

Bulletin

Journal of Sport Science and Physical Education

No 70, May 2016

**Special Feature:
The Olympics and Paralympics in Brazil:
Who Takes the Prize?**

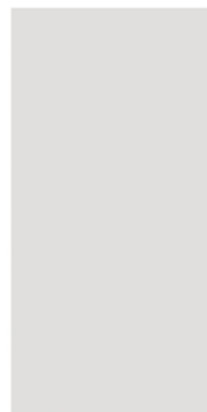
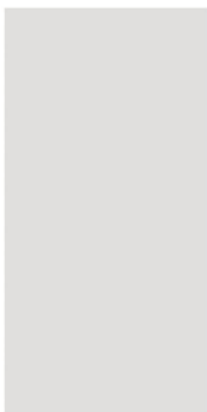


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PUBLISHER'S STATEMENT

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The Journal of the International Council of Sport Science and Physical Education (ICSSPE) is published twice a year. Its goal is to provide a forum for ICSSPE members and other contributors to share news and experiences, raise issues for discussion, develop international and external links and promote events. The featured articles and other contents are monitored by the ICSSPE Executive Office and the Editorial Board, with the aim of allowing for free and balanced dissemination of information consistent with ICSSPE's aims and objectives. The views expressed within this publication are not necessarily those held by ICSSPE unless otherwise stated.

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FOREWORD



Editorial

Katrin Koenen

Welcome to issue number 70 of the ICSSPE Bulletin! This month, we feature ‘Olympics and Paralympics in Brazil: Who takes the prize?’ with contributors from around the world looking critically at the up-coming Games. Thanks go to Editorial Board Advisor Jens-Sejer Andersen from Play the Game and to Katia Rubio, Universidade de São Paulo, for their great work sourcing and editing the articles, which are authored by an interesting mix of journalists and scientists.

2016 is an exciting year for sport, not only because of the Olympics and Paralympics in Rio de Janeiro, but also with ICSEMIS taking place from the end of August to the beginning of September in Santos! And for ICSSPE members, Santos will also be the venue for the ICSSPE Board meetings as well as the General Assembly. This will be when we elect - amongst others - our new ICSSPE President and the ICSSPE Vice Presidents: So, there are several good reasons to come to Santos and join us for these exciting days!

Besides the preparation for the upcoming events, ICSSPE has started a global strategy revision. During the process the organisation will try to find solutions on how ICSSPE can contribute best to the agendas of international stakeholders in the field. Further details can be read in the ICSSPE News within the Current Issue section and will be introduced and discussed during the General Assembly.

In the office in Berlin, we have been very busy, being involved in many applications for EU funded projects and preparing again our two seminars “Communities and Crisis – Inclusive Development through Sport” and ‘Paths to Success – Inspiring Future Leaders in Sport”, both of which will take place in the second half of the year.

The Special Feature of our next Bulletin will be ‘Exercise and Science in Ancient Times’, edited by Suresh Harir Deshpande. It will be published within the October 2016 issue, and the editor would appreciate additional articles. So please feel free to contact me at kkoenen@icsspe.org, if you wish to offer an article on this topic. I will be happy to get you in contact with Dr Deshpande.

As you will notice a lot is going on, and we would be happy to share more of our work and ideas with you, possibly in Santos! We therefore look forward to seeing many of you in Brazil!

Katrin Koenen

Director Scientific Affairs

President's Message

Uri Schaefer



Dear ICSSPE Members,

Following an invitation I received from Mr Isidoros Kouvelos, President of the International Olympic Academy, I will have the honour to address on behalf of ICSSPE on June 14, the young aspiring gathering of the 56th INTERNATIONAL SESSION FOR YOUNG PARTICIPANTS, of the International Olympic Academy. This will take place June 11-25, 2016, in Ancient Olympia, Greece. The main theme of the session will be "Olympism as an effective tool for development and sustainability" with a major theme on "Olympic Values-Based learning as an effective tool for environmental protection". My presentation will be on the topic: "Sport's contribution to ensure healthy lives and promote well-being for all".

ICSEMIS 2016, organized by ICSSPE together with the International Paralympic Committee (IPC), and the Federation International De Medicine de Sport (FIMS) and in cooperation with UNIFESP – the Federal University of São Paulo, will take place in Santos Brazil from August 31 to September 4 and is expecting to attract over 1500 participants from all over the world. It will certainly provide many of our members with a unique opportunity to expand their knowledge on Sport Science and Physical Education in Latin America in general, and in Brazil in particular.

I would like to take this opportunity and express my sincere thanks and appreciation to Detlef Dumon our Executive Director, to Katrin Koenen our Scientific Director, as well as to Dr Maria Dinold and Professor Dr Joe Maguire – both ICSSPE representatives in the Scientific Committee of the event - as well as to everyone else who worked so hard despite all the difficulties, to make this convention a Wow! I am confident it will be successful and for those of you who plan to attend this scientific and professional gathering, it will be a wonderful experience and be remembered for a life time.

The special feature in this bulletin is: Olympics and Paralympics in Brazil: Who takes the prize?

While the answer to this question remains open and debatable, I would like to thank Professor Dr Katia Rubio and Jens-Sejer Andersen for editing this volume that promises to be very exciting and interesting!


The ICSSPE President's Committee has recently endorsed the principles of Safe Sport International in order to protect athletes against all means of abuse and violence. This new organization was founded by leading organizations, such as UNICEF, US Olympic Committee, and the International Centre for Sport Security to name but a few. It was established as a reaction to evidence, based on research and policy responses to the growing demand to secure the well-being of the athletes and to ensure that sport will be a place of safety for all.

Finally, I would like to inform you of analysing the programmes, activities, financial state and structure of the world's largest sport, sport science, and physical education network, in order to better face the challenges of tomorrow. The President Committee met for the first time in February in Berlin, followed by deliberations on the proposed new strategic plan, together with members of the Editorial Board in April at West Chester University, USA. I would like to emphasize that ICSSPE members are invited to contribute to the discussion prior and during

our upcoming General Assembly, scheduled to take place in Santos Brazil on August 31, 2016 where we will report on the progress that has been achieved in developing the new strategy.

I would like to extend to you and your organization my thanks and appreciation for your involvement and contribution to ICSSPE and hope that we together will continue contributing to the world of Sport, Sport Science, Physical Education and Physical Activity!

Yours in friendship

A handwritten signature in black ink, appearing to read 'Uri Schaefer', with a large, stylized flourish at the end.

Dr Uri Schaefer

ICSSPE president

Welcome New Members

ICSSPE welcomes the following new members:

B106-1

Takeonejetsu Martial Arts World Federation

Jordan

D106-2

The University of Jordan

Jordan

FEATURE

IOC and Brazil: A Mutual Need for Hope

Katia Rubio & Jens Sejer Andersen

If there is one thing nobody could foresee when the 121st session of the International Olympic Committee (IOC) entrusted the Games of the XXXI Olympiad – better known as the Olympic Summer Games 2016 – to the legendary Brazilian city of Rio de Janeiro, it was how different the two parties would appear to the world public seven years later, at the eve of the one of the most spectacular global TV events.

In 2009, both the IOC and Brazil met up for the decisive meeting in the Danish capital of Copenhagen, shining with self-confidence under the October sun.

Under the leadership of the aristocratic, soft-toned and deeply uncontroversial Belgian president Jacques Rogge the IOC seemed to have overcome those years at the end of the 1990^s when doping and corruption scandals in conjunction threatened to end the life of the most prestigious among the international sports bodies.

No less than the UN Secretary General took pride in praising the IOC at this meeting, the financial situation was more promising than ever, a number of the world's best known cities were competing to host the 2016 games, and the IOC had self-confidence enough to throw one of them, Chicago, away already in the first voting round, although the most powerful political couple on earth, the American president Barack Obama and his First Lady Michelle, had taken time off this Friday 2nd October to cross the Atlantic and fly back again to give a high-profile recommendation of their home town.

Tough luck for Obama, but an excellent day for another charismatic president, Luiz Inácio 'Lula' da Silva, who led the Brazilian delegation that also included the football icon Pelé and the notorious former president of world football, João Havelange.

Not many politicians embodied economic growth peaceful social progress as Lula did in 2009 after six years as a spearhead of Brazilian social reforms and industry "miracle". Moreover, the personal charm and affability of Lula was a strong asset of the Rio's bid for the 2016 games, an invaluable complement for those IOC members who were not convinced by 4-5% annual growth rates in the economy and a booming consumer market as millions of Brazilians were lifted out of poverty to become middle class citizens.

In 2009 the meeting between the festive, informal, colourful and soon-to-be-wealthy Brazilian people and the excitement, beauty, perfection and awesome achievement of the Olympic athletes looked like a marriage that could not go wrong.

Seven years later, everything has changed. The Olympic Games may still become a kiss between two globally famous partners, but their public reputation has changed from the wonderful to the worrying.

Brazil is undergoing a deep financial and political crisis with decreasing national, dramatic cutbacks in public expenses – including those for the Olympics – and the destitution of its first female president Dilma Rousseff, one

of the least corrupt politicians in the history of the country who by a twist of cruelly ironic fate has been suspended by the two parliamentary bodies, the deputy chamber and the senate, in which the majority of the voters are subject to much more serious allegations of corruption than the suspended president has ever come close to.

Hope and Trouble

In the light of this crisis, the IOC President since 2013, Thomas Bach, expressed wishes that the Rio 2016 Olympics “will be in difficult times a message of hope” when the Olympic torch was lighted at a ceremony on 21 April in Olympia, Greece.

However, the Olympic movement has trouble of its own and will also rely on the message of hope that images of happy, dancing, chanting, sun-bathing and sexy Brazilians can convey to the TV audiences worldwide.

These troubles are not only caused by the combination of the current economic crisis and the ever-present corruption and disorganization in the host country. The last-minute cutbacks and failing preparations of the infrastructure needed for the Olympics are indeed irritating for the international sports leaders. But these troubles will disappear as soon as the last Olympic and Paralympic athlete has boarded the airplane and waved goodbye to the huge statue of “Christ the Redeemer”.

The IOC has a more long-term need of redemption caused by the impact of the corruption and doping scandals linked to football and FIFA and to the core branding discipline of the Olympics, athletics and its governing body IAAF. The cocktail of geopolitical rivalry, corruption inside and outside the sporting arena, a pharmaceutical arms race among athletes and a worldwide mistrust in the institutions of sport can cause a much more fatal headache than the one many Olympic guests will experience after a sip too much of a caipirinha.

It is however not the turmoil of international sport that is the focus of this 70th edition of ICSSPE’s Bulletin where a series of insightful authors are trying to describe the status quo for Brazilian society and Brazilian sport as the preparations of the Rio Olympics are nearing its deadline.

Of course it is too early to predict the outcome and long-term legacy of the Olympics, but we have had time enough to draw some conclusions on how four major sports events have affected life in Brazil – the Panamerican Games in 2007, the FIFA Confederations Cup in 2013, the FIFA World Cup in 2014 and the planning of the Rio 2016 Olympic Summer Games.

Articles and Authors

As a first step onto Brazilian soil freelance writer and author Juliana Barbassa summarizes some of the impressions she collected when portraying her childhood home country Brazil for the book “Dancing with the Devil in the City of God” (Simon & Schuster, 2015). An intriguing personal reflection over the main outcome so far of the meeting between Brazil and the so-called Olympic family.

The financial impact of the mega-events hosted by Brazil is analysed by the economists Marcelo Weishaupt Proni and Raphael Brita Faustino from UNICAMP (State University of Campinas). They question the optimism that is traditionally delivered by event organisers.

One of the key personalities that ensured the 2016 Olympics would get to Rio, is the former FIFA President and IOC member João Havelange. At the decisive IOC session in 2009, he delivered a very different message to that

coming from his rival campaigning for Madrid, the former IOC President Juan Antonio Samaranch. While the 89-year old Samaranch appealed to the IOC colleagues to fulfil a last wish before the end of his life, the 93-year old Havelange invited them all to celebrate his 100-year birthday in 2016 in Rio!

In fact, it seems that the IOC members will get a chance to celebrate Havelange whose 100th birthday was 8 May. But it is highly probably that many of them will do their best to avoid being seen with a sports leader who represents an era of systemic corruption. The times have changed since Havelange started his national and international sporting career in the 1960s and 1970s – a time that PhD Student Aníbal Chaim takes us back to in a report on how Havelange and the military regime supported each other's ambitions.

No Olympics take place without international debate on how the infrastructure and city life is affected. Senior research affiliate Christopher Gaffney, an American who has lived for years in Rio and now works at the Institute of Geography at Zürich University, describes the transformations in Rio from a critical perspective.

Part of this transformation concerns the specific Olympic zones which are discussed by PhD student of architecture, Renata Latuf de Oliveira Sanchez, a Brazilian currently studying in Plymouth in the UK.

