans. Do you have an explanation as to how the fans came to play such a large and positive role?

The »fans' World Cup« label is certainly appropriate. However, I had to laugh a little at the award ceremony because a »World Cup for the fans« was not exactly what FIFA had in mind during the ticket-allocation process. The foundation was laid with the fan miles and Public Viewing sites, and the spectators themselves eventually turned the event into the fans' World Cup. Instances of Public Viewing and its positive effects on the general

atmosphere were already evident in Portugal 2004. The traditional »fan encounters« at international matches in Dortmund, where, for instance, thousands of Liverpool and Alaves fans celebrated peacefully together during the 2001 UEFA-Cup final, are yet another good example.

In your opinion, how much of a role did fan and visitor support play at the time? Or more to the point perhaps: to what extent was the press aware of the role it played?

I was obviously conscious of it at the time, and I documented it in my journalistic work. Together with the OC and the security departments, the KOS and the fan-projects did an excellent job in laying the foundations for a fans' World Cup. I have spoken to many visitors from abroad who have lavished praise on services such as the fan embassies and the fan guides. The English fans, in particular, were very appreciative, and the England matches serve as positive examples of successful fan and visitor support. However, this did not receive the public attention it deserved. Sadly, this sort of thing often gets buried under the mountain of other World Cup issues. In terms of publicity, fans are only interesting when something negative happens, and the press coverage is not particularly discriminating even then. In this respect the pre-event hysteria bordered on insanity. It was shocking to see how they all copied each other's misinformation. Not to mention all those ridiculous comments from numerous politicians.

Will the positive aspects of the World Cup have an effect on the Bundesliga?

It is difficult to transfer the World Cup situation to the Bundesliga, but aspects of the cooperation between fan workers and the police could certainly be useful in a league context. However, you have to remember that the preconditions are entirely different. The police do not have the necessary numbers to provide such an intensive cooperation, and the majority of the fans at the World Cup had little to do with the traditional club supporter; it was an entirely different kind of audience in the stadium. The situation for the »away fan«, for example, has changed very little since the World Cup. However, the general image of football fans has received a positive overhaul, meaning that people who never go to football matches have changed their conception of football supporters.

Even though the more negative football side-effects such as rioting and racial abuse have been highlighted by the press in the autumn after the World Cup ...

Here again, entirely different factual circumstances have been lumped together to form a uniform mass, and differentiated press-coverage has been abandoned in favour of sensationalism.

What about the German team? Has a new source of potential fans been activated?

As long as the »undesirable« fans are

still on the scene, like those who accompanied the German squad to the international match in Slovakia, the new fans will stay away. They have absolutely no desire to get involved in that kind of thing, especially in view of the possibility of being issued with a stadium ban for being in the wrong train compartment, with the wrong people, at the wrong time.

In regard to the future: will it be possible to repeat the 2006 World Cup in Austria and Switzerland?

Well, all the preconditions exist, as long as they orientate themselves on the fan support practices and undertake the necessary security measures, such as a travel moratorium for hooligans, and manage to convey the feeling that there is nothing to be afraid of. They will certainly practice Public Viewing, especially in view of the relatively limited stadium capacity. I can imagine that the German fans will use the proximity of the venues to continue their positive support at EURO 2008. Perhaps they will model themselves on the English fans who traditionally follow the national squad around the world regardless of the whether they have tickets or not. The »fan miles«, where the football »experience« is celebrated outside the stadium, have facilitated a change in mentality, and I suspect that a good number of German fans will be travelling to EURO 2008 without any tickets, in order to unfurl their flags in the city centre.



Important input from the fan experts



Interview with Brigitte Rottberg, project and event manager. During the World Cup she served as head of logistics in Kaiserslautern

2003. We developed and implemented approximately 80 projects, including the fan camp and the fan mile. In retrospect, it is difficult to believe that we achieved all we did – we worked extremely hard.

How was the cooperation with the fan support?

Right from the outset, we had combined work-groups, where a police delegation sat down with fan representatives and fan-project leaders from Saarbrücken and Mannheim – there is no fan-project in Kaiserslautern. I could use these meetings to get advice on event organisation. Up until that point, I had only been responsible for organising visitors to Gymnastics Festival and Catholics' Day; I had absolutely no experience of organising football fans. The fan workers gave us important tips on what constitutes good and bad conditions for fans. Hence, our combined

work-group platform provided a cohesive framework for joint decision-making. The police listened to fan experts, and fan experts listened to the police. In the end, everyone ended up doing a very good job.

How did the fan experts typically influence proceedings?

