



GOLS

• **FOR DEVELOPMENT** •

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I NEVER SAW PELE PLAY



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• FOR DEVELOPMENT •

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A CULTURAL ICON

"I never saw Pelé play." Perhaps this is a generational frustration shared by all of us who were born after the King of Soccer had hung up his cleats. Not to have seen him live and in person, however, has not kept millions of people from recognizing Pelé as a symbolic icon, almost inseparable from the word soccer. Not to mention those who have grown up obsessed by his dodges, passes and goals.

of Pelé: a fleeting dream in today's game, a life ambition, or simply the recognition of his greatness in the sport as a humble hero who won every battle.

Pelé's glory, legend and honor as a cultural symbol result from the happy marriage between the struggle to overcome poverty and the battle to use talent as a collective ingredient that can lead to triumph.

ONE OF THE MILLIONS OF CHILDREN BORN INTO POVERTY

To speak of Pelé is not so much to refer to a person as to the incarnation of a dream, to the wish for social mobility based on talent, to triumph born of hard work, to the possibility of uniting our countries through sports and instilling values through example.

Behind each child kicking a soccer ball somewhere in Latin America and the Caribbean, there is something

Edson Arantes do Nascimento was born on October 23, 1940 in the little town of Tres Corações [Three Hearts] in the Brazilian state of Minas Gerais. He was one of the millions of children born into the poverty that stifles many corners of our region. He was baptized Edson in honor of Thomas Alva Edison, and from a young age he had to earn his living, starting at age six when he got his

first box stuffed with shoe polishes and brushes and began working as a shoeshine boy.

Pelé's father, also a professional soccer player, passed on his love of the sport to his son. He inspired Pelé to pursue his living coddling a soccer ball and prepared him for his professional vocation. From a young age Edson had already earned the nickname Pelé, as the result of a joke of his repeating Bilé, the name of a soccer friend of his father's. By the age of 14, Pelé was already signed by the lower divisions of the Bauru Athletic Club, under the direction and mentoring of another legend named Waldemar de Brito.

goals in 1,367 games. On the 92 occasions he played wearing Brazil's national shirt, he scored 77 goals. Three times he kissed the World Cup trophy; 92 times he scored three goals in a single game, and on more than 30 occasions he scored four goals in 90 minutes.

Since 1977, when he said farewell to the soccer field, there has been another Pelé: Minister of Sports for Brazil, Social Ambassador for UNICEF, avid promoter of soccer for social transformation and tireless activist. For Latin America, however, it is clear that Pelé is a cultural symbol on par with the likes of Pablo Neruda, Gabriel García Márquez,

FROM AGE 14 TO 17 YEARS OLD, PELÉ BECAME A RISING SYMBOL OF HOPE.

From age 14 to 17 years old, Pelé became a rising symbol of hope. He was signed by the Santos Futebol Clube, officially debuting on January 12, 1957, and quickly became a top scorer. He was recruited to join the Brazilian National Team and formed part of the national delegation that would play in the 1958 World Cup in Sweden.

In that World Cup, the shoeshine boy's play began steadily rising until he was elected King by millions of people who would never question his throne. In Sweden, Pelé scored five goals (three in the semi-finals and two in the finals), winning—along with Didí, Zagalo and Garrincha, among others—Brazil's first World Cup.

Pelé's career after that became a historic landmark. He scored 1,283

Mario Vargas Llosa, Octavio Paz, Diego Rivera, Gabriela Mistral, Frida Kalho, Mario Moreno "Cantinflas" and Mercedes Sosa. Such an honor is determined because soccer in our region is not only a sport but also a collective identity that unites nations, channels patriotism, foment dialogue and is capable of captivating literature, painting, films and music to inspire lyrics, stories, brushstrokes and movie scenes, which today are all part of our heritage.

His ability to bring together so many fans throughout Latin America has made Pelé more than simply a citizen of Brazil. All the countries in the region consider him to be a citizen, a personal source of pride, an example.