Changing infrastructure also means changing the daily life of thousands of families. The sometimes illegal displacements of local neighbourhoods are discussed by Dr Bárbara Schausteck de Almeida from the Sports Research Center at the Federal University of Paraná (Brazil) and PhD student Billy Graeff Bastos from Federal University of Rio Grande (Brazil) & Loughborough University (UK).

The displaced may not “Smile for the camera”, as PhD student Tatiane Hilgemberg of Communication at the State University of Rio de Janeiro suggests that the media asks of the Paralympic athletes. Often overlooked in the media and the media research, Hilgemberg analyses how the coverage of Paralympic athletes has developed.

One of the main justifications of hosting big sporting events is that they inspire especially children and young people to move. The evidence tells a very different story, but the argument survives. In Brazil, the traditional Olympic sports structures have used very little resources to mobilize new participants, but one non-Olympic organization – the Serviço Social do Comércio (SESC) in São Paulo – has picked up the glove. As one of the first sports bodies in Latin America, SESC has launched a massive research effort in order to gather evidence which is then used as a basis for renewing and refining the sports and movement programmes SESC offers to its members. Maria Luiza Souza Dias, manager of physical and sportive development, and Ana Paula Feitosa, technical assistant in the same area – share their experiences in this Bulletin. Also the sister organization Serviço Social do Indústria (SESI) gives a description of its activities today.

If the upcoming games open an opportunity for Olympic education, this opportunity is not sufficiently exploited, write PhD students Carlos Rey Perez, Maria Alice Zimmermann and Natalia Kohatsu Quintilio from the School of Physical Education and Sport at the University of São Paulo and Juliana Rodrigues Marconi from the Municipal University of São Caetano do Sul. There is no reason to expect that the Olympics will leave any long-term effect in the curriculum of the schools, they find.

Did we forget somebody? Oh yes: the athlete. The very essence of the sporting movement. One of the editors of this Bulletin, Associate Professor Katia Rubio from the University of São Paulo, analyses the situation of the Olympic athlete in Brazil and gives the latest news from her campaign to reinstate the Olympic athlete!

We would like to thank all authors for their hard work which allows us to benefit from their research, experience and insight. We hope the reader will find the contributions useful, not only before and during the Olympics, but also in the years to come when it is time to identify the cultural, sporting, financial, social and political legacy of the games for Brazil and for world sport.

Now, let the games begin!

Katia Rubio is an associated professor at the University of São Paulo. Her major research areas are in the Olympic Studies and Social Psychology of Sports. She was president of Brazilian Sport Psychology Association and member of Brazilian Olympic Academy. The last among her 22 books are “The preservation of memory: the social responsibility of Olympic Games (2014)” (in English), “Detraining and career transition in sport (2013)”, “Sport, education and Olympic values (2012)” and “The women and the Brazilian Olympic Sports (2012)”. In 2015 she was IAS Distinguished Visiting Fellow at University of Birmingham.

A leading expert on the Olympic Games and Olympians in particular, Professor Rubio has the largest collection of in-depth life histories of Olympians (Brazilians) globally, seeking to combine insights from history, sport psychology and politics in her work.

Jens Sejer Andersen is a journalist, international director and founder of Play the Game, an initiative aiming at raising the ethical standards of sport and promoting democracy, transparency and freedom of expression in the world sport. Through its nine international conferences since 1997, its website, news production and research initiatives, Play the Game has become a unique platform for raising awareness on a number of challenges to modern sport. By gathering investigative journalists, whistle-blowers and sports leaders yearning for more honesty and fair play, Play the Game has been first mover in highlighting issues such as corruption in organisations, match-fixing, doping, unsustainable mega-events and the need for more active sports participation policies.

Andersen serves as an Editorial Board Advisor in the International Council for Sports Science and Physical Education since 2006, and he is a member of consultative committees under the EU, the Council of Europe and UNESCO.

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Smile for the Camera: Photographic Analysis of 2012 Paralympic Games Media Coverage in Brazilian Newspapers

Tatiane Hilgemberg

Abstract

In the last twenty years media coverage of sports has been through a spectacularization process, and sport has become increasingly merchandised. And yet, sports for people with disabilities is still not valued and continues to be marginalized. This paper aims to understand how Paralympic athletes are visually portrayed by the press, and if there are any differences between male and female athletes' representations in four major Brazilian newspapers – O Globo, Folha de S. Paulo, Zero Hora and Estado de Minas – during the 2012 Paralympic Games. Our results show that the athlete with major visibility is a male with a physical disability (amputee, wheelchair user, visual disability), which is not hidden by the papers. When addressing the difference between male and female representations, we could notice that men are overwhelmingly more frequent in the papers than woman, but qualitatively they follow a similar pattern.

Introduction

In the last twenty years, media coverage of sports has been through a spectacularization process, and sport has become increasingly merchandised. And yet, sport for people with disabilities is still not valued, and continues to be marginalized. Athletes with disability differ from nondisabled athletes by failing to fit into discourses regarding physicality (social ideal of physical efficiency), masculinity (aggressiveness, independence, strength and courage), and/or sexuality (defined as the expected and accepted sexual behaviours). For the sake of media-driven entertainment, sportive images need to be pleasant and captivating. So in order to be sold the sports images have to meet those discourses, and also meet the *Citius, Altius, Fortius* (Faster, Higher, Stronger) Olympic motto.

Sport has long been associated with a masculine ideal athletic body; this concept has become central to the spectacularization process. The ideal athletic body is strong and capable, and without disabilities and damages (Depauw 1997; Hardin et al., 2002). Images and ideals associated with this body and its attributes are strength, ability, resistance and speed. Hargreaves (2000) asserts that people with disabilities are identified, judged and represented first through their bodies, and so are seen as imperfect, incomplete and unsuitable. In sports anyone who does not fit into the description of the ideal athletic body is marginalized or treated as "other".

According to Léséleuc (2012) athletes with disabilities are portrayed by the media in five key ways: Trivialization; Infantilization; Sexualization; Sportivization; and Marginalization. Trivialization is used to categorize elements or images non-sport-related, such as appearance, their roles outside of sport as mothers, or husbands. Infantilization is used to categorize aspects from athletes' infancy, or to diminish them using expressions such as "girls" or "boys". Sexualization or Feminization draws on feminine stereotypes, such as makeup, jewellery and focus on body parts with sexual connotation. Sportivization, Léséleuc argues, is rarely formulated, and is defined by the aspects of individual sportive attitudes. Marginalization, or discrimination, or stigmatization, refers to certain aspects that leads to an unequal treatment.

Method and Material

A content analysis of the representation of Paralympians in four Brazilian broadsheet daily newspapers with a wide circulation – O Globo, Folha de S. Paulo, Estado de Minas and Zero Hora was conducted throughout the duration of the London Paralympic Games (28 August – 10 September 2012), including the day before the opening ceremony and the day after the closing ceremony. A total of 106 news stories and 86 photographs, that had the athletes as focus, were scrutinized. Our aim is to understand how Paralympic athletes are visually portrayed by the press, and if there was any differences between male and female athletes' representations.

The study proceeded from a categorical instrument adapted from Lee (2013) that analysed the coverage of 12 newspapers with top circulation from 5 countries, during the 2012 Paralympic Games. We used the follow categories:

- a) Photographic Angle – coded as “Whole Body”, when the entire athletes' body is shown; “Waist up”; “Knee up”; “Close”, just the face; “Detail”, when the focus is on some detail in the image or a specific part from the athletes' body;
- b) Visibility of Disability – we coded the photographs to determine whether the disabilities of the athletes were visible or not;
- c) Type of Disability – in case the disability is visible we described what type of disability was represented.

To explore how the news media framed athletes with disability is important to introduce framing theory. Robert Entman defines framing as a process of, “(...) selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution” (2004, p. 05). The media use a limited set of frames to deliver disability stories and shape public opinion about this issue (Ellis & Goggin, 2015), in the Paralympians case, for example, that are represented as superhuman or pitiful handicapped (Hardin & Hardin, 2003).

Results

We found 106 articles and 86 photographs in the analysed newspapers. Only 28 articles did not have photos which means that 73.6% of articles about the Paralympians had at least one image.

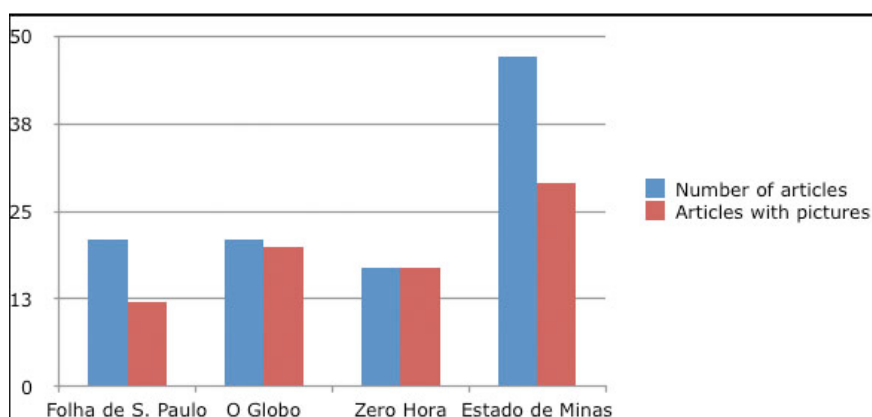


Figure 1. Comparison between the total number of articles about the Paralympians and articles with pictures in each newspaper

Moreover, we also found difference in the amount of coverage of male and female athletes (Chart 01). The male athletes were portrayed in 87.2% of the photographs, while female were represented at 12.8%. One could argue that woman won fewer medals than man, however this is a very simplistic explanation, since the female athletes were responsible for 25% of all Brazilian medals.

Gender	Quantity	Percentage
Male	75	87.2%
Female	11	12.8%

Chart 1. Gender of the athlete portrayed in the photographs

We also analysed how the athletes' body were framed and conclude that more than 40% presented the entire body and in more than 60% the disability was visible. The representation of both male and female athletes follows this pattern. These findings contrasts with those of Schantz and Gilbert (2001) who reported that French and German newspapers tend to frame athletes from the waist up and hide their disabilities.

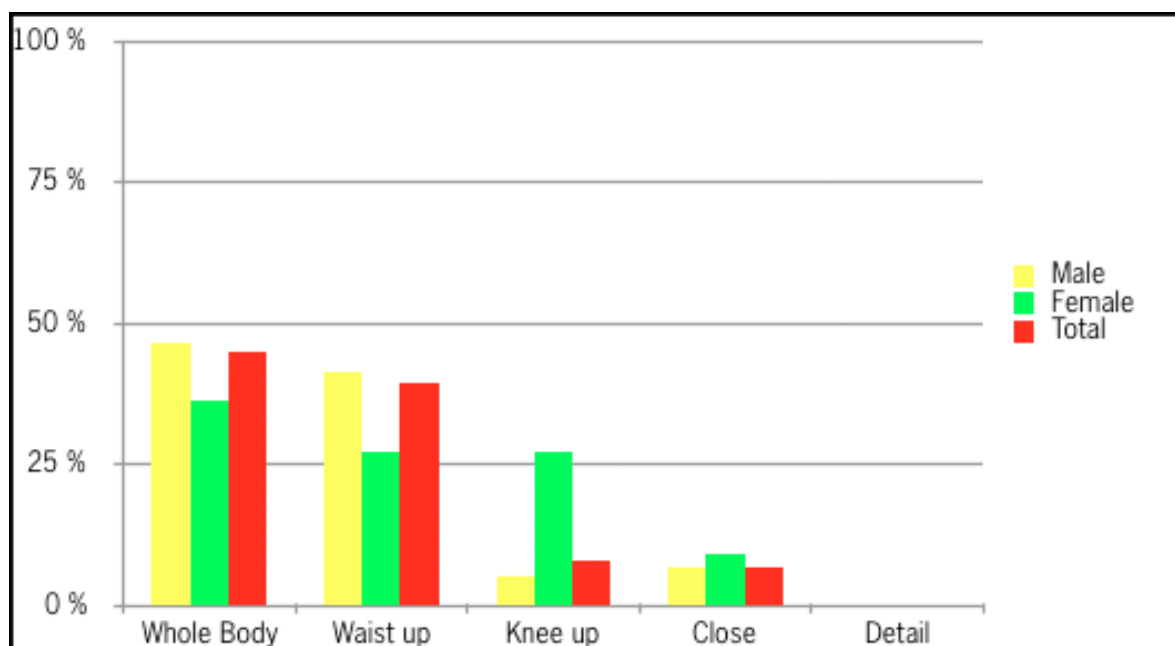


Figure 2. Photographic Angle

	Total	Male	Female
Visible	64%	62.7%	72.7%
Invisible	34,9%	36%	27.3%
Both	1.2%	1.3%	0%

Chart 2. Visibility of Disability

We also noted that the most common portrayed disabilities are the physical ones, mostly amputees, wheelchair users and athletes with visual disability (Chart 3).