The fan camp, for example: we were not only concerned with where the best location would be, but also what the facilities would actually look like. In the beginning, I found the camp too ugly and not particularly comfortable, until the fan representative Stefan Roßkopf told me to »relax«, explaining that he had slept in a room with ten men at an international match in England. It was true: we gave the buildings a fresh coat of paint, put some flags up, and everything was fine. You have to sit up and listen to that kind of experience.

How did you first get involved with the World Cup?

At the beginning of 2003 Erwin Saile, the World Cup coordinator in Kaiserslautern, asked me to develop an organisation chart, chronologically mapping the tasks involved in the evolution of the tournament. I had already gained some experience with the organisation of large-scale events, such as the German Gymnastics Festival and the Catholics' Day although there was no need for the development of new transport routes in these cases. I then became head of the logistics department in summer





How did you perceive football fans before the World Cup?

As I said before, I had very little experience, and I found the term »fan« a bit difficult. Where does the fan start and the guest stop? At some point I just thought that everyone we offer our services to should be considered our guest. We didn't have any conflicts, to problematic fans. The only thing that really happened was that some Spanish ultras sprayed graffiti in a street running parallel to the fan mile. We informed the police, the KOS and our authorised painter from the building-maintenance department, which had been placed on standby for just such »emergencies«. Everything was finished within four hours on a Saturday afternoon. We

had a great atmosphere in the city, and some fabulous visitors. The first game, which really set the standard, was Australia versus Japan. The Japanese celebrated even though they lost and the Australians celebrated all the time, whatever happened.

Were you surprised by the atmosphere?

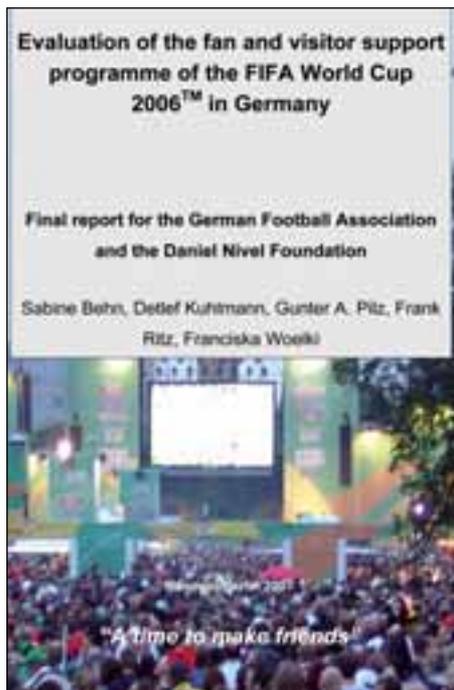
I wasn't expecting the fans to be so open and so companionable: how they celebrated together, and ended up in each other's arms at the end of the night. That was fantastic! I was »on site« every day from eight in the morning until late at night, but I still didn't get to see everything. However, I am certain that the facilities we provided were conducive to the celebratory atmosphere. Our approach in Kai-

erslautern was clear: we didn't want to stage an expensive extravaganza with admission fee; we just wanted to create an environment where it was possible to have a party. At the largest Fan Fest, on the Stiftplatz, the party went on for thirty days, every day until one o'clock in the morning. As soon as I tell people that I worked for the World Cup, a lot of them start to tell me their »we partied in the city nearly every night« stories.



Evaluation of the fan and visitor programme
for the FIFA World Cup 2006

Final report for the DFB and the Daniel Nivel Foundation



The following passages contain excerpts from the official evaluation of the Fan and Visitor Programme, which was executed by Sabine Behn, Detlef Kuhlmann, Gunter A. Pilz, Frank Ritz and Franciska Wölki. The evaluation is 160 pages-long. The following excerpts are taken from capital 6 (from page 147) and capital 7 (from page 150).

This examination serves to highlight how fundamentally important the fan and visitor programme was to the success of the World Cup 2006. In our opinion, this report emphatically supports the argument for elevating the considerations of fan workers to a high priority level at future events – as was already the case in Germany 2006.

Conclusion

The success of this World Cup was not only due to the performance of the football players and the game itself, but also due to the crowds of local and foreign visitors and fans who were celebrating together in the stadiums and the cities. If we compare the 3.37 million viewers in the stadiums with the 18 million people in the Fan Fests,

we arrive at the fact that the football World Cup was experienced mostly outside the stadium, on the streets. All expectations were surpassed positively: there were more visitors from outside and within Germany on site than expected, the atmosphere and mood were better than expected and there were lesser problems than expected. Fans and visitors were treated with respect in all spheres right from the beginning. They noticed that everyone was happy to receive them and that enough effort was made towards approaching them ideally, like speaking to them in their mother tongues, taking care of them using fan ambassadors, or just welcome them with food and drinks from their countries. Visitors and fans during the World Cup in Germany felt that their needs were taken seriously – and this was worth while. Many Germans felt like hosts and the international visitors like guests and behaved accordingly. The World Cup motto was filled with life.