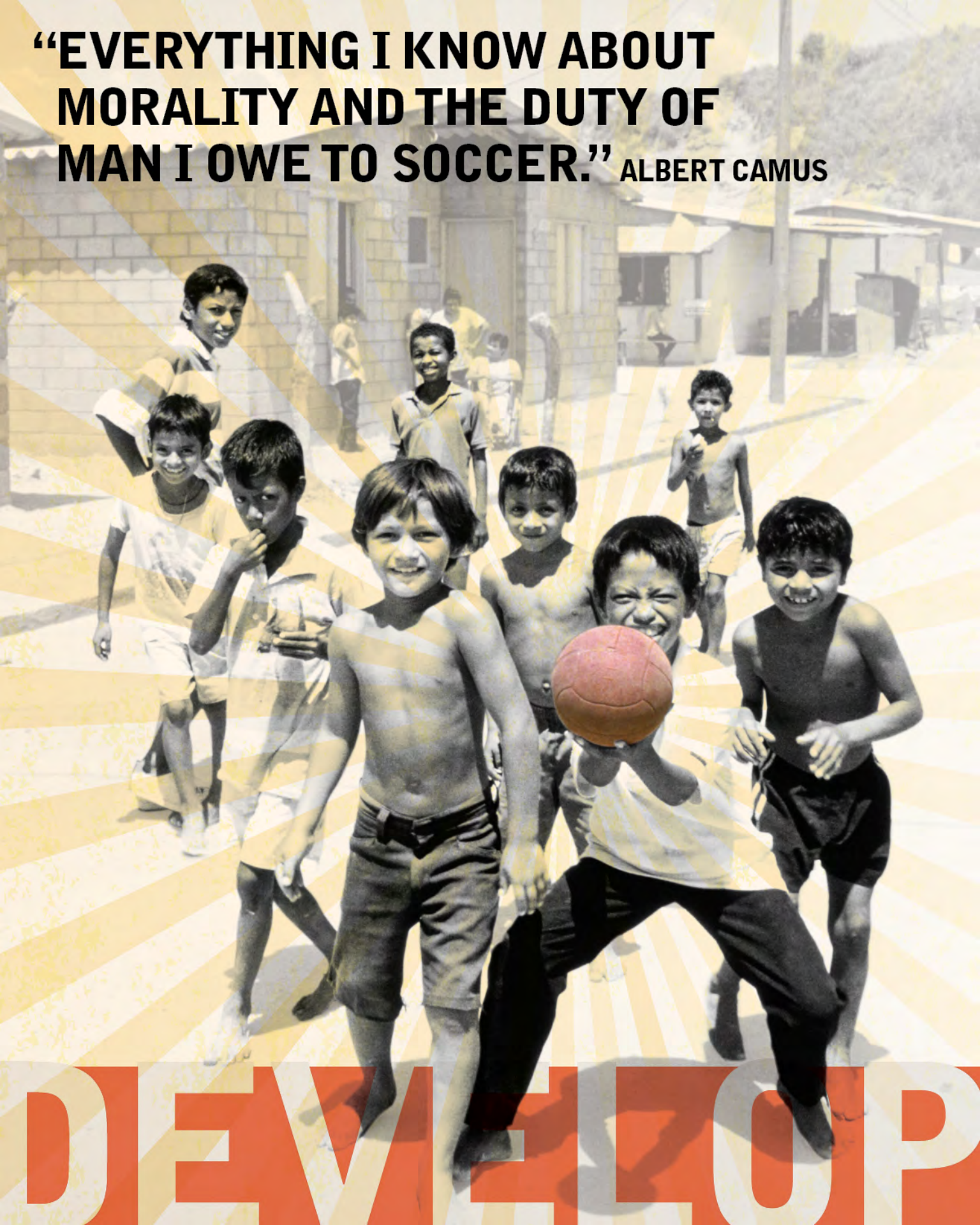


SPORTS FOR DEVELOPMENT

In the story of Pelé, in his triumphs and memories, there are lessons that transcend the man as an individual, and these are the objective of the exhibit ***GOLS for Development***. There is not just one Pelé. In Latin America and the Caribbean, millions of children are born into situations of vulnerability, and sports, perhaps a soccer ball, open a door to dreams of a better future, a life with dignity, a steady path to progress and help for loved ones. Some, following in the steps of the King of Soccer, have neither talent nor expectations of glory but hope to find in the sport an opportunity to change, to avoid violence, to dodge drugs or delinquency. While they may not score thousands of goals, these persistent players are also our heroes.