Type	Quantity	Percentage
Amputee	36	63.2%
Visual Disability	15	26.3%
Wheelchair	6	10.5%

Chart 3. Type of Disability

Discussion

Photographs are mental constructions made possible by our perception of objects in the physical, social and cultural world (Siqueira & Siqueira, 2011). Photographs draw attention, perception, emotion and involve us. Photographs occupy a front-row position in how media reach its audience. Journalistic photographs are the result of a set of formal decisions made (e.g. lens type, camera angle, framing, and other editorial decisions) when an event is recorded. A photograph is the result of the way we perceive social life and is impregnated with concepts. Images frame the way in which reality is perceived, and create feelings or induce behaviours (Flusser, 1985). When photographs are “constructed” and published, they are framed through ideologies; who has been framed, and who is not, and how they are portrayed display important messages to the reader. In sports coverage, photographs aim to evoke emotions, entertain and/or illustrate.

In Figure 1 we show the number of articles illustrated with photographs in each newspaper comparing with the total amount of articles about Paralympians. Estado de Minas had the most photographs (33), while Zero Hora had the higher percentage of news with images (100%, in other words every article was illustrated by least one photograph). What is interesting to note in this quantitative analysis is that in all the analysed daily print more than 50% of the articles had images – 57% at Folha de S. Paulo; 95% at O Globo; 100% at Zero Hora; and 61.7% at Estado de Minas. These results do not corroborate the study conducted by Bertling (2012) in German newspapers that cover the Paralympic Games in 2000/Sydney, that showed that only a quarter of the articles were illustrated by photographs, and concluded that images are, in fact, shortly implemented at the Paralympic media coverage. This lack of images was also found at the French daily (Léséleuc, 2012; Schantz & Gilbert, 2001).

Pappous, Marcelini, and Léséleuc (2011) showed that the number of photographs increases in the newspaper when the country is hosting, or is going to host the Paralympic Games, in the near future, compared with other countries that were not, or would not be, hosts. This could explain the great number of images published by the Brazilian press in 2012.

Sport is a powerful institution that reproduces the patriarchal order and reinforces masculinity (Hargreaves, 1994; Eastman & Billings, 2000). Several studies show that male and female athletes are portrayed differently. We also noticed a difference in the portrayal of Paralympic athletes along gender lines in our study. For example, the number of female athletes who were the article’s main focus, and also in the number of photographs that featured females (Chart 1).

This difference, both quantitative and qualitative, is not exclusive to the Paralympics, press coverage of the Olympics also points to the prevalent male focus coverage. In the last 30 years, studies from all over the

world have compared media coverage focused on male and female athletes, in sports newspapers and in the sports pages of daily newspapers. These studies focus on international competitions and conclude that news and photographs portraying female athletes and sports were fewer in numbers and quality (Buysse & Borchering, 2010; Crossman et al., 2007; Duncan & Sayaovong, 1990; Horky & Nieland, 2013).

Crossman et al. (2007) analysed journal articles that discussed this issue, published in the United States, United Kingdom, Canada and Australia between 1984 and 2000, finding that female athletes were portrayed in one third of the photographs, compared with the coverage dedicated to male athletes. They also found that women involved in feminised sports, such as gymnastics, swimming and skating, received more media attention than those athletes that were engaged in masculinised sports such as soccer, basketball, softball, and hockey.

By our results (Figure 2) we notice that the majority of the photographs showed athletes' whole body (44.8%), or at least from their waist up (39.5%). Again, this data does not corroborate prior research. For example when Schantz and Gilbert (2001) analysed the media coverage of the 1996 Games by the French and German newspapers they found that 44% of the images framed the athletes from the waist up or just their faces. However it supports Lee's (2013) findings.

This author also analysed the 2012 Paralympic Games media coverage in 12 newspapers from five different countries and established that, in most part, the athletes with disabilities' whole body (48.9%) were presented. When analysing the difference between genders, Lee (2013) found that in more than half of cases the whole body of male athletes were presented, and this number drops to around a third when women are at focus. In our Brazilian data, both genders follow the same pattern, around half of photographs portraying males, and around a third of females images, showed the athletes' whole body.

Many authors assert that when female athletes with disability are portrayed by the media, most of the time, their faces are framed, in contrast to athletes without disability that have their whole body framed. Schantz and Gilbert (2001) and Lachal (1990), for example, concluded that there is a certain tendency in the media to de-eroticise athletes' with disabilities body. Our study, however, reveals the opposite. The analysed photographs showed women's body parts that, according with Duncan and Sayaovong (1990) denote sexual dimension, such as genital areas, hips, breasts, legs, etc.

The question that arises is, even when the athlete's body has been presented, is disability visible?

Some researchers believe that when focusing athletes' disability, or body difference, the papers would deny their identity. However, this was not the case in 2012 Brazilian's media coverage. Howe (2012), for example, found that while the body remains as the sports focus, athletes with disability will be seen as less-than-capable. However, disability is a part of the Paralympic athletes' social identity. As the social identity theory suggests we have multiple identities that combined define who we are, so to ignore the disability is to ignore part of who the athletes are. Hall (1997) states that sports is one of the areas in which it seems normal to emphasize the body, which is the instrument through which the athletes perform their ability and represent their athletic beauty. The idea of sports was for so long linked to masculinity and athletic body, that they became, practically, synonymous.

A study conducted by Schantz and Gilbert (2011) about the French and German newspaper coverage of the 1996 Games showed that the press tend to hide the Paralympic athletes' disabilities. Buysse and Borchering (2010), analysed 12 newspapers from five countries during the Beijing/2008 Paralympic Games and reach the same conclusion, the athletes' disability was invisible in 61% of the cases. Pappous et al. (2011) analysed the photographic coverage of Sydney/2000 to Beijing/2008 in five European countries, and their data points out

that in Sydney the majority of the published photographs (82%) gave at least one evidence that the athlete had a disability. In Beijing this number dropped to 42%. Bertling (2012) found similar results in the German press, so the majority of the photographs tend to hide athletes' disability through shadow techniques or similar artifices. So, in all these cases the media obscured the disabled bodies, which suggests a cultural difference, between Brazil and those countries, or a difference in time, since these studies were conducted in 1996, 2000, 2004 and 2008, while we analysed the 2012 Brazilian coverage.

Our data do not corroborates those studies, since that in the majority of photographs the disability was visible and identifiable (Chart 2). As we saw, the bodies presented in this period (Paralympic Games) do not usually illustrate the daily papers, or have visibility in the media which demand perfect bodies. This finding is in opposition to the majority of research about Paralympic sports, so that is why is so difficult to find specific explanation to our data. In other words, to answer the question: Why in our data were the athletes' body exposed and their disabilities visible? Our data showed that the press portrayed males more frequently than females, showed, in more than 40% of the photographs, the athletes' whole body, and in more than 60% the disability was visible. So, we can work with some hypothesis.

First, the visibility of disability in media imagery can legitimate the Paralympic athletes' body. Increasing audience identification with this group turns the unfamiliar (disability) into familiar (Moscovici, 1981), and in this case can help to sell tickets to the Paralympic Games in Brazil. Devenney (2005) states, the unfamiliar can be made understandable, but continue to be labelled as "the other".

By exposing the different, more frequently and more clearly, we agree with Moscovici, it is possible to turn it into familiar and reduce the shock of the encounter. In fact, only time will tell us if the exposure of difference in the newspapers' pages will strengthen the boundaries or break them.

The second hypothesis: According to Marcellini (2012) when the athletes' body is equipped with, or inserted in, a machine, or technological display, it increasingly becomes visible as the image of a controlled, efficient, active and technological body.

From our data of the five athletes with most photographic coverage, four are amputees. Of these four, two use prosthesis to run (the Brazilian Alan Fonteles and the South African Oscar Pistorius), one uses a handbike (type of bicycle moved by hands – the Italian Alessandro Zanardi), and only one appears with no prosthesis or technological displays (the Brazilian Daniel Dias).

This body is hybrid, penetrated by technology and blurs the boundaries between human and machine, and also, between us and them. A body full of meaning and with plural forms, mechanic and disabled, but technological, biological and potentiated, a body that moves by the boundaries of its limits (Novaes, 2006), a cyborg. The cyborg is seen as a way to reduce human fragilities, correct flaws and imperfections, and give to the body a new setting, and for that draws more attention.

A third hypothesis could be related with the social relation's progress. The development of the Disability Studies, more information about disability, the ideas and values of inclusion can lead us to see disabled people in a less prejudiced way than before.

The higher exposition of those bodies can be proved by the Type of Disability variable, in our study (Chart 3), that points out that the most visible disability in the photographs are amputees, followed by visual disability and athletes in wheelchair.

Haller (2000) analysed 12 major American newspapers and magazines between 1990 and 1993 concluding that more than half of the 171 published photographs portrayed people in wheelchair. Schell and Ducan (1999) analysing the CBS coverage of 1996 Paralympic Games noticed that 40% of the portrayed athletes were in wheelchair, 32% were amputee and 20% had visual disability. Several other researchers have also reported that the most frequently portrayed athletes are those with a physical disability, and the most focused group is male wheelchair users (Schantz & Gilbert, 2001; Hardin & Hardin, 2003; Thomas & Smith, 2003). Hardin and Hardin (2003) call this the disability hierarchy constructed by the media, where men in wheelchair are in the top because they are the closest to ideal athlete with disability. DePauw (1997) however, argues that this happens because the wheelchair can be seen as a substitute to the lower limbs, while the athletes' upper body offers an "acceptable" and "apparently normal" physic. Schantz and Gilbert (2001) suggest that the visual image of this particular group is so strong that allows the subject to be labelled as having a disability without exposing.

Another interesting study was conducted by Raab and Janda (2012), who analysed the 2008 Beijing Paralympic Games by German public television. They found that athletes in wheelchairs were portrayed in 18% of the analysed material, followed by amputees and athletes with visual disability. What we noticed about this research, along with our data, is that the order changes, however the most represented athletes are wheelchair users, amputees and visual disability. Raab and Janda (2012) also state that as athletes in wheelchair or amputee are, in general, the most common in the media they do not cause so much aversion although they have such a visible disability.

A clear difference emerges when we compare our results with other research; then it is easy to see that there is a difference between the coverage of 2012 Paralympic Games and other editions. Of course this might be because of Brazil is going to host the 2016 event it is worth to increase the coverage and also to present the athletes so the Brazilian audience can be aware of who they are.

As sport becomes increasingly merchandised marketing is increasing and the need to sell the Games is growing. At the same time it is difficult to sell the image of a disabled athlete, which goes against the ideal athletic body conveyed by the media.

Conclusions

This paper aimed to interrogate how Paralympic athletes were portrayed by the Brazilian media. Our results show that the athlete with major visibility is a male with a physical disability (amputee, wheelchair user, visual disability), which is not hidden by the papers. When addressing the difference between male and female representations, men are overwhelmingly more frequently depicted in the papers than women, but qualitatively they follow a similar pattern. Both had their whole body represented, and their disability visible and identifiable.

When a country is hosting, or a host to be, the number of news and photographs about the Paralympic athletes increased, this is what might have happened in Brazil. To prove this we need to compare the numbers of previous coverage, and to analyse 2016 media's coverage, and at least the two next events, to determine how it changes, and most important how the body of the athletes is portrayed; or extend the analysis to other countries that are not going to host the Paralympic Games in a near future. We believe that the event in Brazil can bring a change in the way media represented athletes with disabilities, and in long term people with disabilities, which can influence in the way society reacts to them.

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Economic and Sporting Legacy of Olympics 2016

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Introduction

The preparation for the Olympic and Paralympic Games in Rio de Janeiro has caused controversy about the extent and importance of the Olympic legacy and the expected return on public investment for the population. The Olympics can leave some sporting legacy, especially for high performance sport, but there are disagreements about economic impacts and which priority should be given to urban mobility projects.

As the Olympic Games requires high public spending, the organisers of the Rio 2016 Olympics have been repeating a speech that seeks to legitimize the involvement of local, state and federal governments based on optimistic projections about the possible benefits of the Olympics, especially for the population of Rio de Janeiro.

Of course, this debate is not new. Since 1992, the International Olympic Committee (IOC) has been trying to prove that the investment in this mega-event offers a secure economic return and a significant sporting legacy, but there is evidence that these promises often are not fulfilled (DaCosta et al., 2008; MacAloon, 2008; Mangan & Dyreson, 2010; Poynter, 2012; Chappelet, 2012; Coakley & Souza, 2013; Zimbalist, 2015).