The fan and visitor support programme was a total success. Along with the national security concept of the police and the friendship campaign of all participating nations, the fan guide, volunteers, international fan caretakers, mobile and stationary embassies and the communicative conflict managers of the police contributed to the behavioural safety and well-being of the fans and visitors in, and the Fan Fests and Public Viewing areas were able to contribute to the success of the World Cup itself.

This created enough space for fans and visitors to celebrate and present their culture. Secondly, the presence of diverse cultural, social and sports-related activities, stalls, stages, peoples etc. in the city centres reduced the room for violent acts. Many friendly, international fan meetings took place all over Germany, especially in the twelve host cities on the match days. Everyone a positive interest in the others, making provocations and riots a rarity during the event.

In contrast to the public of the League matches, the World Cup drew a different kind of, heterogeneous public, which had fun together and were very open minded in approaching each other, instead of irritating each other by singing songs of hatred. This open, intercultural mood could be seen in many cities, creating a kind of self-regulation in this mixed scene of fans. In case certain viewers made derogatory remarks about others or became aggressive, say in the Fan Fests, the others themselves made sure that these people either remained silent or disappeared from the place (ref. Observation protocol Hanover, 12.06.2006).

It was interesting to see the many international fan groups searching for free public places to present themselves, apart from those places occupied by commercial pro-



Happy faces not only in Stuttgart

grammes or fan and visitor support programmes. Not only did they make use of these places for presenting themselves, but also let other fan groups present themselves in the free areas.

Many of the cultural and chargeable activities were however not that appreciated by fans and visitors. The information brochures in the fan embassies that did not have to do with football or fan-based topics for example were not on demand. A fan embassy head said in an interview (11.08.2006): »The main problem was caused by the information materials. We were flooded with them and had to sort out important and not so important things out. The brochures by »Bread for the world« for example were hardly touched by the fans and had to be thrown into the waste-paper container after the World Cup.«

In all, we can say that the verbal and written information and communications between fans and visitors on the one side and the conflict managers and volunteers on the other side, contributed very much to the behavioural safety and orientation of the guests. The open-minded communication between the police and fans, which was rather adverse during League matches, was a secret factor behind the success of the World Cup.

The fan support, as part of the national security concept, played a very important role in the success of the World Cup, although it was partially handled stepmotherly by the organisers and media correspondents. While for e.g. the VIP area in the stadium were served with Champagne, the fan embassies had to do with 500 Euros totally for the five weeks. This apart, only some of the officers of the OC or the FIFA were interested in visiting the fan embassies. Many representatives from the city did not even bother to visit them. And it was not surprising to find approximately one page on the fan and visitor support concept in the 51 pages of the manuscript of the final report of the Federal Government on the FIFA World Cup 2006™.

That there were many sceptics pertaining to the importance of fan support, needs mention here. A representative of the local OC said in his interview (03.11.2006) that he believed »that the significance of the fan support activities were being underestimated as regards the concept of security«. If we compare this statement, say with that of the Officer-in-charge of Police from Stuttgart, who said that the public was not that problematic and that fan support was probably not so necessary (ref. Interview Kuehner, 09.08.2006) and in view of the low amount of response from the Media on the fan embassy's activities

in playing an important role as regards fans and visitors in such mega-events, we can say that this theory of the fan representative was very much appropriate.

However, we need to note that many fans and visitors, despite a lot of hope, could not acquire a ticket to view the matches in the stadiums, would have had a difficult time trying to find out what to do in Germany without the help of the volunteers, who made them aware of the free Public Viewing areas, Fan Fests, cheap fan camps and fan embassies. This could have otherwise lead to a behavioural insecurity, leading further to aggressiveness and probably even violence.

The basic theory that violence and racism have no place in a merry, relaxed and hospitable atmosphere, was proved right. Anybody who is received and treated as a dear guest, also behaves accordingly.

Recommendations

Despite the very positive nature of the FIFA Football World Cup in Germany, some of the implementation strategies of the fan and visitor support measures were found to be very effective during the course of the evaluation, whereas some of them were not that useful. The results of the qualitative and quantitative analyses have helped us formulate a set of recommendations for the future of football events like the European Championship 2008 in Austria and Switzerland. This compilation needs to be understood respectively and it is possible that some of the suggestions could have already been implemented during the course of the World Cup 2006 in the individual host cities.

The following contains the list of recommendations according to the order of implementation, even though some of the recommendations might affect the object of our research only peripherally, but could be of help while planning a Football World Cup or EC in the future.

