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The International Bureau of Cultural Capitals

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5 FOOTBALL MATCHES PLAYED IN QUITO HISTORICAL SPORTS HERITAGE OF HUMANITY

The International Bureau of Cultural Capitals - American Capital of Culture and the Municipality of the Metropolitan District of Quito are launching the civic election campaign **5 Football Matches Played in Quito Historical Sports Heritage of Humanity**. The campaign's slogan is **5 History Classics**.

5 football matches played in Quito Historical Sports Heritage of Humanity mean those matches played in the Metropolitan District of Quito by any team of the city, by the Ecuadorian National Football Team or other teams, provided that the match has been played in the geographic area of the Metropolitan District of Quito.

Once the campaign is finished, the 5 selected teams will be incorporated into the **Representative List of the World Sport Heritage of Humanity** of the International Bureau of Cultural Capitals.

Quito was the first city in the world to incorporate elements of its Material Cultural Heritage into the Unesco World Heritage List. It will also be the first city in the world to incorporate its 5 football matches Historical Sports Heritage of Humanity into the Sports Heritage List of the International Bureau of Cultural Capitals.



Atahualpa Olympic Stadium, where, among others,
the Deportivo Quito Team, the National Team and Ecuadorian National Football Team play.

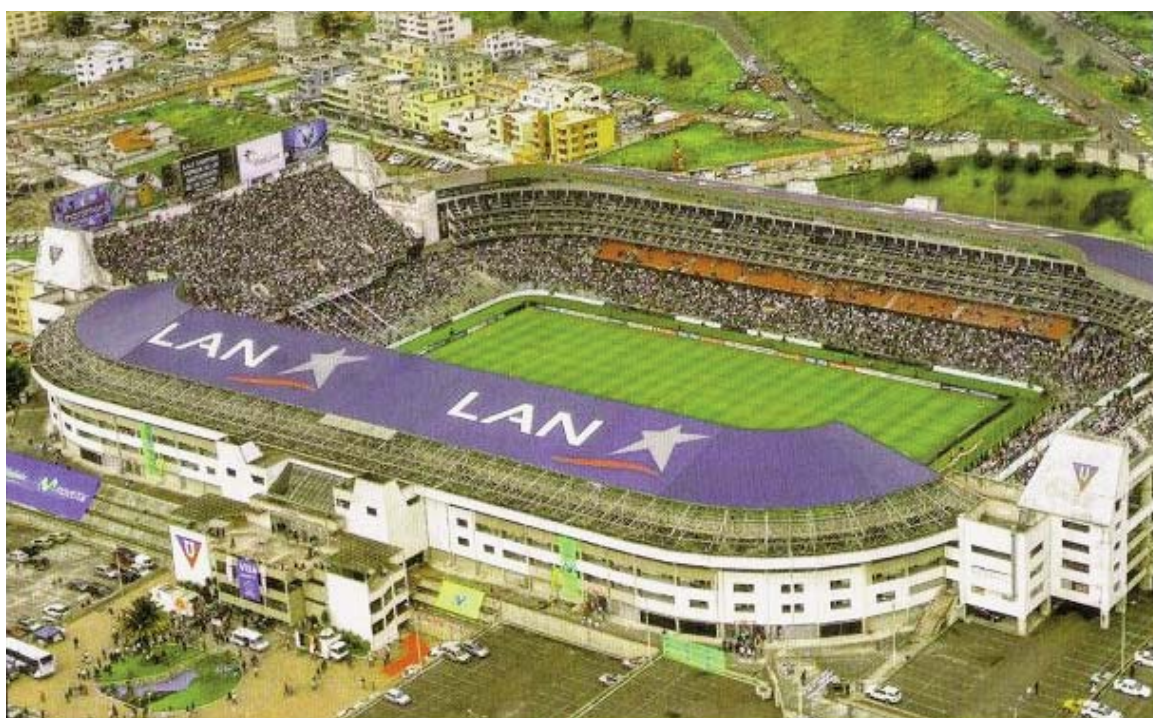
5 Football Matches Played in Quito Historical Sports Heritage of Humanity

Among the most iconic football teams of Quito, the following can be listed in order of creation, among others:

Liga Deportiva Universitaria (University Sports League, known as LDU, or simply as Liga de Quito) is one of the most popular and important club of Ecuador. It was founded on January 11, 1930, by a group of athletes and students from the Universidad Central del Ecuador. Its main sport is football and it plays in the A Series of Ecuador. It has won 10 national and 4 international championships. It is the only team in Ecuador to have won a "Libertadores de America" Cup in 2008. It has also won a Copa Sudamericana and two South America Cup Winners' Cups. He was runner-up at FIFA Club World Cup 2008, Suruga Bank Cup 2010 and Copa Sudamericana 2011.

