# Case 7.1

## More than a Game

The following video is the story of the 2011 Rugby World Cup coming to South Africa.

Nelson Mandela was instrumental in attracting the World Cup and the spotlight that it brought to a nation where he was once jailed for his belief in equality.

As the story unfolds, and the competition moves on, the Springboks reach the final and the country unites like never before. This is a spectacular and emotional occasion, one which fostered social capital. Mandela said:

Sport has the power to change the world. It has the power to inspire. It has the power to unite in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. (Sport Matters, n.d.)

Watch the video: [www.sportanddev.org/en/newsnviews/news/?3634/Nelson-Mandela-the-Rugby-World-Cup-and-social-change](http://www.sportanddev.org/en/newsnviews/news/?3634/Nelson-Mandela-the-Rugby-World-Cup-and-social-change)

The story highlights that sport is a vehicle for the development of social capital. The United Nations highlights this when they suggest:

Sport has historically played an important role in all societies, be it in the form of competitive sport, physical activity or play. But one may wonder: what does sport have to do with the United Nations? In fact, sport presents a natural partnership for the [United Nations (UN) system](http://www.un.org/wcm/content/site/sport/home/unplayers/fundsprogrammesagencies): sport and play are human rights that must be respected and enforced worldwide; sport has been increasingly recognized and used as a low-cost and high-impact tool in humanitarian, development and peace-building efforts, not only by the UN system but also by non-governmental organizations (NGOs), [governments](http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates), development agencies, sports federations, armed forces and the [media](http://www.un.org/wcm/content/site/sport/home/newsandevents/pid/15501). Sport can no longer be considered a luxury within any society but is rather an important investment in the present and future, particularly in developing countries. (UN, n.d.)