The purpose of this work is to contribute to the debate about the legacy of the Olympic Games in Rio de Janeiro and Brazil. First, we intend to highlight the economic impacts of the mega-event. Then we present the investment in sporting legacy.

Overestimated Economic Impacts

As a candidate city for the 2016 Games, the Rio de Janeiro's candidature estimated that total investments related to the Games would reach US\$ 11.6 billion, 80% for urban infrastructure projects and 20% for sports facilities (Comitê Olímpico Brasileiro, 2009). The government was responsible for funding most of the works. In addition, the Organizing Committee of the Olympic Games would spend an additional US\$ 2.8 billion with operational costs, amounting to a US\$ 14.4 billion budget.

At the time, some very optimistic projections about the direct, indirect and induced impacts were released about the mega-event in the Brazilian economy (FIA, FIPE, 2009). For example, for every US\$ 1.00 invested another US\$ 3.26 would be moved in related supply chains. Thus, by the Olympics, more than US\$ 60 billion would be moved over the period of preparation and in the years after the completion.

According to the official promises, a wide spectrum of economic activities (at least 55 branches) could benefit from the realization of the mega-event. In particular, the following fields of activity would be encouraged: construction, real estate and rentals, business services, oil and gas, information services and transportation services. Until 2016, the Games could create 120,800 jobs per year (direct and indirect jobs across the country), reaching 131,000 per year between 2017 and 2027.

So, although they would be expensive, the Olympics would have great potential to boost economic activity because of the multiplier effects of spending. There would be a boost in GDP growth: US\$ 11 billion between 2009 and 2016, plus US\$ 13.5 billion between 2017 and 2027. Thus, "it can be said that if the benefits of the Olympic Games were anticipated for today, GDP in the metropolitan area of Rio de Janeiro would be 10% higher [...] and

Brazil's GDP would be 1.7% higher" (FIA, FIPE, 2009, p. 28). Furthermore, with the largest movement in economic transactions, there would be an increase in tax revenues during the period, representing a return of about 40% of public expenditure in the Olympic Games.

These initial projections were based on very optimistic assumptions about the effects of an autonomous additional expense in an input-output model (a quantitative economic technique that represents the interdependencies between different branches of a national economy). They also assumed that the Brazilian economy would continue on a sustained growth path in the next decade. However, analysis parameters have been changing over time, and the institutional arrangements and macro-economic environment have been modified.

Spending decisions of economic agents were postponed, at least in part, due to events not foreseen in the model. Thus, the effective contribution of the Olympic Games to the GDP growth was much smaller than expected (Próni, Faustino e Silva, 2014).

Since the total cost of preparing the 2016 Olympics would be very high for the City Hall in Rio if standing alone, it was important to involve the federal government and the state government. It was necessary to avoid an excessive public debt for the city.

In turn, the impact of the Games on the national economy would be small, since such spending accounted for less than 3% of the planned investments in the Growth Acceleration Program (PAC) for the period 2011-2014, which covered all governmental and state enterprises investments in strategic areas. In fact, the GDP of the country would not be affected significantly by the Olympics, but the city's economy would.

Economists often use the term "opportunity cost" to discuss whether a financial investment provides returns higher than alternative application as well as to assess whether public spending is efficient. In the case of a mega-event, the opportunity cost refers to the allocation alternatives of public money (Preuss, 2000). As public resources are scarce, the option of spending on the Olympics should be evaluated in comparison with investments that could be made in priority areas for the population such as health, education, basic sanitation, among others.

It is important to note that the existence of opportunity costs makes it very relevant that the private sector takes part in investments into Olympic Games, because the higher spending financed with private funds, the bigger the positive economic impact of a mega-event. So from the start, there was a concern of the government and the Brazilian Olympic Committee (COB) to say that the private sector would play an important role in Rio 2016.

This became even more relevant as of 2014, when the Brazilian economy began to slow down. Since 2015, the state government of Rio de Janeiro is going through severe financial crisis, with serious consequences for health (hospitals are unable to meet all patients) and difficulties to pay the salaries of public servants.

As the pace of the Brazilian economy was slowing, the argument about the economic impacts became empty. Instead, the main argument to justify the high public spending has become the urban legacy that needed to reach broad sectors of society to ensure social legitimacy of the mega-event.

The official plan then was to use the preparation of the Olympics to accelerate changes that improve the quality of life of Rio's residents and create a spatially integrated city. The guiding principle was that the Games should serve the city, boosting its development. According to a document of the City Hall (Prefeitura do Rio de Janeiro, 2014, p. 3), "the 2016 Olympic Games are the Olympics of the Legacy. For every R\$ 1 invested in Olympic installation, other R\$ 5 are used in legacy works, that is, works that will improve the daily lives of those who live in the city".

The priority, it was stated, was to “relieve the public coffers through partnerships with the private sector” and avoid the appearance of “white elephants”.

In April 2015, an updated version of the Plan of Public Policies – Legacy was released, with projects that were made possible and/or accelerated by the Olympics. The document expresses the commitment of the three governments (municipal, state and federal), in partnership with the Olympic Public Authority (APO) and the Rio 2016 Committee, to provide benefits to the population.

They listed 27 projects of infrastructure and public policies in the areas of mobility, environment, urban renewal and social development. The 14 projects run by the City Hall totaled US\$ 3.61 billion¹ (64% through partnerships with the private sector and 8% of federal government resources); 10 run by the state government totaled US\$ 2.5 billion (14% with private resources); 3 executed by the federal government amounted to US\$ 66 million (in addition to US\$ 300 million given to the city projects). Investments totaled US\$ 6.2 billion, 43% (US\$ 2.7 billion) banked by the private sector.

In addition to the urban infrastructure projects, the Olympic legacy also includes the construction of sports facilities and the athletes’ village, at a cost estimated at US\$ 1.77 billion. According to the “Matriz de Responsibilidades” (list of projects which identifies those responsible and the estimated costs – January 2016 version) \$ 1.06 billion comes with private funds and US\$ 0.71 billion with public funds.

In turn, the Organizing Committee of Olympic Games (OCOG) announced a budget of US\$ 1.85 billion with opening and closing ceremonies, transportation and accommodation of delegations and other competitions expenses. Therefore, the total amount of expenses incurred due to the Olympics reached US\$ 9.75 billion².

Also the expected spending of tourists (foreign and Brazilian) during the mega-event should be added, as it will help to drive the local economy in August 2016. Rio de Janeiro is expected to receive at least 350,000 foreign tourists, which could generate an input of extra income of US\$ 1 billion.

But it is not known if the current epidemic of dengue and zika virus will affect this tourist flow. And it is difficult to estimate the benefits of the Games for the development of international tourism in Rio de Janeiro and other tourist areas around the country. It’s possible that the 2014 FIFA World Cup has fulfilled this function.

On the other hand, there has been an increase in the supply of rooms, for example, but the unfavourable horizons for the evolution of tourism demand in the coming years caused the postponement of many investments that had been announced.

Some economists argue that the Olympics may have had a countercyclical effect on the local economy, slowing the effects of national crisis. However, with the proximity of the completion of the works, it has already provided a negative impact on the economy of the city, following the downward trend in economic activity in the country.

According to estimates published in January 2016 35,000 jobs should be terminated upon completion of the works (Pamplona, Villas Bôas & Vettorazzo, 2016). By 2015, the works related to the mega-event partially ensured the maintenance of jobs in the construction sector, unlike what happened in Brazil’s largest cities, where the sector is suffering the consequences of the economic crisis. But unemployment is already rising in Rio de Janeiro in 2016.

¹ These values consider an undervalued exchange rate: US\$ 1.00 = R\$ 4.00.

² If the exchange rate used in the dossier of the application (US\$ 1.00 = R\$ 2.00) had been maintained, the total cost would be US\$ 19.5 billion. That is a significant increase of the total cost, even if some projects related to urban legacy have been abandoned.

In summary, economic impacts were overestimated. Gains were concentrated in some sectors of the local economy and did not justify the expenses incurred. It is very likely that the money spent on the Olympics would have provided better economic results if it was addressed on priority issues.

Sporting Legacy for Whom?

When the Olympic Public Authority (APO) was created, in 2011, special attention was given to the desired legacy of the Olympic and Paralympic Games in Rio de Janeiro. The APO's website stated that the planned investments were centered on four clearly integrated key priorities for long-term planning: i) transformation of the city; ii) social inclusion; iii) youth and education; and iv) sports.

Indeed, the APO's approach expressed the concern to show that the Olympic legacies go beyond the sporting arena, without being motivated by economic gains, thus seeking to obtain greater legitimacy among the population.

We can identify three important aspects of the Olympic legacy related to the sport, justifying the participation of the state (Bueno, 2008): quality of life, social integration and encouragement to business. Regarding quality of life, sport is seen as a means very effective to improve the health of the population. Frequent sports practices contribute to public health and prevention of diseases of modern life.

Sport is an important tool for the promotion of ethical principles, having been recognized as a citizen's right and a vector of social inclusion (Rubio, 2008). It also contributes to strengthen educational values and to contain violence among young people. Finally, public policies aimed at high performance sport stimulate the consumption of sporting goods and services, as well as other types of business, such as in the fields of marketing and clothing.

Regarding the sporting legacy, the candidature file of Rio de Janeiro for the 2016 Olympics highlighted the following points (Comitê Olímpico Brasileiro, 2009, p. 24):

- a) physical legacy of sports facilities built for the Olympics;
- b) fellowships for young athletes who do not have private sponsor;
- c) increase in funding for the sport policies;
- d) construction of training centers in several Brazilian cities;
- e) special training for coaches in several sportive modalities.

We will look at the physical legacy of sporting facilities (renovated, modified or built for the mega-event), which normally account for a significant part of the budget of the Olympics and generate direct and indirect jobs. Moreover, they can later be used in several ways: in other international competitions, for use by the population or even as a tourist landmark of the city.

According to official information released on January 29, 2016, the budget managed by APO reaches a total cost of US\$ 1.77 billion. Disregarding the Olympic and Paralympic Village, as well as the center for international broadcasting, the main media centre and other non-sports facilities, we found that the construction of sports facilities have an estimated cost of US\$ 500 million.

Table 1. *Spending on sports facilities by funding source*

District	Sports Facility	Funding Source (R\$ million)				Total
		Municipal Government	State Government	Federal Government	Private Sector	
Barra	Parque Olímpico	77.3	0	744.4	60	881.7
Deodoro	Complexo Esportivo	0	0	811.5	0	811.5
	Estádio de Remo; Marina da Glória	0	7.6	0	60	67.6
Maracanã	Estádio J. Havelange;	38.5	0	0	60	98.5
	temporary bleachers	18.1	0	72.4	0	90.5
Total		133.9	7.6	1,628.3	180	1,949.8

Source: APO. *Matriz de Responsabilidades Rio 2016*.

We emphasize that most of those facilities seeking to serve the high performance sport. The city is included in the sporting calendar of some events (those with less organizational complexity but great importance in the international arena). Barcelona and Sydney hosted many sporting events after the Olympic Games, and London is preparing to receive the World Championships in Athletics in 2017 (Proni, Faustino & Silva, 2014).

The use of sports facilities by the population can also be highlighted. Although the residents near the Olympic Park benefit more directly, some facilities used in the Olympics can be opened later to the population. Despite the encouragement to sports practice, it is likely that the benefits stay focused on specific segments of the population, without breaking with the deep social inequalities.

The strategy to ensure a sporting legacy for Rio de Janeiro and Brazil also includes the attempt to raise the performance of Brazilian athletes in the Olympics. In September 2012 the Ministry of Sport had created the Brazilian Medals Plan, which has the target of ensuring a better ranking of the nation in the medals table. The aim is to reach the top 10 in the Olympic Games and the top 5 in the Paralympic Games. To this end, approximately an additional US\$ 250 million will be invested in the Olympic cycle (2013-2016), prioritizing the disciplines in which there are best chances of medals.

However, this Plan is subject to a lot of criticism, since expenditures are concentrated on high-performance athletes who already have prominence. Thus, the potential legacy of this investment is questionable because there is no guarantee that this investment will bring benefits to sportsmen after the Olympics. The priority given to disciplines and athletes with better performance discourages the rise of lesser-known sports and leaves no

support for those athletes who need it most.

Another form of investment in Olympic sport, expanded with the Olympics, is sponsorships by state enterprises – something that Olympic sport in Brazil traditionally depends on. Recently, a significant portion of sports federations became sponsored. It is important to note that sponsorship is justified only when there is visibility for the company.