To include sports in the development agenda is essential because it promotes a healthier society, stimulates social cohesion, facilitates

**“EVERYTHING I KNOW ABOUT
MORALITY AND THE DUTY OF
MAN I OWE TO SOCCER.”** ALBERT CAMUS



DEV4OP

SPORTS

teamwork, instills discipline, and most importantly, creates community. The story of Pelé has each of these threads woven through it. It is the story of a child who was born with

Inter-American Development Bank (IDB) has found in sports a channel to reach regions that are isolated or stripped of opportunities to generate sustainable changes.

SPORTS AS A FACTOR OF SOCIAL IMPACT

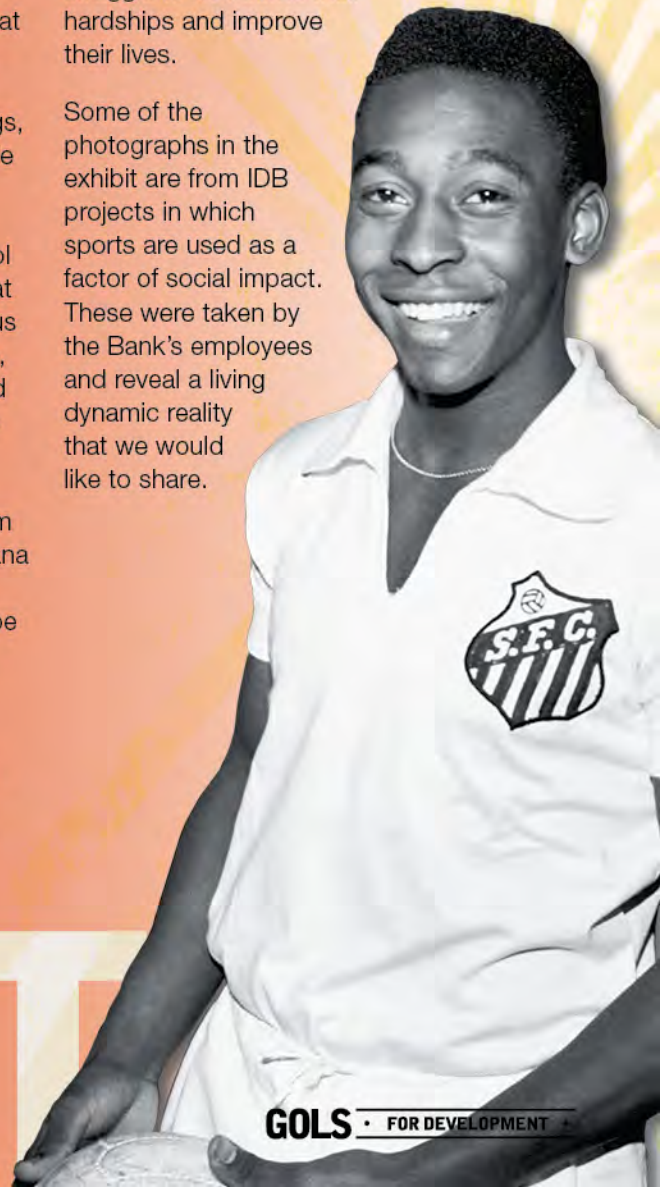
the score against him and thanks to the minor leagues of a club that was quick to recognize his talent, he discovered the opportunity to change his life.