For stationary embassies:

- We found that the »right« choice of venues is a deciding factor for optimal usage and acceptance. Hence, fan embassies need to be built at places where fans generally tend to stay put, in the vicinity of Public Viewing areas and Fan Fests
- The fan embassy container needs to be bigger, visually inviting and eye-catching. Sufficient signboards should help the fans in finding their directions.
- There is the need for enough computers with an internet connection for the fan embassy employees and

fan internet terminals.

- The multi-lingual translation of fan support measures needs to be checked during the labelling of signboards or uniforms, in order to prevent hassles, insults and misunderstandings. (...)
- The fan embassy employees need to be supplied with sufficient »uniforms« and the volunteers should not wear any clothes of inferior quality, but rather present a homogeneous appearance. There needs to be enough time for the preparations of the fan contacts, training programmes, team formations, work scheduling, etc. A good communication structure within the fan embassy team will be necessary.
- Emphasis needs to be laid on fan embassy employees approaching the fans and visitors and informing them about their activities, rather than just attracting them. Fan embassy work is a low-threshold job.
- Fan embassies need to focus on meetings apart from the pillars of »Information – Counselling – Service« and implement projects accordingly, which integrate the local fan scenes, migrants and initiatives. This would better help establishing the World Cup EC in the respective cities.
- The information material in the fan embassies need to be thoroughly examined and explicitly chosen. The materials need to be bundled in future and the choice needs to be minimized.
- Target-group-specific information material like the fan guide needs to be printed in (almost) all languages of the participating countries, not only in English and German.

For mobile fan embassies:

- Unless otherwise required, mobile fan embassies should be located at the stations, where most of the visitors and fans arrive and can hence gather information at the earliest.





- Mobile fan embassies also need to be driven by more number of people, so that they are not totally dependent only on a small group of individuals.
- Apart from having a transport facility, these fan embassies also need to have enough number of seats.
- In order to ideally appeal to male and female fan groups, volunteers need to be organised into gender-heterogeneous groups.
- The training programmes of the volunteers need to be more comprehensive as regards information around the World Cup and the EC, such as ticketing, stadium regulations, tips on accommodation, public transport and connectivity, and even information on the cultural backgrounds of the fan scenes.

For volunteers:

- A good recruitment and (pedagogic) support of the volunteers within the team is inevitable, in order to guarantee their successful employment.
- Volunteers need to linguistically cover all the participating nations. Not everyone can speak all languages, but at least four people in a fan embassy need to speak the languages of the participating nations, so that at least one of them is present, each during the morning shift inside and on the road and during the evening shift within and outside the embassy. Buttons stuck on the uniform of the volunteers indicating the languages they speak will be ideal («Ich spreche Deutsch», «I speak English», «Hablo español» etc.).
- Volunteers should not stand in big groups and wait till they are approached by visitors, but they themselves must approach the fans and visitors, speak to them and offer their help.

For fan embassy heads / representatives of the local OCs:

- Organisations for migrants need to be incorporated in advance into the preparation and planning of fan support activities in order to not only integrate them, but also to be able to meet the needs and demands of people from different nations by working with people with foreign origins.
- The locations and contact persons for fan embassies of the respective host cities need to be announced well in advance in and outside the country, using internet sites, newsletters, emails and a close cooperation with international football associations, clubs, fan caretakers and fan organisations.

- The training of volunteers needs to not only concentrate on the content of behavioural codex, but also on questions related to ticketing, programmes offered, regulations, cities and directions, etc.

For the fan support headquarter:

- The fan support headquarter plays a major role in the coordination of different fan support measures and the organisation of the information flow. In order to make this more effective, it is necessary to establish a good communications system between those involved – fan embassies, international fan caretakers, cities, police, etc.
- Similar to fan embassy heads, the fan support headquarters need to offer more training programmes for their employees.
- International fan and organisational contacts need to be made use of, in order to publish the multi-faceted fan support programme for the event.
- In all, the aspect of meeting needs to be stressed on. Projects like tournaments between local and foreign fans or common activities concerning their fan cultures need to be conceived and prepared even before the World Cup/EC.

For the international fan support teams:

- The international fan caretakers need to be informed on time that they will work with the fan embassy employees on site during the World Cup or EC in order to gather and prepare all the important information for their fans.
- International fan caretakers need to ask their fans about their desires and hopes about the fan support in the country hosting the World Cup or EC, so that they can cater for the needs of the fans.
- International fan caretakers need to wear a uniform clothing during their working days, that not only helps them be identified, but also indicates their respective nationalities.

For FARE:

- In order to promote the integration of migrants, FARE needs to address them in advance and inform them about its activities: local organisations need to be integrated into their work, instead of transporting Streetkick-installations between cities.
- Fan embassies, fan-projects, fans of the local league matches and FARE need to work together to organise football matches that serve the purpose of uniting different people from different nations, and improve

their understanding for each other.