Table 2. *National Training Network (excluding Olympic facilities)*

Federation Unit	Projects	Investment (R\$ million)
Several	Rede Nacional de Atletismo	375.2
Rio Grande do Norte	Parque Poliesportivo da UFRN	11.8
São Paulo	Centro Paraolímpico Brasileiro	288.7
Bahia	Centro Pan-Americano de Judô	43.2
São Paulo	Centro Nacional de Ginástica Artística	7.3
Several	Centros de Treinamento de Canoagem Velocidade	13.6
São Paulo	Centro de Treinamento de Freestyle da América Latina	1.0
Ceará	Centro de Formação Olímpica	226.8
Several	Pistas de BMX	5.7
Distrito Federal	Centro de Excelência em Saltos Ornamentais	0.8
São Paulo	Centro de Excelência de Hipismo – Barretos	8.5
Paraná	Centro de Canoagem Slalom – Canal Itaipu	3.0
São Paulo	Centro de Desenvolvimento do Handebol Brasileiro	13.0
São Paulo	Velódromo e Centro de Formação de Atletas de Indaiatuba	5.9
Total		1,004.6

Source: Brazilian Ministry of Sport.

Another sporting legacy assigned to the Rio 2016 is the creation of a national anti-doping organization. This agency is one of the obligations of the IOC to the host city of the Olympics. Thus, in 2011 the Brazilian Authority

Doping Control was created, following the rules set by the international agency (WADA) to ensure the anti-doping control in the country, and in addition to working in education, prevention and information. The modernization of the Brazilian Laboratory of Doping Control required an investment of US\$ 47 million, including the construction of the building and the purchase of equipments.

Finally, the most important sporting legacy of the 2016 Olympics is the structuring of the National Training Network. According to the website of the Ministry of Sport, this network is designed to link a number of training centers in order to provide adequate conditions for training young athletes and high-level training for Brazilian athletes. Spread throughout the country, the network has raised US\$ 750 million, constituting an Olympic legacy reaching far beyond the host city.

The main components of the National Training Network are the sports facilities built for the mega-event like the Olympic Park (in Barra) and the Sports Complex (in Deodoro). Part of these facilities will be adapted after the Olympics to form the Olympic Training Centers, with advanced training programs for various modalities. However, some sports will have training centers in other cities. According to Table 2, the investments in the National Training Network outside of Rio de Janeiro exceed US\$ 250 million.

Final Remarks

There is no doubt that the Rio Olympics is a very profitable mega-event for the IOC and puts a lot of money in the hands of the local organizing committee (OGOC) headed by COB, the Brazilian Olympic Committee. However, analysis of the economic impacts suggests that the host city could instead invest the money in other areas of higher priority. Note that the state government has delayed the payment of civil servants salaries, affecting public health and education services in 2016. The city government also failed to satisfy basic social needs of the population.

Indeed, a few local economic groups were favored, while the majority of the population did not receive any compensation. However, the discourse of public authorities tried to sustain the belief that the Olympics allow the city a more favorable integration into the world economy and, at the same time, intended to justify the high costs based on promised urban modernization.

In addition, there is no significant impact on the national economy, in spite of hopes that the Olympics would be a catalyst for economic growth. When the Brazilian economy headed for recession, spending on mega-events has not been enough to produce a counter-cyclical effect.

In turn, investment in sports infrastructure, which should be seen as the main legacy of the Olympic Games, only reinforced an elitist conception in national sport policy. There is no guarantee that the National Training Network will receive the money needed to operate satisfactorily after the Olympics, and it is likely that some facilities remain underutilized and without proper maintenance. Meanwhile, in the main cities of the country, most public facilities for use of the population remains in disrepair, and the access of low-income segments to sports practice is very difficult. Investments in sport for all and scholar sports, which could reinforce the importance of sport for public health and social inclusion, are still very restricted.

Note from the editors: The Olympics have not inspired national sports authorities to develop strategies for increased participation in grassroots sport and physical activity – but some organisations have acted anyway.

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Rio de Janeiro's Olympic Gamble

Juliana Barbassa

Rio 2016 was promoted as an engine for urban renewal and lasting change, a positive addition to years of social progress and growth in Brazil. But unfulfilled promises in a country now challenged by a deep economic and political crisis show that the Olympics did not function as a lever of development. This failure might be Rio 2016's most lasting legacy, reports Julianna Barbassa.

When International Olympic Committee president Jacques Rogge held up the envelope with the five rings and pulled out the name of the host city for the 2016 Olympic Games, Rio de Janeiro residents exploded into celebration: fireworks and confetti lit up the sky, and thousands wearing yellow and green, Brazil's national colors, danced along Copacabana Beach. The festivities lasted into the night.

The glee of beach-goers on that October day in 2009 was an immediate reaction to the IOC's vote, but it was fueled by a larger phenomenon – a momentous transformation of the country.

Brazil was flourishing economically and it was politically stable. To those who lived through the rocky transition from a military regime to democracy in 1985, and remembered trying to make their salary stretch to the end of the month while inflation galloped at more than 2,000 percent per year, this was something worth celebrating.

But there was more: the deeply ingrained inequality that marked the country was diminishing. With Luiz Inácio Lula da Silva, a Workers Party (and working class) president in power, and the discovery of oil along Rio de Janeiro's shore there seemed to be money and political will to address the historical deficits in education, health, and access to rights that hampered so many Brazilians, and hamstrung the country's development.

The IOC's decision to hold the Games in Rio, after Brazil had already been chosen to host the World Cup, was read as recognition of these achievements and a vote of confidence in a future that held more of this growth in store. The competition had been used in this way before: Tokyo's 1964 Games signaled the country's emergence from the devastation of World War II; Seoul hosted in 1988, just when brand Korea was taking off; and Beijing's 2008 Games marked its emergence as a global power. Now, it was Brazil's turn. The 2016 Olympic Games would provide the stage to display this new, up-and-coming nation.

An Engine for Changes

To Rio residents, known as cariocas, authorities promoted the Games as not only a chance to highlight achievements, but also as an engine to push for more, and necessary, changes. Authorities told the population that the investments and improvements would ultimately benefit them.

There was reason to believe this: the bid came with promises to address some of Rio's most serious challenges and with a concrete deadline by which to fulfill them. For example, there were specific commitments to clean up the Guanabara Bay at the center of metropolitan Rio in time for sailing competitions, to improve transportation in the notoriously congested streets, and to improve safety in the streets, a problem Rio residents grappled with daily.

The biggest social legacy would come through a program called Morar Carioca, which Rio mayor Eduardo Paes touted regularly in speeches and in outdoor billboards during his successful run for a second term in 2012. This

was not part of the bid, but Paes linked it to the city's broader transformation. The program's goal was to bring basic services – running water, safe electricity, sewage collection – to all of the city's favelas by 2020, and to do so in a participatory manner that included consultation with the communities' residents. The \$8 billion program would have been the most comprehensive one of its kind in Rio's history and could have served as a model for other cities. If implemented, it would impact the lives of the one in five Rio residents who lives in a favela.

It would also send a powerful message. In a country, and a city, in which public funds and resources traditionally circulated and accumulated in the hands of the already rich and powerful, serving to further enhance their wealth and power, this program was an investment in a population that was historically disenfranchised and structurally cut off from those circles of affluence.

Over the course of Rio de Janeiro's history, favelas were at various times deliberately deprived of government services (so as not to have an incentive to stay); or displaced by force (as during the 1960s and 1970s, when the federal government implemented an official removal policy). Seen within this context the Morar Carioca program was a radical break with the past that seemed to indicate a paradigm shift.

Nothing in 2016 is as Expected

Fast forward to April 2016. Nothing is as expected. Brazil, mired in a serious political and economic crisis, scarcely seems the same country. There are crowds in national colors surging along Copacabana beach again, but this time, they are furious. Banners call for the impeachment of President Dilma Rousseff, the hand-picked Workers Party successor to Lula. Effigies representing the former president show him dressed in a prisoner's black-and-white stripes.

The crowd's indignation stemmed in part from Rousseff's inability to stop the downward spiral of the economy and control finances. In 2015, the country's GDP shrank by nearly 4 percent, and the prospects for 2016 were not much better. The unemployment rate rose to above 8 percent for the first time in years, and a resurgence in inflation made each trip to the supermarket more meager than the last. After a decade of hearing that they were Brazil's new middle class, many in the crowd found their expectations dashed as they could not longer afford the car payments, the new English classes for their kids, the family vacation.

The country was adrift, but Brazil's politicians were too distracted by other scandals to focus on governance. The Workers Party and the opposition were deeply embroiled in an illicit scheme in which leading politicians, the national oil giant, Petrobras, and the country's largest construction companies traded influence, bribes and padded contracts to their mutual benefit. For the past two years, an investigation had unraveled evidence of corruption of unprecedented depth and breadth.

Even Carnival on Budget

Brazilian frustration with government malfeasance and misplaced spending priorities was already evident in the mass demonstrations that preceded the 2014 World Cup. Posters had called for investments in education and health, not stadiums, and an end to venality in politics. Now, with months to go until Rio de Janeiro's Olympics, the marches were back, and bigger than ever. Congressmembers – at the time of writing, about 60 percent of them personally facing criminal charges – have voted to impeach the president, whose political future now lies in the hands of the Senate.

The sense of betrayal and dashed hopes was amplified in Rio de Janeiro. The city and the state's finances were in a shambles. Expected revenue and investment evaporated as the price of petroleum plummeted and the national

oil company's prospects floundered. By 2016, it had also become clear that most of the social, economic and infrastructural transformations expected from the preparations 2016 Olympics had failed or were deeply flawed, and would not deliver as promised.

It was not a matter of getting the sports facilities ready. Unlike the mad rush to finish stadiums before the World Cup, most of Rio's sports venues were nearly complete, and test events had been held in many of them. A closer look at the city and state, however, revealed strained systems that were close to snapping. The facilities might be ready, but basic services were suffering cuts. State hospitals closed to all but the direst emergencies. Universities cut back on cleaning crews and maintenance. Even carnival was on a budget in 2016, after the sponsors of street parades ratcheted down their support.

Unfinished Infrastructure

Some of the infrastructure essential for the Games was hit hard. With the Olympics just a handful of months away, the subway extension that was supposed to ease the city's congestion and ferry visitors from Rio's hotels along posh south-side beaches to the main cluster of Olympic venues was not finished—and would not be without an injection of nearly \$250 million from the federal government. At the Maracanã stadium, administrators fired three-fourths of the workers; at another stadium where Olympic track and field events would be held, the electricity and water were cut off as bills went unpaid.

Key Olympic projects went unfinished. Guanabara Bay, whose cleanup was held as a one of the most important legacies of the Games, remained a toxic soup. Independent testing by the Associated Press found the bay to be chronically contaminated with viruses and bacteria characteristic of human sewage. Casual observation was enough to reveal that floating trash also remained a substantial problem. By May of 2015, Rio state environmental secretary Andre Correa admitted that cutting the flow of pollutants by 80 percent was "not going to happen." He could not give an estimate of how much cleanup would be accomplished by the Games, though he, along with Rio 2016 organizers, said the water was safe and the health of athletes was a top priority.

The flagship public security program launched by the state in late 2008 was suffering a severe crisis. The Pacification Police Units program, known as UPP in its Portuguese acronym, had been launched in late 2008 with the goal of reclaiming for the state territory long controlled by drug dealing gangs. When President Lula and Rio authorities had gone to Copenhagen in 2009 to convince the IOC of their bid to host the Olympics, the program was new and promising; its best known officer had shared the IOC stage with the politicians as a physical reminder of what Rio was doing to tackle its lack of safety. By 2016, UPP officers had been charged with murder, collusion with traffickers and other serious crimes, and in many reclaimed favelas, shoot-outs were common again as gangs sought to take back territory.

Bringing Back Removal Policy

Even the comprehensive favela improvement program Morar Carioca was financially gutted and dismantled without an explanation to the public. Its name was re-appropriated for minor projects that lacked its participatory nature. Meanwhile, the city had brought back the policy of removing favelas, by force if necessary, and sending families to federal housing projects that were up to five hours away by public transportation, a disruption that cost the displaced jobs and continuation at school. According to Rio city government, more than 22,000 families have been displaced since 2009, either because they were in allegedly risk-prone areas or to make way for infrastructure projects related to the World Cup or the Olympic Games.

With this reversal of priorities, the city went from having a favela integration program to actively promoting the spatial segregation of the poor. At times, this dizzying about-face could be seen within at single community: Vila União de Curicica, for example, went in two years from answering survey questions about their priorities for Morar Carioca improvements to being slated for destruction.

The operating expenses for the Games, which had long overblown the original budget, were trimmed under the guise of fiscal responsibility: there would be fewer employees, more temporary structures, and more modest opening and closing ceremonies. Emergency measures promulgated by city and state authorities would make sure that, despite economic retrenchment, Rio would be ready to welcome athletes, VIPs, journalists, and tourists.