Today, thanks to stories such as that of Edson Arantes do Nascimento, sports are used to instill values, generate consensus, disband gangs, complement education, and provide preparation for the job market. Countries such as Jamaica have raised athletics to a national symbol and they are showing the world that economic wealth is not synonymous with Olympic leadership. In Mexico, El Salvador, Guatemala, Bolivia and Colombia, dozens of organizations promote soccer to keep students from dropping out of school. Recently, by standing at the podium in the Tour de France, Nairo Quintana validated the fact that social and geographical adversities can also be opportunities to train champions.

Promoting sports for human development has become a vehicle to integrate the public and private sectors and civil society. And therefore, the mission of the

Through photography, **GOLS for Development** combines two stories. The evolution of Pelé and the daily stories of thousands of young Pelés, who in the midst of anonymity, struggle to overcome their hardships and improve their lives.

Some of the photographs in the exhibit are from IDB projects in which sports are used as a factor of social impact. These were taken by the Bank's employees and reveal a living dynamic reality that we would like to share.



A GANAR

WORKING FOR A FAIR GAME

The IDB began its work in sports-based development programs with the project *A Ganar*, a pilot program in three countries (Brazil, Ecuador and Uruguay), which trained more than 3,200 youth from 2005 to 2009. *A Ganar* (which translates as both “to win” and “to earn”) uses a training method for employability, converting skills acquired through

Uruguay, more than 70 percent had obtained employment, returned to school or launched their own business. In addition, an impact assessment study of the program conducted in collaboration with the University of Michigan’s Ross School of Business showed that for each US\$1 invested in these activities, there is a return of US\$1.50 in social investment.

PROMOTING GENDER EQUALITY AND EMPOWERMENT

soccer and other sports—such as discipline, responsibility, teamwork, communication, and drive for results—into effective mechanisms for entry into the labor market.

The project *A Ganar* focuses on training youth and the results have been so successful that it has been expanded to an additional six countries (Argentina, Colombia, the Dominican Republic, Jamaica, Mexico and Haiti). To date it has provided training to more than 6,000 youth in Latin America and the Caribbean.

The IDB has financed *A Ganar* through the Multilateral Investment Fund (MIF), working hand in hand with organizations such as Partners of the Americas, the Nike Foundation, the Clinton Foundation, the Carlos Slim Health Institute, and public and private organizations such as USAID, Microsoft, PepsiCo and FIFA.

The results of *A Ganar* speak for themselves. Within a year after the participants graduated from the program in Brazil, Ecuador, and

Currently, the IDB is exploring opportunities to work jointly with the International Olympic Committee and, in addition to the efforts with FIFA since 2007, the IDB is also collaborating closely with soccer organizations such as the FC Barcelona Foundation, the Real Madrid Foundation, the Athletic Club of Madrid Foundation and associations such as the National Basketball Association.

The IDB and its partners have contributed more than US\$15 million in grants for implementation of these initiatives. In Bolivia, as part of an IDB loan for reurbanization, a sports center was built in El Alto in partnership with the Bolivian government, the Bolívar Club (Brightstar Corporation) and Trilogy International. In this project the IDB had the honor of receiving support from Save the Children Canada, which has been important since promoting gender equality and empowerment of girls and young women through sports is a strategic part of the IDB’s work.