It is one of four teams, along with Boca Juniors (Argentina), SC Internacional of Porto Alegre (Brazil) and Independiente de Avellaneda (Argentina) who have managed to win three current tournaments of the South American Football Confederation (CONMEBOL).

Its official uniform is white.



The Stadium of the Liga Deportiva Universitaria.

The Sociedad Deportivo Quito Club was founded on July 9, 1940, under the name of Argentina Sports Society and was re-founded on February 27, 1955, under the name of Deportivo Society Quito. Currently, it is participating in the A Series of Ecuador, a tournament it has won 5 times.

It so happens that the team won the championship in 1964 and 1968. Forty years later, in 2008, it won it again, which also was the case in 2009 and 2011.

The Club has its own facilities at the Ney Mancheno complex in Quito.

During the era of Argentina Sports Society, a white colour coat with five vertical bands of light blue was used, the colours of the Argentinian flag, and with the name "SD Argentina" at the top. Later, when the name changed, the coat of Sociedad Deportivo Quito became a white gold-trimmed coat. At the bottom, it has three vertical stripes, two blue ones on the sides and a red one in the centre, like the colours of the flag of the city of Quito, and at the top, the name "SD Quito" written.

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The **Aucas Sports Society** was founded on February 6, 1945. In the present, the club plays in the Second Category of the Ecuadorian football.

In its beginning, it belonged to the Royal Dutch Shell multinational, which founded it giving its own traditional colours.

As for its coat, initially, it had the logo of the Anglo-Dutch multinational with the Huaorani aborigine drawn within it, who commonly were called Auca, because the club's name was taken in honour of the bravery and belligerence of the Amazonian tribe that had faced many of the Shell oil workers when they worked in soil research in that area of Ecuador.

Shortly after its founding, it became the most popular and powerful team of Quito and is one of the oldest and traditional teams of Ecuador.

Its official uniform is yellow shirt holder with red details, red shorts, grey socks.



The Gonzalo Pozo Stadium where the Sociedad Deportiva Aucas plays.

The **Club Deportivo El Nacional** is a team founded on June 1, 1964, playing in the A Series of Ecuador, the country's top football category in which it won 13 titles. He debuted in the early 1960 with the name Mariscal Sucre in the second tournament of the Province of Pichincha until it won promotion in 1964, the year in which it decided to take the name it currently holds. It is a team sponsored by Ecuador's Armed Forces whose members overwhelmingly are active or retired members of the said institution. It has the distinctive property that its roster of players has only Ecuadorian athletes.

Its headquarters is located in the El Sauce sports complex in Tumbaco Valley, in the vicinity of Quito, Pichincha province.

It was the first Ecuadorian team finalist for an international official CONMEBOL tournament, being in 1970 runner-up of the Cup Winners' Cup of South American Clubs. Its official uniform is completely red.



Historical images of the El Ejido Stadium, also popularly known as "El Arbolito (The Little Tree)" (1932-1966) the city's oldest, most legendary and traditional.

5 Football Matches Played in Quito Historical Sports Heritage of Humanity

Other Quito's football teams are **Club Deportivo American** (1939), which was the first team from Ecuador to become champion of an international tournament. In the present, it plays in the Second Category of the Ecuadorian Football Championship; the **Club Deportivo Politécnico** (1951), founded by students and teachers from the National Polytechnic School; **La Sociedad Deportiva España** (1951-1962), an old professional football team of Quito that no longer exists; the **Club Deportivo Universidad Católica** (1963), which currently plays in the Ecuadorian football B Series and has a subsidiary club with the name of Club Deportivo de Estudiantes de la Católica; the **Club Deportivo Espoli** (1986), which throughout its history has played four years in Quito, although currently it does in Santo Domingo; the **Club Deportivo Estudiantes de la Central**, which currently plays in the Second Category of the Ecuadorian Football Championship and, also in the same category, the **Club Social y Deportivo Universidad Tecnológica Equinoccial** (1986).