- FARE needs to consider how the sustainability of the anti-racist activities can be ensured during the implementation of its programmes. The integration of local projects/initiatives is a must here.

For the nationwide fan guide:

- The nationwide fan guide needs to be published in several languages – at least in English, French, German and Spanish.

For local fan guides:

- Every host city should distribute a local, handy brochure about the events, accommodation, catering facilities in the respective city for free apart from the nationwide fan guide.
- The local fan guide needs to be printed in at least the languages of the nations playing in the respective cities.

For the nationwide fan internet homepage:

- The fan internet homepage is an important source of information for fans. It is important to maintain it in different languages and regularly update all the versions. A link to the fan homepage on the official World Cup or EC site would be very favourable for fans.

For the fan helpline:

- The helpline needs to be accessible 24 hours a day, since it is one of the most important means of support and help for fans.
- A network of mobile phone numbers could be created, which transmits bulk text messages about important events and happenings during the event to all the fans taking part in it.

(...)



The mobile fan embassy at the Olympiastadion, Berlin

Behind the scenes

The »Berichtswesen« of the KOS coordination centre

Although we do have extensive experience of German fan support at international matches abroad, the task at the World Cup 2006 posed a far greater and entirely different challenge. Our work was completely redefined for the assignment.

The KOS coordination centre was obliged to maintain an overview of the entire situation and to deliver condensed information on a daily basis. The system was based on the reports received from the network partners.

The World Cup fan representatives sent a daily internal report to the OC, which convened in Berlin early every morning. We received a copy of these reports as well as the daily accounts from the various fan embassies. Our daily »summaries«, which were sent back to all the embassies and the OC, were the result of a combination of the »daily accounts« and telephone research. The summaries served as a platform for the communication of information between the various fan embassy sites. In addition, we received a report from the respective international fan coordination groups after every match involving their national team. These reports were also sent to our partners in the extensive fan and visitor programme network.

The following example serves to illustrate the process: a fan embassy's daily report, the KOS coordination centre's combined »summaries« and a report from the international fan coordination team from Switzerland.

Tagesreport Fan-Koordination + Betreuung

Fanbotschaft:

STUTT GART

Datum/Wochentag:

25.6. Sonntag

Verfasser (Person):

Holger, Frank, Gerald

A Zuschauer Stadion und Public Viewing

A1	Spielpaarung A : B (nur wenn in der eigenen Stadt) <i>im Stadion in Zahlen oder in Prozent:</i>	England vs. Ecuador
A1a	Geschätzte Besucherzahl aus A	30.000
A1b	Geschätzte Besucherzahl aus B	10.000
A1c	Geschätzte Besucher aus Deutschl.	10.000
A1d	Sonstige Besucher (geschätzt), relevante Nationengruppen	2.000
A1e	Nicht besetzte Plätze (ca.)	sold out
A2	Zuschauerkapazität Public Viewing auch an allen anderen Spieltagen	40.000
A2a	Geschätzte Besucher aus A	30.000
A2b	Geschätzte Besucher aus B	5.000
A2c	Geschätzte Besucher aus Deutschl.	5.000
A2d	Sonstige Besucher (geschätzt) + Nationalität	
A2e	Geschätzte Gesamtbesucherzahl	40.000

B Fanbetreuung/Fanverhalten/Stimmungsbilder/Einflüsse

B1	Anforderungen an Fanbetreuer	
B1a	Bedarf: Sprachkenntnisse	englisch, vereinzelt spanisch
B1b	Sprachkenntnisse: Qualität	gut
B1c	Durchschn. Arbeitszeit pro Einsatz/Pers	6,5 Volls, 14 Leitung und Assistenten
B1d	Geschätzte Anzahl Fankontakte (ges.)	2.500
B1e	Einsatzzahl der Fanbetreuer inkl. Volunteers. Pro Tag	19
B2	Erkenntnisse/Empfehlungen Betreuer	
B2a	Positive Erfahrungen	gute Zusammenarbeit mit Englischer Fanbetreuung
B2b	Verbesserungsvorschläge	heute keine
B2c	Ausgewählte Highlights - positiv	JayJay (Klenkys Assi) bietet Ecuadorianer Schlafgelegenheit für die Nacht!
B2d	Ausgewählte Highlights - negativ	
B2e	Internationale Zusammenarbeit Fanbotschaften/gegenseitige Unterstützung	s.o.
B3	Stimmungsbilder	
B3a	Im Stadion	gute Stimmung, aber erstaunlicherweise nicht so gut wie bei den vorhergehenden Spielen

1

Tagesreport Fan-Koordination + Betreuung

Fanbotschaft:

STUTTGART

Datum/Wochentag:

25.6. Sonntag

Verfasser (Person):

