

September 10th 2012

1008 Salmon Grove Chambers, Anton Lembede Street,
Durban, South Africa
P. O. Box 61139, Bishopsgate, Durban 4008, South Africa
Tel: +27 31 307 4038
Fax:: +27 31 306 7490
Email: info@streetnet.org.za
Website: www.streetnet.org.za
PBO No. 930030585



To all candidates for the Municipal Elections in the 2014 World Cup Host Cities

Re: A Goal for Brazil: Decent work, for informal traders before, during and after the 2014 World Cup

The organisations listed below are jointly writing to urge all the Host City Municipal governments to take practical steps to develop innovative schemes to include informal traders in the benefits of the World Cup in 2014. We consider that the World Cup should not only benefit the large official sponsoring organisations but also the local community, and in particular the urban poor. We are asking you to support our positions.

There is extensive academic literature to show the negative impact of mega-events like the World Cup on local economies, particularly in relation to the destruction of the communities and livelihoods of the working poor. Informal traders are among these poorest groups in the host cities and the great majority are women, whose aim in life is to make an honest living to support themselves and to feed and educate their children. Many work 7 days a week, with a long working day, and earn R\$40-50 per day. In some cities, the Municipal authorities have already withdrawn licenses to trade in the centre and taken other measures to exclude poor traders. Under the terms of the General Law of the Cup, the host cities may determine the scope of the commercial exclusion zones. It is patently unjust that street traders, who are used to trading in the areas around the stadiums and in the city centre, are in danger of finding their livelihoods put at risk for a whole month during the 2014 World Cup. While others celebrate, informal traders will suffer a loss of income they can ill afford.

The experience of South Africa has shown how damaging these commercial exclusion zones can be for vulnerable urban groups. StreetNet's publication "This World Cup is Not for Us Poor People" published in June 2010, was based on interviews with women traders, and exposed the difficulties they faced. A number of progressive Municipal Governments in

South Africa faced considerable criticism for these policies sought to provide some solutions, although it was a question of too little and too late.

We argue that FIFA, the Local Organising Committee and the Host Cities should recognise their responsibility for the potential negative impact of the World Cup on the livelihoods of street vendors. Now is the moment to think again and act differently.

During 2011, StreetNet International has been involved in an extensive mapping exercise of the existing organisations of informal traders in the 12 host cities, the current legal frame work at national and municipal level concerning urban trading and the consultation and representational mechanisms in place, both in law and practice. StreetNet broadly estimates that there could be up to 300,000 urban traders in the 12 host cities.

In October 2011, StreetNet International convened the first meeting of informal trading organisations, with representatives from 8 of the 12 host cities. The meeting was an opportunity for an exchange of experiences among the different organisations and for the organisations to be briefed about the potential impact of the General Law of the Cup and the proposed exclusion zones around the stadiums and fan parks. A national forum, hosted by the ITUC-Americas, with the participation of the CUT, BWI, and a broad range of civil society organisations, took place on October 26, which issued a declaration on the main issues affecting urban traders and their proposed solutions.

Since then, StreetNet, in cooperation with the CUT and other organisations, has embarked upon a capacity building programme with the traders' organisations in order to strengthen their advocacy reach and to set up coordination structures at municipal level, known as the municipal street vendors' forum.

StreetNet and the trade unions listed below are now writing to all the candidates for Mayoral elections of the World Cup host cities putting forward the following recommendations:

(1) that the municipal authorities use existing or establish new bargaining forums to dialogue with the representative organisations of all the informal vendors in the different host cities;

(2) that within the Fan Miles around the Stadiums and in the Fan Parks, 50% of the stands are reserved for local informal traders who sell typical handicrafts, food and drink from the region. These stands should be allocated to the informal traders through a participatory process as established by the bargaining forums and at affordable prices, giving priority to cooperative or other social economy initiatives of traders who may otherwise lose their trading spaces, whether or not they possess valid licenses.

(3) that appropriate alternatives for informal trade in each municipality are developed in

a consultative manner; these trading sites should be conceived as long-term solutions; they should be operational both during and after the World Cup for ordinary games or events around these stadiums and Fan Miles and Fan Parks, so that there is a social legacy of the World Cup for the informal traders as well.

These recommendations have also been forwarded to the President of FIFA with the additional recommendation that FIFA should provide financial support for developing the popular trading sites. They have also been forwarded to the Elders, Mary Robinson and Ela Bhatt , who have taken a particular interest in women workers in the informal economy and the negative impact of mega-sporting events on their lives. They have also been forwarded to Raquel Rolnik, UN Special Rapporteur on the Right to Adequate Housing.

We believe that as a candidate for the position of Mayor, you have an exciting and once-in-a-lifetime opportunity to put your city on the world map. By developing policies of social inclusion, respect for human rights and decent work, you can provide a global example of a sustainable World Cup legacy and pave the way for others to follow

We urge you to support these positions through making a public written commitment to working with us to achieve these goals – goals that go beyond football and that can become part of the proud history of a nation.

Yours Sincerely,

Vagner Freitas de Moraes
President
Central Única dos Trabalhadores Brazil

Victor Baez
General Secretary
Trade Union Confederation of Americas

Nora Wintour,
Campaigns Coordinator
StreetNet International,

Nilton Freitas
Regional Representative
Building and Woodworkers International

Jose Artur Aguiar,
National Secretary,
General Union of Workers

National Articulation of the Popular Committee of those Affected by the World Cup

CC Sepp Blatter, President, FIFA

CC Juan Somavía, Director General, International Labour Office, Geneva

CC Sharan Burrow , General Secretary ,International Trade Union Confederation, Brussels

CC Mary Robinson,

CC Ela Bhatt,

CC Raquel Rolnik, UN Special Rapporteur on the Right to Adequate Housing

CC German NGO Coalition on South Africa;