Traffic congestion would be ameliorated by declaring holidays during competitions, as happened during the World Cup. Pollution would be taken care of by sending out specially rigged boats to rake in the trash floating on the bay. Security would be guaranteed by sending out 85,000 law enforcement officers to clamp down on the city, turning Rio into the safest place on the planet while the competitions lasted.

These exceptional measures would turn Rio de Janeiro into an Olympic theme park for the duration of the Games – safe, clean (enough) and with stellar transit. Once the closing ceremonies conclude, cleaning crews in their orange uniforms would sweep up the confetti, and cariocas would resume life in a city that was at least as polluted, congested, unequal and violent as before, if not more so.

A Fundamental Flaw

Rio de Janeiro's 2016 Games exposed a fundamental flaw in the Olympic promise: the event, with its short-term deadlines and narrow objectives, does not mesh well with long term city planning goals, but instead captures urban planning agendas for short term demands. The pressure of an impending deadline also crystallized institutional dynamics, reinforcing existing hierarchies, shortening the decision-making process, and justifying the further concentration of power and resources while limiting public input into the process. The face of the city had indeed been transformed – but by 2016 it was clear the changes were for benefit of a small network of political and economic interests, and at the expense of the population as a whole.

In pre-Olympic Rio, the catalytic effect of the Olympics on business as usual meant increased opportunities for graft, collusion and influence trading between political leaders and economic elites. By early 2016, federal police conducting a wide-ranging investigation into government corruption unearthed documents linking Brazil's construction and engineering giant Odebrecht to bribes concerning multi-billion dollar Olympic and World Cup projects, including the metro line extension, the renewal of the port zone, and the soccer stadium where the opening World Cup game was played. These specific charges are under investigation, but the former CEO of Odebrecht is already serving 19 years in prison on separate charges of corruption and money laundering.

The rush to dispense contracts to favored companies under the guise of meeting Olympic deadlines would have other, grimmer, costs beyond misspent public funds and wasted opportunities. A bike path billed as a key legacy project and built alongside a sheer cliff over the Atlantic collapsed during a sunny holiday in April, sending bikers plunging into the ocean below, and killing two people. It had been inaugurated just three months earlier, in January; its 3.9 kilometers cost 45 million reais (11.4 million Euros), and the project, built by a group called Concremat, was financed with public funds from BNDES.

After the collapse, it emerged that the number of contracts signed between the city of Rio and Concremat went up by 2,132 percent since 2009, when mayor Eduardo Paes took office for the first of his two terms. Of those

contracts, 46 percent were offered without public bidding, under the allegation they pertained to emergency works. The group belongs to family members of Rio's tourism secretary, who was also treasurer of both of Paes' campaigns for mayor.

The Rio Mark on the Olympics

Just as the Olympics left their mark on Rio, the city has left its mark on the Olympics as well. There were many external factors affecting the city's development during these crucial years. Plus, research has long shown that hosting the world's biggest sports spectacle is not a money-maker.

Still, the gap between what was expected and what has been delivered is so great, and the dissonance between priorities pursued and those emphasized by the population is so extreme that it makes clear that whatever else they might be, the Games as they are currently cast are not a good tool to foster urban development. Rio residents are watching their government make cuts to school maintenance, close down hospitals, fail to pay public servants and cut back on security funding even as billions in public money are spent on preparing for a sporting event. Coverage of Rio's preparation for 2016 has helped disseminate that incongruence. Fewer and fewer cities are interested in hosting. This might be Rio 2016's most lasting legacy.

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Transforming Rio – For the Benefit of Whom?

Christopher Gaffney

Abstract

One of the justifications deployed for hosting the Olympic Games is that they will offer transformational benefits for metropolitan areas. The extensive upgrades to physical infrastructures that accompany the colossal event are wrapped in the discursive framework of “legacy” – a word that carries positive connotations in social, economic, and physical realms. However, empirical evidence for lasting, positive effects of sport mega-events is sorely lacking (Bass, Pillay, & Tomlinson, 2009; Horne & Manzenreiter, 2006; Porter, Jaconelli, Cheyne, Eby, & Wagenaar, 2009).

This article will examine two major urban interventions that have been undertaken in Rio de Janeiro as the city has prepared for the 2016 Summer Olympics: the extension of the city’s metro and the privatisation of the port region. It will demonstrate that these “legacy” projects have not had positive effects for the city as a whole, but have rather decreased transparency in government, increased socio-economic inequalities, privatised public space, and torqued urban planning agendas to stimulate real-estate speculation and Games-related transportation agendas to the detriment of more equitable long-term planning.

Bait, Switch, Execute

In evaluating the projects undertaken, the proposed budgets, and eventual Olympic realities we must begin any investigation of Rio 2016 with the bid books that were presented to the IOC in 2009. Following the corruption scandals surrounding the Salt Lake City Olympic bid, IOC members were forbidden to conduct site visits prior to voting on Olympic candidacies. Thus, the only information that many of the voting members had about the Rio 2016 bid would have come from bid books and candidacy presentations at IOC meetings. While this shift in policy may have served to prevent a repeat of previous corruption scandals, the lack of real-time information about existing urban conditions may have been a contributing factor in the IOC’s decision to award the Games to Rio de Janeiro. The city is incredibly photogenic, but chronically dysfunctional. In order to understand the trajectory of the metro and port region projects, it is instructive to examine the contents of the Rio 2016 bid books for a number of reasons.

The first reason is to analyse the projects that the IOC has accepted as satisfactory for Games operations. While each edition of the Games has inevitable adjustments to major infrastructure projects, the general Game’s plan as outlined in the bid books can be considered a candidate city’s enticement to the IOC – what I am calling “the bait.” Bid books present an idealized Olympic City that will appeal to the aesthetic tastes, functional necessities, and discursive predilections of the IOC (Kassens-Noor, 2012).

A second reason to examine the bid books is to analyse the promised benefits to the resident population, or the “legacy” that public monies will deliver after the Games have gone. In this way we can hold the Games coalition accountable for the (non-binding) promises that they have made vis a vis the candidacy files and will be able to analyse more rigorously the eventual deliverables in terms of cost, functionality, opportunity cost, and public use value.

Third, by looking closely at the bid books, we can then compare the shifts in the Olympic project over time, uncovering these changes within a broader chronology of Games preparation. This is what I call “the switch”.

And finally, while the bid books do not indicate processes of planning, contracting, financing, and construction, by tracing the evolution of Olympic projects from their origins in the bid to their physical presence on the urban landscape, we can identify process of dislocation, corruption, legal exceptionality, and rule by decree. This is the “execute” phase, in which we have seen innumerable instances of human rights violations, police violence, and executive orders that have displaced tens of thousands from their homes in the name of Olympic preparedness (Comitê Popular da Copa e Olimpíadas do Rio de Janeiro, 2015).

The Rio 2016 Bid Book contained a transportation plan that was designed to link four Olympic clusters: Copacabana, Barra da Tijuca, Maracanã, and Deodoro. In the bid book, the plan was to extend Rio’s metro line to Gávea, just past the beachside neighborhoods of Ipanema and Leblon and then to build a Bus Rapid Transit (BRT) line that would link Gávea to Alvorada station in Barra da Tijuca.



Figure 1 and 2. Transport infrastructure.

The second major intervention planned was to construct a BRT line (called the Corredor T-5) between Alvorada and Penha, in Rio’s Zona Norte. The final planned new roadway was labelled the BRT Ligação C, which would connect the Deodoro Olympic cluster with Barra da Tijuca. The remainder of the Olympic transportation would occur along existing roadways with so-called “Olympic lanes” forming a “high performance transport ring” around the city (Rio 2016, 2009). The Olympic transportation plan was building upon the system that had been put in place for the

2007 Pan American Games, which had linked four games clusters through dedicated traffic lanes taken out of circulation from the general public. On April 27, the Olympic operational plan declared 260km of Olympic lanes for exclusive use by the “Olympic family” [sic], security and emergency services.

The Port Region was mentioned only once in the Rio 2016 bid book, and there was no indication that the Olympics would have a significant presence there.

Not long after Rio had signed the hosting agreement with the IOC, all of these plans changed. No longer would the Metro extend to Gávea, but would only go as far as Jardim Oceânico at the extreme eastern end of Barra da Tijuca. All plans for concluding the previously planned extensions of the metro system were dropped. Additionally, the BRT line linking Alvorada and Penha was extended, at a cost of more than R\$500 million, to connect with the Tom Jobim International Airport. The Transoeste and Transbrasil BRT lines were added to the Olympic transportation plan, key elements in the largest reorganization of transportation in the city’s history.

In addition to shifting the Olympic (and by association, metropolitan) transportation network, within weeks after winning the bid, Rio 2016 changed its overall Games proposal, asking the IOC that several sporting and housing venues be moved to the Port Region (Costa, 2010).

The IOC denied these requests, but the shift in public policy was made explicit when mayor Eduardo Paes decreed the entire Port Region (5 million square meters) an Area of Special Social Interest (Gusmão de Oliveira, 2015, pp. 224–226). This opened the way for one of the largest privatisation projects in the Americas, one from which some of Brazil’s largest civil construction firms would profit from the ceding of public territories, infrastructure development, and real-state speculation (Rolink, 2011).

Metrô

One of the defining characteristics of Rio de Janeiro’s transportation system is that there are no conveyances that are operated by the city itself. Rather, each of the transport modalities (train, ferry, metro, highway, and bus) is operated through a long-term concession. INVEPAR has operated Metrô Rio since 2009 through the “Concessão Metroviária Rio”. As part of this concession, legalized in the same year as the Olympic decision, Metrô Rio (INVEPAR) had as a part of its contract the right of first refusal to build any future extensions to the metro lines under concession.

INVEPAR’s holding of the concession under these conditions was not unusual in the context of the city’s transportation structure, but their undue influence over decisions regarding the future of the city’s metro system would have significant consequences.

The decision to extend the metro to Barra da Tijuca was highly controversial, as many urban planners and engineers had long called for alternative metro lines that would more completely build a transportation network in a notoriously disconnected city. The originally planned Olympic extension of the metro to Gávea would have permitted the pursuit of these previous plans, allowing for an eventual linkage with metro stations that were built in the 1970s but never opened. The creation of a network instead of the extension of the one line would have contributed to the development of a more robust system. The argument of those who came out against the extension of Rio’s metro to Barra da Tijuca was that it would primarily benefit residents of the wealthy Zona Sul and Barra da Tijuca, and the Olympic project would delay the development of other, more necessary and previously planned lines by decades.

Several civil society movements and opposition politicians voiced their concerns about the Olympic transportation plan, but to no avail. As the metro is owned by the State of Rio, the decisions about contracts, concessions, and construction come from the governor's office. The law firm of Coelho, Ancelmo, and Dourado represented INVEPAR in its dealings with the state. The wife of then-governor Sérgio Cabral, Adriana Ancelmo Cabral, was a principal figure in the negotiations (Junqueira, 2010). The extension of the metro to Barra da Tijuca as part of the Olympic transportation project was not put out to public tender and INVEPAR won the non-competitive bid to build and manage what became known as "Linha 4".

As the wife of a sitting governor helped INVEPAR to put together a proposal to extend the metro by 23 km, they brought together some of Brazil's biggest construction firms into a consortium called Rio Barra S.A. to undertake the construction.

Queiroz Galvão Participações - Concessões S.A., Odebrecht Participações e Investimentos S.A. and Zi Participações S.A together with INVEPAR convinced the State of Rio to seek R\$7.5 billion in financing from three institutions: Agência Francesa de Desenvolvimento, Banco do Brasil and BNDES, Brazil's National Development Bank. Odebrecht and Queiroz Galvão have been at the epicenter of the Lava Jato corruption investigation in Brazil and in 2015 the CEOs of both companies were convicted of corruption, money laundering, and criminal association and are currently in federal prison. Their companies, however, remain part of the consortium and are still receiving state monies for the project.

Inevitably, costs increased and the project hit delays (Magalhães, 2012). In March of 2016, the Rio state government had run out of money for the final phase of construction and was seeking an emergency R\$1 billion in financing so that the metro extension could be completed. As of this writing, it is unclear whether or not the metro will be operational for the Olympics.

Regardless, the project has been shrouded in controversy since its implementation, has come at a tremendous opportunity cost for the development of a more integrated transport system. Additionally, the debt burden of the State of Rio increased dramatically in the period 2009-2016, largely as a result of financing transportation, hotel, sporting, and security infrastructure related to the Olympic Games.

In early 2016, the Rio State government resorted to parceling out R\$1.8 billion in salary payments to public servants and has begun to close health clinics citing a lack of funds in the midst of Brazil's worst recession in living memory (Lobianco, 2016). Students and teachers have occupied more than sixty public schools as they fight against budgetary cuts (Nitahara, 2016). In total as of this writing, the government owes R\$19 billion for the Linha 4 metro project that was originally budgeted at R\$5.6 billion (Dutra & Lima Neto, 2016). Fearing that it will not be operational for the Olympics, in February of 2016, mayor Eduardo Paes suggested that the IOC strongly considers alternative transportation solutions for tourists.