We must also mention the team **Independiente del Valle** (1958) playing in Sangolquí, a town close to Quito, capital of the canton of Rumiñahui, in the province of Pichincha. It acts in the A Series of Ecuador. This team has a football school attended by over a hundred young men from throughout Ecuador, who are trained in the sports services but also in regular studies corresponding to their age.

The Ecuadorian Football Federation, the clubs of the city and any fan can submit proposals for candidate matches, which must have their rationale.

As a candidate match for "**Historical Sports Heritage of Humanity**" those matches will be meant which meet any of the following characteristics:

1. Local, national and international significance, not only in the area of sports.
2. Great media impact.
3. Provide ethical and solidarity.
4. Be a reference to children and young people for their social connotation.
5. Be inclusive.

Those wishing to submit proposals for candidate matches should send an email to info@cac-acc.org stating full references of the submitted match, as well as the opponent clubs, the place and date of the match, the characteristic/s for which it may be candidate match, etc. If there are graphic images available, they also may be sent.

Those wishing to submit proposals for candidate matches should be identified with their full name, mail address, e-mail and telephone.



Announcement of the campaign **5 Football Matches Played in Quito Historical Sports Heritage of Humanity**, on February 17, 2012.

THE CAMPAIGN'S TIME-PLAN AND PHASES

February 17, 2012

Announcement of the campaign.

February 17, 2012 / March 30, 2012

Submission of proposals for candidate matches.

April 10, 2012

Announcement of all candidate matches to become one of the **5 Football matches played in Quito Historical Sports Heritage of Humanity**.

April 10, 2012 / May 6, 2012

Citizens vote for the election of the **5 football matches played in Quito Historical Sports Heritage of Humanity**.

The vote will be completely free of charge for the voter and can be only done through the "Voting Form" to be found on the website of the International Bureau of Cultural Capitals - American Capital of Culture:

www.cac-acc.org

May 2012

Proclamation of the **5 football matches played in Quito Historical Sports Heritage of Humanity** and subsequent ceremony of delivery of diplomas to the representatives of the elected matches.

June 2012

International promotion of the **5 football matches played in Quito Historical Sports Heritage of Humanity**.



Announcement of the campaign of **5 football matches played in Quito Historical Sports Heritage of Humanity** aroused great.

REPRESENTATIVE LIST OF HISTORICAL SPORTS HERITAGE OF HUMANITY

The International Bureau of Cultural Capitals has established the **Representative List of Historical Sports Heritage of Humanity**.

Sport is one of the actors in the life of society that have more incidence and influence on the XXIst century society having grown into a transversal element that is equally of interest to the entire population pyramid and to all social segments.

The penetration of sport as a society cohesion tool began in the modern era with the return of the Olympic Games, in 1896, and consolidated itself with the establishment of international federations of all sports that currently exist in the world.

The practice of sports, sports competition and high-level professionalisation have given sport a first order social scope, being treated in the same equality conditions with politics, economy, etc.

Unlike other elements already consolidated worldwide, the evolution and social presence of sports have been very fast and this has resulted in the fact that they still have no initiatives of global recognition that could position them in the social status they deserve.

It is for these circumstances that the International Bureau of Cultural Capitals created the **Representative List of Historical Sports Heritage of Humanity**, an instrument of public recognition of the importance of sport in today's society, taking into account that to date, there has been no similar initiative.

This **Representative List of Historical Sports Heritage of Humanity**, with characteristics similar to those that already exist in the areas of cultural material, intangible or natural heritage of Humanity, seeks to promote the consolidation of the importance of preserving the sports reality worldwide. The first sport to be added to this List will be football.



Athens Olympic Games 1896.