Holger, Frank, Gerald

B3b	In der Stadt	s.o.
B3c	Länderübergreifende Fankontakte	Engländer und Ecuadorianer (nennt man die so?) gehen eher getrennte Wege, machen nix zusammen. Die Ecuadorianer haben nach eigenen Aussagen Angst vor den Engländern
B3d	Meinung der Einheimischen	haben auch Respekt vor den Engländern, wenig Deutsche im PV

B4	Feedback von Fans	
B4a	Positive Reaktionen (Beispiele)	Engländer nehmen unser Angebot gerne und häufig an
B4b	Kritik (Beispiele)	keine, immer noch nicht
B4c	Fanguide	haben wir noch übrig, aber nicht mehr so viele
B4d	Website	?
B4e	Fanbotschaft	wie immer
B4f	Sonstiges / Anregungen	nix

B5	Hitliste der 5 meistgenannten Themen/Fragen	
B5a		Frage nach Unterkunft
B5b		Frage nach Tickets
B5c		Infos über PV
B5d		wo geht man feiern?
B5e		

B6	Erkenntnisse über Fanggruppierungen und deren Verhalten	
B6a	Erkenntnisse über Fanggruppierungen und deren Verhalten	bisher ist noch alles ruhig, wohl auch wegen dem Unwetter. Falls sich über Nacht noch was ergibt, erfahrt ihr unsere Version morgen
B6a	Schwarzmarkt, gibt es ihn und wo	Königst., vorm Stadion, Hauptbahnhof, PV
B6a	Gab es aggressive Fans, wenn ja, aus weichen Ländern?	noch keine heute
B6a	Gibt es aus Eurer Sicht, Dinge, die in absehbarer Zeit zu Problemen führen könnten?	nein

C	Beeinflussung der Veranstaltungen durch:	<i>im gesamten Stadtgebiet</i>

Tagesreport Fan-Koordination + Betreuung

Fanbotschaft:

STUTT GART

Datum/Wochentag:

25.6. Sonntag

Verfasser (Person):

Holger, Frank, Gerald

C1	Sicherheitsmaßnahmen	gesonderter Bericht folgt.
C2	Verhalten von Ordnern und Polizei	PV wurde recht reibungslos nach Gewitterwarnung geräumt.
C3	Öffentlicher Verkehr	reibungslos und gut
C4	Individualverkehr / Parkplatzsituation/Verkehrsleitsystem	normal
C5	Sonstige	nix

D	Interne Situation Fanbotschaft	<i>alles okay? Was für Probleme?</i>
D1	Team/Personalsituation	okay
D2	Zusammenarbeit mit Polizei	okay
D3	Zusammenarbeit mit Stadt	heute nicht
D4	Zusammenarbeit mit KOS-Leitstelle	okay
D5	Wie oft werdet ihr auf der Fanbotschaftsnummer angerufen?	50 mal

Was wolltet ihr uns sonst noch sagen:

Tageszusammenfassung der einzelnen Tagesberichte der Fanbotschaften aus der KOS-Leitstelle

Datum: Samstag, 01. Juli 2006, WM-Tag: 23

- Ausgelassene Feiern im gesamten Bundesgebiet!
- PV ist an allen Spielorten bis auf den letzten Platz überlaufen. Alles ist friedlich und es herrscht eine riesige Partystimmung
- PV Kapazität wurde an einigen Spielorten erweitert. Wurde positiv aufgenommen.

Botschaften intern:

- Positive Stimmung nach dem Halbfinale noch spürbar. Ansonsten eher ruhig in den Städten

Spezielle Anmerkungen zu den einzelnen Standorten:

Berlin:

- Geschätzte Gesamtbesucherzahl im PV: 200.000.
- Fanguides zum größten teil alle verteilt.
- Positive Resonanz auf die Fanbotschaften und über den 24 Stunden durchgehenden ÖPNV.
- Mobile Fanbotschaft hat mittlerweile keine Probleme, zum Verteilen von Infomaterial sich auf öffentlichen Plätzen aufzuhalten.

Dortmund:

- Freundliche und ruhige Stimmung
- Fans sind sehr dankbar für die Hilfe der FB.
- Keine nennenswerten Vorkommnisse

Frankfurt:

Brasilien – Frankfurt 0:1

- PV wurde innerhalb der Absperrung von 30.000 Personen besucht. Polizei sprach nach dem Spiel von ca.80.000 Besuchern.
- Streetkick auf dem Fanfest am Mainufer, organisiert vom WM Koordinationsbüro Hessen hatte regen Zulauf und wurde sehr positiv angenommen
- Gute Zusammenarbeit mit den Fanbetreuern aus Frankreich und Brasilien
- Ausgelassene Atmosphäre und viele feiernde französische Fans
- Stadt informiert über Öffnungszeiten des PV im Stadion

Gelsenkirchen:

England – Portugal 1:3 n.E.