The "Marvelous Port"

As I mentioned above, in the weeks following the IOC's hosting announcement in October of 2009, the mayor's office and Rio 2016 petitioned the IOC to move venues, housing, and media installations to the port region. This region would soon become the site of the "Porto Maravilha", created through a series of mayoral decrees between November 2009 and April 2010. As part and parcel of this project, known as a Public Private Partnership, the city of Rio created the conditions for the development of an Urban Operation Consortium (Operação Urbana Consorciada) that would be financed through the selling of Certificates of Additional Construction Potential (Cepacs).

This means that a group of companies would be able to take possession of public territories and finance the redevelopment of the port area through the selling of construction rights – a built in real-estate speculation mechanism. In this case, the construction giants OAS, Odebrecht, and Carioca Christiani-Nielsen formed the consortium Novo Porto. The Brazilian state-owned CAIXA bank stepped up to purchase all of the Cepacs for R\$3.5 billion in 2011; the valorization of the certificates guaranteed a further R\$4.5 billion in financing for the Porto Maravilha projects (Netto, 2013). As with the metro, private companies were not required to invest their own capital in the multi-million dollar projects.

As part of the broad plans to “requalify” the center and port regions, the mayor’s office embarked upon a project to install a light rail system (VLT). When Rio was expanding past the narrow confines of its colonial footprint, tram systems owned as concessions by British companies had crisscrossed the city. As Brazil industrialized, the rails were ripped up as modernist urban planners reconfigured the city to meet individual transportation needs at the expense of public conveyances (Abreu, 1987).

In the context of the 2016 Olympics, the reinstallation of a light rail line in the center of the city is intended as a marker of metropolitan sophistication, post-modern urban bling. The VLT will only articulate through the port and centro districts, connecting even more an area already comparatively well-served by metro and bus lines. The government and the consortium responsible for the VLT system self-consciously refer to similar systems in Europe and Asia as markers of international best practice in a part of the city that has long suffered from radical inequality and a lack of basic infrastructure (Broudehoux, 2014). By comparison, the SuperVia train system only received R\$2 billion in investment over the last ten years.

Though the numbers are somewhat unclear, the most accurate figures place the cost of Rio’s VLT system at R\$1.157 billion, with R\$532 million coming from Brazil’s federal PAC Mobility program and R\$625 million coming from the PPP signed between the VLT Carioca Consortium and the City of Rio. The VLT consortium is comprised of Odebrecht, INVEPAR, CCR, RioPar, RATP (France), and BRT (Argentina).

A second feature of the Porto Maravilha project related to the short term planning goals of the Olympic Games has been the insertion of a cable car into the Providência favela. The general plan for the remodeled transportation system in the Port Region is to link up the VLT with the Providência cable car, yet the project has been beset by problems since its inauguration.

As numerous media reports have highlighted, Providência residents were never consulted about the trajectory or necessity of the cable car and more than 200 families have been removed through compulsory purchase orders deemed necessary for cable car implementation. The cable car has functioned only irregularly since its partial inauguration in 2012.

These projects located in the Port Region have come with some necessary and long-delayed improvements to the quality of public space in the Praça Mauá region. The Praça Mauá, one of Rio’s most historic sites has been transformed into an international-style tourist zone, replete with a Santiago Calatrava museum, a new point of disembarkation for cruise ships and a symbolic and functional cleaning of the seedier elements of the historic port.

As a counterpoint to some of these developments, the city has actively sought to stimulate real-estate speculation and gentrification in the region. In addition to a badly mismanaged architectural competition for a business district in the Port Zone where the winning architectural firm was found to be headed by the son of one of the judges (Jornal do Brasil, 2012), the city government and the Consorcio Porto Novo have used the hook of the Olympics to align public policy with private interests.

While the IOC was not willing to move their competition sites to the Port Region, the city has situated the non-credentialed media center there and has made the new circuit of museums and transportation lines central elements of its global marketing campaign.

Conclusion

The urban dynamics of the Rio de Janeiro 2016 Summer Olympics are more complicated and extensive than can be fully explored here. The wide range of opportunity costs and specific outcomes of the chosen urban interventions will take many years to come to light. Given the historically large corruption scandal currently unfolding in Brazil, it is no surprise that nearly all of the companies involved in Rio 2016 infrastructure projects have been implicated in some way. What this article has demonstrated is how two elements of these citywide interventions have propagated the status quo ante and more deeply aligned public policy and urban planning with private interests.

In particular, the Metro and Porto Maravilha projects are worth examining because they are the two most expensive and extensive urban interventions in Rio de Janeiro for the Olympics. While only the metro was included in the Rio 2016 bid books, its scope was reduced immediately afterwards and more extensive transportation modifications emerged in the form of BRT lines.

The political machinations that propelled the metro line forward were consistent with the ways in which public transportation planning happens in a city that has long been dominated by civil construction firms that function as cartels (Coelho, 2013; Fernandes, 2013; Ritto, 2013). The company at the center of the Lava Jato corruption scandal, Odebrecht, was found to have paid at least R\$500,000 in bribes to secure their participation in the metro project. The same company was or is involved in at least seven other Olympic-related projects.

The Porto Maravilha received only the scantest of mentions in the Rio 2016 bid documents, yet has since become a central feature of the city's urban planning and tourist agendas. The requalification and privatization of five million meters of urban territory has had far reaching consequences for residents, which have traditionally been poor and working class.

The desire to create a landscape of global consumption for international tourists and a template from which real-estate firms can extract rents has been coupled with military intervention in favelas and a top-down insertion of "state of the art" transportation projects. Both the VLT and the Providência cable cars are elements of urban bling that are intended to give Rio a veneer of the "global" while making the territory of the favela more accessible to tourists and consumers.

The VLT is replicating some of the same systems and routes that were in place in Rio one hundred years ago, albeit at much greater cost. At R\$1.2 billion and counting, the 23 km VLT received around 60% of the total financing invested in the 270 km SuperVia suburban rail system over the last ten years.

Along with the rest of Brazil, the city and state of Rio de Janeiro are entering into serious financial difficulties. The state government has resorted to parceling out salaries and the city has begun to close schools and health centers. The debt servicing on the many projects associated with the Olympic Games have been exacerbated by long-standing practices of corruption and price inflation in public works.

The linking of key urban infrastructure with the artificial deadlines imposed by mega-events may help to overcome political hurdles to their realization, but this association is also a guarantee that the projects will cost more than if

they had been pursued independently of the event itself.

The Linha 4 Metrô project in Rio was clearly never in the long term plans of the city until the Olympics came and “captured” the city’s agenda. This is a key characteristic of the current mega-event business model and one that has to be seriously questioned in light of the research presented here.

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Olympic Games in Rio 2016: A Discussion about its Legacy

Renata Latuf de Oliveira Sanchez

Abstract

This research addresses the 2016 Olympic Games of Rio de Janeiro from an architectural and urban perspective. It focuses on the relation to society and the local built environment, by examining three projects located in Rio's main Olympic area in Barra da Tijuca: the Olympic Park, the Athletes Park and the Athletes Village. Underpinning this research is the context of the Olympic Games as an opportunity for producing urban regeneration, landscape architecture, and urban theories, comparisons to former Olympic cities, interviews made with architects in Rio, as well as in loco photographs.

Rio de Janeiro: An Olympic City?

In 2009, when Rio was declared an Olympic City, most of the country celebrated. In the eyes of those throwing the bid, the Olympic Games represented an opportunity to catalyze the economy, by stimulating infrastructure, architectural and urban planning works in the city. It was also a chance to convey an image of Brazil as a growth pole to the world. The Olympic bid stressed the opportunity for a positive legacy to the country, through the social, economic, sports and environmental benefit of the Games. The intention was, according to the bidders that during the seven following years Brazil would gather private and public funds to keep all its promises

Many Olympic Cities have seen the Games as an opportunity for urban space improvements, as studied by many contemporary researchers, like Stephen Essex and Brian Chalkley. In 1960, Rome used the opportunity to build a new municipal water supply system and new airport facilities (Essex; Chalkley, 1998) and Barcelona, host of the 1992 Games, is still today remembered as a milestone in terms of urban regeneration caused by the Olympics. The city prepared itself for more than ten years, through many infrastructural, urbanistic and architectural works. One of the most visible legacies of Barcelona's Olympics has been the complete renovation of the city's waterfront, creating a broad path for pedestrians, which is still today one of the main touristic points.



Figure 1. Barcelona's renewed waterfront, one of the "legacies" of Barcelona's Olympic Games 1992. (Photo: personal archive. 24/09/2015)

The economist Andrew Zimbalist (2015) writes that the massive costs of the Olympics can only be repaid in a long-term basis, where an effective **legacy** is built, since only a small amount of profits from the Games remain in the host country. He states that the situation for the BRICs is even worse, since those countries often lack most of the infrastructure needed (transportation, lodging, sports, entertainment, etc.) and, therefore, need to invest higher sums to host the Games. He writes, “any justification for the investment would have to lie in a transformative long-run impact – or ‘legacy’, in the PR vernacular of the IOC.” (Zimbalist, 2015, p. 24). Brazil anticipated many infrastructural works for Rio Olympics, like the renovation of the harbor (an urban operation called “Marvelous Harbor”, where a new museum was built, designed by Santiago Calatrava), the Light Rail Vehicle and Bus Rapid Transit works, the new subway line connecting Rio’s South Zone to Barra da Tijuca, among others.



Figure 2. The new Mauá Square, in the city center of Rio, part of the regeneration process of the harbor area, and Calatrava’s Tomorrow Museum in the background. The approach with people and social medias comes in form of a hashtag: #cidadeolimpica (meaning “Olympic City”).

Another important theoretical framework in this research regards the Olympics under a “mega events culture”, based in Theodor Adorno’s coined term “Culture Industry” and Peter Buchanan’s recent writings on a so-called “Starchitecture”. Adorno writes, “the cultural commodities of the industry are governed (...) by the principle of their realization as value, and not by their own specific content and harmonious formation. The entire practice of the culture industry transfers the profit motive naked onto cultural forms.” (Adorno, 1991, p. 99). And he goes further: “The dream industry does not so much fabricate the dreams of the customers as introduce the dreams of the suppliers among the people” (ibid, p. 93). Often does the industry use architecture to make these dreams come true, through exciting and even exaggerated sculptural form. Buchanan affirms that architects’ current formalist moves are much detached from real issues involved in a city and do not impose any long-term relevance in face of the “increasingly pressing problems we have”. When projects are disconnected from the local sphere and needs, they tend to create a very harmful scenario, with white elephants and space segregation processes.

The Olympic Park as an Alternative for Barra's Ongoing Urban Planning Model

Since the 1970's, Barra de Tijuca has been a growth axis for the city. Its original master plan, drawn by modernist Lucio Costa left premises for its future growth. Comprising almost 10% of all city's building surface, it attracted the most building sector investments, creating a complete neighborhood on the West Zone of the city, in a sprawl model of urban development. However, this kind of spatial condition lacks a pedestrian scale and heterogeneity.



Figure 3. Barra da Tijuca's main avenue Avenida das Américas, on a rush hour. One can see the high-rise towers on the left side of the picture, as well as the lack of appropriate pavement along one side of the road. (Photo: Renata Sanchez, December 2015)



Figure 4. Barra da Tijuca is famous for its many high, isolated towers, alongside wide, long roads, in contrast to the traditional urban context seen in the southern and central areas of Rio. (Photo: Renata Sanchez, May 2014)

When Brazil bid for the Olympics, Barra had already shown its potential as the future main Olympic Site. It had vast areas to be converted into an Olympic Park and an Olympic Village, as well as some sports venues built for the 2007 Panamerican Games standing nearby. An international architectural competition for the Olympic Park chose the design by Brazilian Architect Daniel Gusmão in a partnership with the British branch of American consulting company AECOM. The Competition's Public Notice emphasized the opportunity for Rio to transform itself, in cultural, urban and economic terms, reiterating the vision of mega events as a catalyst for urban regeneration. The winning project is interesting because of its legacy proposal, which differs from the prevailing "Barra style" urban form.

The competition demanded a three-phase project: the "Games", the "Transformation" and the "Legacy". The original master plan has undergone several modifications during the executive phase, changing the permanent or temporary character of some of the venues, materials, and venues' locations. Some venues face obstacles for becoming a legacy. The International Broadcasting Center, for instance, is the same size as four blocks of the traditional Ipanema neighborhood. How the IBC will be used after the Games is still under discussion.