**MESSI (ARGENTINA), PELE (BRAZIL) AND HUGO SANCHEZ (MEXICO),
ELECTED AS "HISTORICAL SPORT HERITAGE OF HUMANITY"**

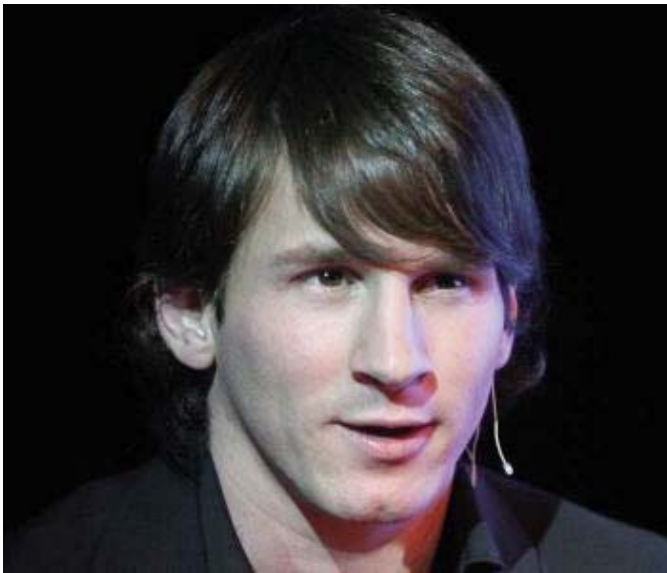
Lionel Messi (Argentina), **Edson Arantes do Nascimento "Pelé"** (Brazil) and **Hugo Sánchez** (Mexico) have been elected by citizen vote of 327,496 people from 72 different countries as "Historical Sports Heritage of Humanity" in their respective countries.

A total of 42 Argentine players, 57 Brazilian players and 41 Mexican players aspired to become Sports Heritage of Humanity. The complete list of candidate players, provided entirely by the citizens, can be seen on the website of the Bureau (www.ibocc.org).

The Representative List of Historical Sports Heritage of Humanity, created by the International Bureau of Cultural Capitals, with characteristics similar to those that already exist in the areas of cultural material, intangible or natural heritage of Humanity, seeks to promote the consolidation of the importance of preserving the sports reality worldwide.

The List aims, at both the individual and the sports teams' level, at highlighting the sports excellence and fair play; helping build bonds of unity between supporters of opposing teams; providing solidarity and ethical values and being a reference for children and youth.

The election campaign of football players of the Historical Sports Heritage of Humanity from Argentina, Brazil and Mexico has had duration of four months during 2011.



Leo Messi



Edson Arantes do Nascimento "Pelé"



Hugo Sánchez

Areas of incorporation to the Representative List of the World Sport Heritage of Humanity in the sport of football

There are five areas for incorporating elements of football to **The List of the World Sport Heritage of Humanity**. All five areas have in common the methodology of election and incorporation to the List. They are always based on civic participation campaigns directly conducted by the Bureau, in collaboration with the Federation, the city or the football club that wish to incorporate elements to the list. The five areas are the following:

- A)** Football Players Historical Sport Heritage of Humanity of a country.
- B)** Football Players Historical Sport Heritage of Humanity of a club.
- C)** Football Matches Historical Sport Heritage of Humanity of a national team.
- D)** Football Matches Historical Sport Heritage of Humanity of a club.
- E)** Football matches played in a specific city or geográfic area by clubs of the city or by the country's national team where the city belongs.

The number of players or matches to be incorporated to the List will depend on the country's or the city's size, or the club's history.

Football federations or clubs interested to incorporate elements to the List please contact the Bureau. Thank you very much.

Soon, the List will also be open to include other sports, like basketball, baseball, American football, handball, tennis, rugby, athletics, swimming, hockey, etc.

The International Bureau of Cultural Capitals

The International Bureau of Cultural Capitals has its origins in 1998 when it launched the cultural capital of the American continent, with the name of the American Capital of Culture.

Over time, the Bureau has created and is also developing the Capital of Catalan Culture (since 2004, having the entire Catalan language ambit as its area of activity, which covers four states in Europe), and the Brazilian Capital of Culture (since 2006, being directed to the entire Federal Republic of Brazil, the fifth country in the world by its population and extension).

The Bureau is planning to establish, in the future, new capitals of culture in other areas of the world.

In addition to the cultural capitals, the Bureau has also been developing international campaigns to promote culture and heritage with great citizen participation. To date there have been a total of 18 promotional campaigns in the following areas:

- **Material Cultural Heritage:** Asuncion (Paraguay), Badalona (Spain), Barcelona (Spain), Brasilia (Brazil), Catalonia (Spain), Madrid (Spain), Nizhny Novgorod (Russia), Quito (Ecuador), Santo Domingo (Dominican Republic) and Sarajevo (Bosnia & Herzegovina).
- **Non-Material Cultural Heritage:** Catalonia&Andorra and Spain.
- **Great Persons of Humanity:** Europe and Latin America.
- **Sports Heritage of Humanity:** Argentina, Brazil, Mexico and Ecuador.