GENDER EQUALITY DISCIPLINE TEAMWORK

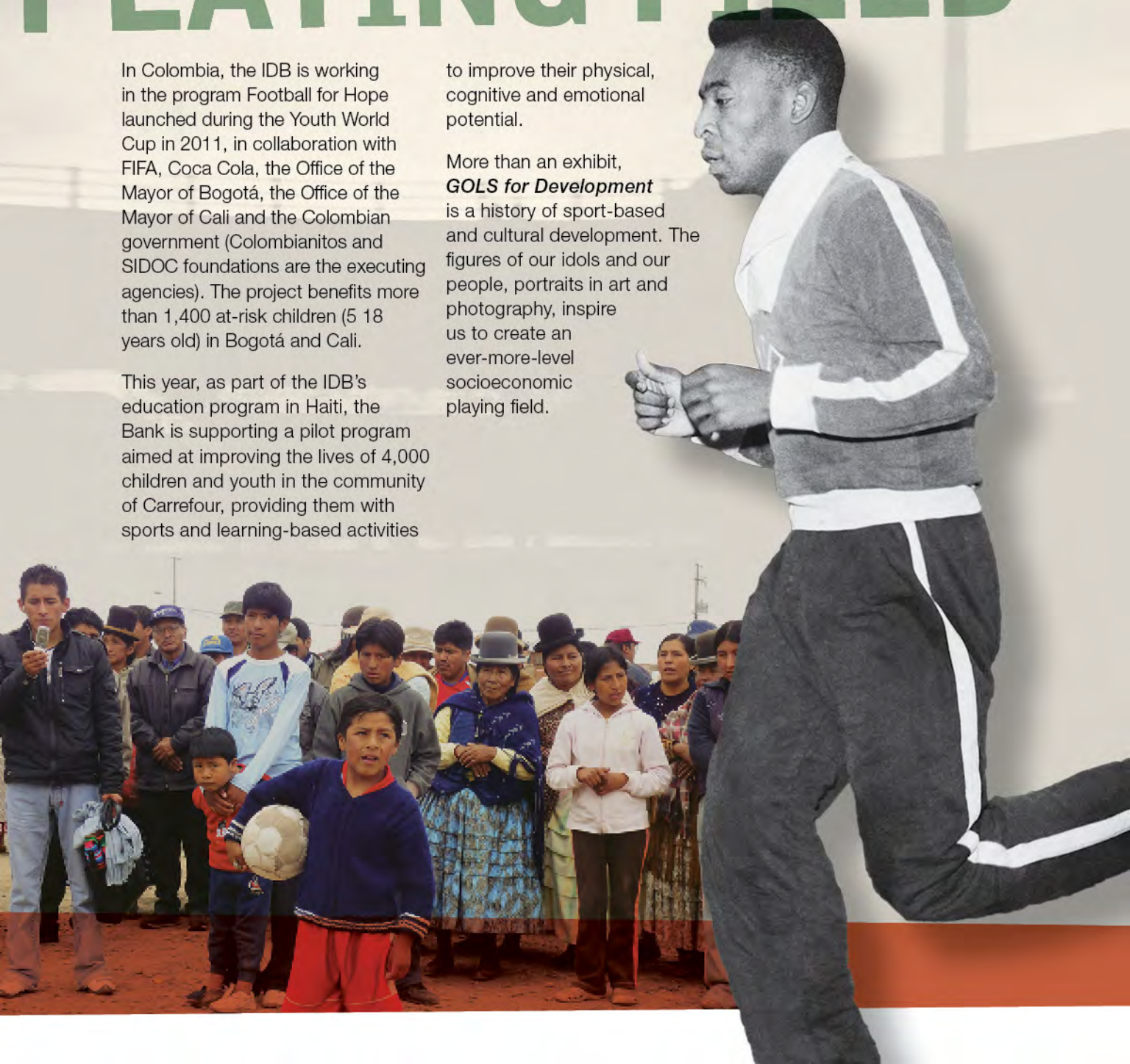
EVER-MORE-LEVEL SOCIOECONOMIC PLAYING FIELD

In Colombia, the IDB is working in the program Football for Hope launched during the Youth World Cup in 2011, in collaboration with FIFA, Coca Cola, the Office of the Mayor of Bogotá, the Office of the Mayor of Cali and the Colombian government (Colombianitos and SIDOC foundations are the executing agencies). The project benefits more than 1,400 at-risk children (5-18 years old) in Bogotá and Cali.

This year, as part of the IDB's education program in Haiti, the Bank is supporting a pilot program aimed at improving the lives of 4,000 children and youth in the community of Carrefour, providing them with sports and learning-based activities

to improve their physical, cognitive and emotional potential.

More than an exhibit, ***GOLS for Development*** is a history of sport-based and cultural development. The figures of our idols and our people, portraits in art and photography, inspire us to create an ever-more-level socioeconomic playing field.





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PELE