- Am Spieltag war die Polizei überall präsent und sehr freundlich. Probleme gab es am Neumarkt in der Innenstadt. Dort mußte ein Bandauftritt abgebrochen werden, nachdem englische Fans die Darbietung mit Becherwürfen quitierten. Deutscher Schläger entspricht wohl nicht dem britischen Geschmack...
Eskaliert ist die Situation allerdings erst, als englische Fans die Bühne enternten und dort "Party" machten. Der örtliche Securitydienst räumte die Bühne und nachdem dann ein Security-Mitarbeiter mit freiem Oberkörper in provozierender Art und Weise auftrat, führten die anschließenden Flaschen-, Becher- und Schuhwürfe zu einem größeren Polizeieinsatz. Der gesamte Bereich wurde abgeriegelt, die Lokalitäten mußten schließen und die englischen Fans verteilten sich dann anschließend auf andere Bereiche der Innenstadt.
- Nach wie vor als katastrophal ist in Gelsenkirchen der ÖPNV zu bezeichnen.
- Es waren ca. 80.000 Engländer in der Stadt. Bis auf die wenigen Vorfälle war eine friedliche und entspannte Atmosphäre.

Hamburg:

- Geschätzte Gesamtbesucherzahl im PV: 35.000 nachmittags, 50.000 abends
- Erfolgreiche Vermittlung eines Ukrainer aus Wien, der seinen Pass verloren hat, an die Botschaft in Berlin
- Während des Englandspiels war die Polizei im Vergleich zu den Deutschlandspielen in großer Zahl (8-15 Beamte) auf dem Fanfest sichtbar. Wurde z.T. als unangenehm empfunden.
- Keine ausreichende Kommunikation des Programms im Fanfest besonders an den spielfreien Tagen
- Ordner am Fanfest oftmals unfreundlich, schicken trotz gegenteiliger Ansage laufend Besucher zur FB, um ihre Sachen (Rucksäcke, Flaschen etc.) abzugeben.

Hannover:

- PV wurde von 12.000 Personen besucht.
- Ruhig und keine besonderen Vorkommnisse.

Kaiserslautern:

- Ruhig, positive Stimmung nach Deutschland Spiel immer noch spürbar
- Positive Reaktion von Fans: Obwohl keine Spiele in KL stattfinden, bleibt die FB geöffnet

Köln:

- Gute Stimmung in der FB und beim PV.
- ruhig, keine besonderen Vorkommnisse.

Leipzig:

- erstaunlich viele Engländer
- eher ruhig
- Leipzig Touristikbüro hat mittlerweile zu

München:

- 30.000 im PV und 50.000 im Olympiastadion.
- Ausgelassene und friedliche Stimmung.

Nürnberg:

- Beide FB haben zu.

Stuttgart:

- 30.000 im PV [Nachtrag].

Frankfurt am Main, 02. Juli 2006, KOS-Leitstelle

Gerd Wagner

Schweiz

4. Spiel : Schweiz gegenm Ukraine, 26. Juni 2006, Köln

Stimmung in der Stadt, der eigenen Fanszene, Public Viewing:

Die Stimmung war wieder recht ausgelassen. Etwas weniger als bei den vorherigen Spielen, da auch weniger Fans in der Stadt waren und sich keine Konzentration ergab, wie in anderen Städten.

2.) Zusammenarbeit mit der Fanbotschaft und wenn ja mit FARE-Antirassismus, oder dem Fanprojekt oder mit anderen Partnern (z.B. eigener Verband, eigene Botschaft)

Die Zusammenarbeit mit der Fanbotschaft war sehr gut. Wir hatten eine „Russenstelle“ auf dem Bahnhofplatz, die immer durch uns und jemanden von den Volunteers besetzt war. Ideale Kombination. Die Verantwortlichen der Fanbotschaft haben sich auch sehr gut um unsere Anliegen und Bedürfnisse gekümmert.

Die Zusammenarbeit mit den Spotters und dem Verband war gut. Allerdings kam es zu einer kleineren Verwirrung. Wir hatten die Info vom Verband, dass um 17.55 ein Extra-Zug aus der Schweiz ankommt und der Verband hat uns gebeten etwas zu unternehmen, dass diese Fans so schnell wie möglich zu Informationen kommen, wie die Vouchers umzutauschen seien. Ich liess mir diese Information von der Schweizerischen Bahn bestätigen, die mir ausserdem sagten, es seien 1500 Fans in diesem Zug. Zusammen mit den Spotters habe ich die Situation besprochen (die Spotters hatten ebenfalls sie Sonderzug-Info) und mit meinem Team Massnahmen geplant. Das Fanbotschafts-Team konnte sogar bei der DB eine entsprechende Lautsprecher-Durchsage erwirken. Nur: Der erwähnte Sonderzug kam aber nie an. Es war ein Zug mit lediglich 156 Schweizer Fans...

3.) Sicherheit: Verhalten der Fans, Verhalten der Polizei, Verhalten der Ordnungsdienste

Keine besonderen Bemerkungen. Alles korrekt.

4.) Ticketsituation: Schwarzmarkt, Einlasskontrollen, gefälschte Tickets?, leere Plätze im Stadion

Leere Plätze im Stadion konnten wir praktisch keine feststellen. Die Einlasskontrollen waren korrekt. Es gab ein paar professionelle Schwarzmarkthändler auf dem Bahnhofplatz.

5.) Organisation: im Stadion, Anfahrtswege, ÖPNV, etc.

Köln hat den Nachteil, dass kein ÖV direkt zum Stadion fährt. Das kompliziert die Angelegenheit natürlich erheblich. Und beim Rücktransport standen viel zu wenig Verkehrsmittel bereit.

Im Stadion selber gab es zu wenig Catering-Stände.

6.) Verbesserungsvorschläge

Das System mit den Vouchern ist ein absoluter Flop und viel zu kompliziert (zwei Arten von Vouchern, zwei Arten, diese einzulösen). Hier müsste etwas besseres gefunden werden. Ausserdem war der Team Ticket Point der Schweizer ziemlich weit draussen.

Und das nächste Mal sollte Streller nicht den Elfmeter schiessen...

Spezielle Anmerkungen zu den einzelnen Standorten:

Berlin:

Staus rund um die Fanmeile; keine Parkplätze. Die 2. Botschaft (Büro) ist nicht als solche kennlich.

Dortmund:

Übersichtlichere und weitere Hinweisschilder auf die Fanbotschaft werden benötigt.
Durchsuchung beim Public-Viewing wird teilweise als unverhältnismäßig geschildert.
Öffentlicher Nahverkehr führte zu Problemen: zu wenig Angebote; Erhöhung der Taktfrequenz geboten

Frankfurt:

Der Standort der Fanbotschaft an der Paulskirche ist o.k., bis auf den entlegenen Standort am Friedrich-Stoltze-Platz.

Gelsenkirchen:

Vor Spielbeginn zu wenig öffentliche Verkehrsmittel. Fanbotschaft auf dem Fanfest ist sehr abgelegen.

Hamburg:

Massives Polizeiaufgebot zum Räumen und Freihalten von Straßen.
Überfüllter öffentlicher Nahverkehr.

Hannover

Informationen über alternative Public-Viewing-Standorte fehlen.

Kaiserslautern:

Security auf dem Fanfest unkooperativ. Zu wenig Sonderzüge eingesetzt.
Fehlende Akkreditierung der Botschaftsassistenten ist hinderlich.
(Abholung der Essensgutscheine und Anwesenheitslisten nur vom Fanbotschaftsleiter möglich)

Köln

Probleme mit dem Public-Viewing am Heumarkt, total überfüllt und keine Hinweise auf alternative Möglichkeiten, teils aggressive Stimmung. Eine bessere Koordinierung der Fanströme ist dringend erforderlich.

Leipzig

Keine speziellen Anmerkungen.

München

Wie Köln: Probleme mit dem Public-Viewing am Marienplatz, total überfüllt und keine Hinweise auf alternative Möglichkeiten, aggressive Stimmung. Eine bessere Koordinierung der Fanströme ist dringend erforderlich.
Zu wenige Toiletten beim Fanfest, speziell direkt am U-Bahn-Ausgang.

Nürnberg

Es gibt ein Infoblatt der englischen Fanbotschaft 'Avoiding penalties', das den Nürnbergern zur Verfügung gestellt wurde. Vielleicht auch für die anderen interessant.
Probleme beim Public-Viewing wegen der Durchsuchung und den konfiszierten Gegenständen. Wohin damit und wo bekomme ich sie wieder?
Probleme mit der EDV.

Stuttgart

Weiters Handy für die Fanbetreuer notwendig. Keine Außenbeleuchtung der Fanbotschaft.
Keine Hinweise auf die Fanbotschaft, zu wenig Telefone.

Editorial details

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For the first time the interests and wishes of the fans were taken into consideration to such an extent at a major football event which was crucial for the success of the World Cup.

The KOS' extensive experience of major international tournament, and the fan-projects' long-standing social work with football fans were fundamental to this ambitious undertaking. This brochure provides detailed insights into the content structure of the programme and the complex preparation and implementation phase, as well as illustrating some of the difficulties involved in the process. The pictures evoke memories of the joyful and harmonious atmosphere that reigned during the four World Cup weeks in Germany.



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