Figure 5. The International Broadcasting Center, at the Olympic Park of Barra da Tijuca, during the construction works in December 2015. (Photo: Renata Sanchez, December 2015)

In 2030, around 70% of the area will be converted into a new neighborhood, leaving the remaining 30% to sports venues. In a personal interview, Gusmão emphasized how their project foresaw a "democratization of the view": buildings' heights would increase from the shore to the core of the area, enabling privileged views from every window. According to him, the original idea was for a mixed-use urban space, occupied by a varied, mixed-income community, mentioning, for instance, the existence of different apartments' sizes.

The original winning proposal aims to create a more traditional urban scale using perimeter blocks. Its morphology refers to Rio's South Zone neighborhoods: Ipanema, Leblon and Copacabana. According to Gusmão, Barra has been developed with fenced condominiums comprising all commerce, residential and services buildings inside of these fences, excluding a local, integrated urban scale. His project, in contrast, was conceived under the concept of "polycentrism", which entails the creation of several centers within the city, so that mobility becomes easier and traffic reduced.



Figure 6. Left: the Olympic Park's legacy in 2030, as foreseen by the competition's winning proposal, presents a dense and mainly perimeter-block urban design. Right: the approved plan for the Olympic Park's division into plots (PAL 48.085), showing bigger blocks and more straight lines than in the original proposal. (Left image retrieved from IAB (Brazilian Institute of Architects) website: <http://www.iab.org.br/projetos/1o-lugar-concurso-parque-olimpico-um-protagonista-global>; Right image – PAL 48.085 – retrieved from Rio de Janeiro's Municipality website: <http://www2.rio.rj.gov.br/smu/acervoimagens/principal.asp>).



Figure 7. Different scenes from Copacabana (upper three photos) and Ipanema (bottom three photos) neighborhoods in Rio. One can notice the façades in a perimeter-block configuration, and a more lively urban space, with more diversity of activities and a closer relation between pedestrians and the built environment. (Part of the presentation material from Renata Sanchez at the 7th International Sport Business Symposium Lillehammer 2016. Photos: Renata Sanchez, December 2015)

Nonetheless, in the interview he stressed that all these ideas could be undermined by the winning Consortium that undertakes the rebuilding of the area in the 15 subsequent years to the Games.

In order to reduce public investments, Rio's Municipal Government signed a public-private-partnership contract for part of the Olympic Park construction and its future development. Because the law doesn't oblige the Consortium's construction companies to follow the competition's winning proposal, they are left free to dictate whatever urban form they might be interested in, according the trends on the market.

Recent developments confirm that the construction companies are using this freedom to break with the original vision and launch a much more prejudicial reality in urban terms.

The Athletes' Village is part of a huge private development named Ilha Pura, which comprises 31 17-storey towers. Although developers claim the neighborhood to apply a mixed-use concept of urban planning, a visit to the site contradicts this. The high-rise residential towers create a concrete belt around a park that although described as

public, is located inside gates. In addition, all expected commercial and service facilities will be located in a big shopping mall. There is not any information about the building of schools, clinics or nurseries around. It is said that once all units are for sale, the real estate supply in Barra will be doubled, producing unpredictable results, since the market might warm down.¹



Figure 8. Ilha Pura complex, with the towers surrounding a “public park”.
(Photo: Renata Sanchez, December 2015)



Figure 9. Ilha Pura’s gates. (Photo: Renata Sanchez, December 2015)

¹ In a magazine article, an expert said that if the market warmed down, the apartments would run aground. This would probably result in a drop in prices, which by June 2015 had already fallen for the first time in seven years. (FIGUEIRA, 2011) (WATTS, 2015)

The development has been the first in Latin America to be certificated by Leadership in Energy and Environmental Design (LEED) as a sustainable neighborhood. However, this sustainability is only in environmental terms. A social sustainability is missing. Fenced and spread, it dissociates itself from the traditional, gradually consolidated type of neighborhood and mirrors the prevailing urban model in Barra. It abstains from using a variety of architectural typologies, a relation between open and built spaces, the diversity of people and social backgrounds.

Former Olympic Villages presented alternatives that are more interesting. Munich, although comprising massive buildings, managed to transform an arid space through very good landscaping and art. Students who have lived in the bungalows since the end of the Games have turned their gray walls into artistic panels.

Another example is East London, whose Athletes Village stands out for providing private and social housing within the same neighborhood. By using a traditional perimeter block occupation, it enables different paths and perspectives, preserving a closer relation between pedestrian and space. In addition, because blocks have been designed by different architects, the complex gained vivacity, a variety of styles and approaches.



Figure 10. The Olympic Park of Munich, seen from above. The project from Heinle, Wischer und Partner for the high-rise towers gave the complex more dynamism through a non-linear urban design. The bungalows – low-rise buildings in the middle – have turned over the years into a very colorful and vibrant area. (Photo: Renata Sanchez, February 2016)



Figure 11. Bungalows paintings by their inhabitants. (Photo: Renata Sanchez, February 2016)



Figure 12. The East Village in London. (Credits: Picture taken on 16th April 2012 by Anthony Charlton. Retrieved from: https://upload.wikimedia.org/wikipedia/commons/f/fe/Olympic_Village%2C_London%2C_16_April_2012_%281%29.jpg)

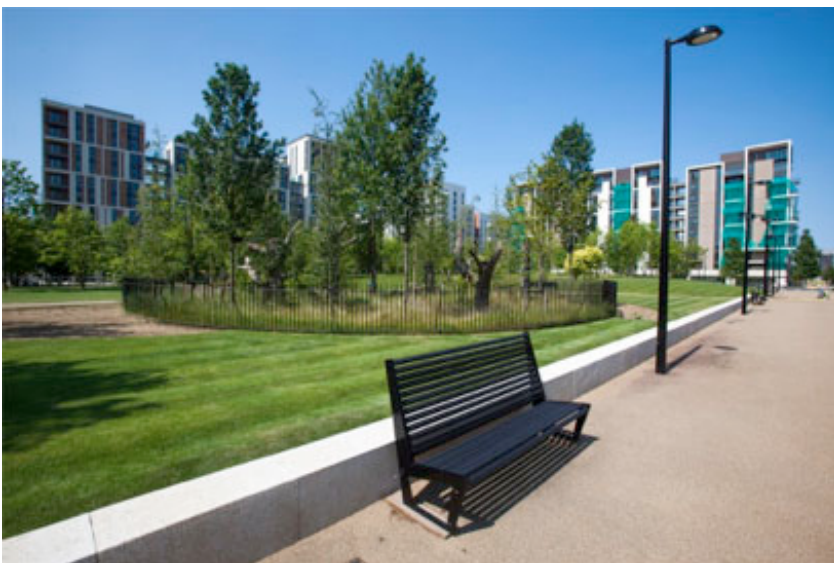


Figure 13. London East Village 2012. (Photo: Olympic Delivery Authority – East Village (flickr). Retrieved from: <https://www.flickr.com/photos/98925702@N04/9309778246/>)

The Athletes' Park also repeats the “pedestrian-unfriendly” character of Barra da Tijuca. Built in 2011 and claimed as the first legacy of the Olympics 2016, it is actually a big events venue instead of a “park”, if understood as a place in harmony with nature, as theorized by landscape architect Samuel Parsons (2009). Geometrically laid synthetic grass beds cover almost half of its area, punctuated by paved paths, which converge into a focal point as a semi-circle.

Sculptural white elements in sequence seem to replace trees, but provide no shade. The park offers a pictorial element for aerial views, reminding us of what Danish architect Jan Gehl calls the “Brasilia Syndrome” (referring to the modernist Brazilian capital). I visited the place personally in May 2014 and December 2015 and what I saw was a strange urban area, disconnected from its surroundings.



Figure 14. Photographs taken at the Athletes Park, in Rio, in May 2014. (part of the presentation material from Renata Sanchez at the 7th International Sport Business Symposium Lillehammer 2016. Photos: Renata Sanchez, May 2014).



Figure 15. Photographs taken at the Athletes Park, in Rio, in December 2015. (part of the presentation material from Renata Sanchez at the 7th International Sport Business Symposium Lillehammer 2016. Photos: Renata Sanchez, December 2015).

Conclusion – Time to Rethink Urban Planning in Brazil?

As a conclusion, we point to the lack of connection between these Olympic constructions and Rio de Janeiro's inhabitants. The model of spread city pursued in Barra da Tijuca, may include impressive buildings and big arenas designed by internationally acclaimed architectural offices, but the projects do not focus on its most important elements: its citizens.

Not only because recent infrastructural transportation works have already proven themselves to be insufficient, like the new subway line with only one stop in Barra da Tijuca, far from the Olympic venues, and the completely full Bus Rapid Transit's, for instance, but because the projects seem to distort the meaning of a city as an encounter, common space. As described by David Harvey in *Rebel Cities'* chapter *The Creation of the Urban Commons* (HARVEY, 2012, p.67), recent privatizations, enclosures, spatial controls have made a big impact on urban life quality, diminishing urban commonalities and, therefore, social interaction – exactly what Barra da Tijuca's urban planning has done in Rio de Janeiro.

My preliminary conclusions, therefore, although still premature about an event that has much to show in every sense, leads to further questions: Will the Olympics be capable of generating solid legacies for the cities, while still a part of a Culture Industry context? How can you avoid reducing spectators to merely consumers? How can a host city encourage citizens into actively participating in the process of preparing for a mega-event, in social, architectural and urban terms?

The result will be seen when the legacy proposal is fully carried out. Regarding the Olympic Park, its original legacy masterplan will probably not be followed, which represents a loss for Rio and Brazil in terms of architecture and urban planning. A change in federal legislation and, most precisely, in the Brazilian Public Procurement Law is, therefore, necessary, although not the solution alone.

The “modernist-like” building culture should also be rethought. More participative and inclusive design processes, as well as design competitions that allow experimentation and open debates should be part of a new agenda for Brazilian architecture and urban planning. Despite a careful, original proposal delivered by Daniel Gusmão and AECOM, economic interest has undermined its proposals, also weakening a more humane legacy.

If we are moving towards more sustainable architecture in environmental terms (through LEED certification and so on), why not make it likewise from a social perspective? Brazil needs more urban planning sustainability to provide people with cities that can satisfy their needs in a holistic way; a city that invites its citizens to become part of it, to walk, to observe. Nevertheless, it is valid to point out that these solutions are not only the role of architects and urban planners; but there must be a higher proactivity from the Government in relation to its promises and its actions. But that is, unfortunately, a matter that exceeds architectural limits.

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Displacement and Gentrification in the 'City of Exception': Rio de Janeiro Towards the 2016 Olympic Games

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Abstract

The preparations for the 2016 Olympic Games in Rio de Janeiro are being tainted by violent and sometimes illegal displacement of poor families for the building of urban structure and sport facilities. This paper will focus on the social consequences of RIO2016 regarding these displacements. For this purpose, the literature on the theme will be reviewed as well documents produced by different actors. We show that previous Rio de Janeiro proposals for hosting the Olympic Games were changed in the name of city's aesthetic and supposed safety for the Olympic family, whereas gentrification became a norm and few groups were privileged. On the bright side, the approximation of academics and community strengthened social movements of resistance.

Introduction

Mega-events and particularly Olympic Games are often used as opportunities for countries and cities to mobilize their public relations agendas in the international sphere (Hiller, 2000; Pope, 2014) to create or promote 'brands' (Knott, 2010; Knott, Fyall & Jones, 2015), to form myths and icons, to promote products and to create international references (L'Etang, 2006). The former aspect seems to be considered useful for cities seeking public funds to invest on urban renewal, and then send distinctive messages to attract tourists and investments. Hosting an edition of Olympic Games can become a lifetime occasion to reach the status of 'world class cities' (Whitson, 2004; Gold & Gold, 2008). The cities aiming this 'global' profile may wish to reinforce their positions – as shown by the recent bids of London, Paris and New York (Scherer, 2011; Whitson & Horne, 2006; Shoval, 2002). Likewise, cities on 'peripheral' countries have been also showing similar ambition (Cornelissen, 2010).

Thus this construction happens through marketing strategies, when the image of a city is managed via metaphors on concrete - monuments, architecture, nature and immaterial symbols - habits, routines, discourses, stereotypes (Vanolo, 2008). On this conjunction, the commodification turns cities positive features into organized, identifiable and recognized references for international audiences, using sports and mega-events popular appeal and visibility as a mean to this end (Tranter & Lowes, 2009). Preserving cases specificities, urban agenda through sports mega-events has shifted from citizenship to consumerism, as local citizens' social rights became less important than the consumption of services for certain citizens and visitors (Whitson & Horne, 2006).

Sport mega events (SMEs) in general and the Olympics in particular have been increasingly related to 'issues of gentrification and the accompanying displacement of low-income communities' (Kennelly & Watt, 2012), tendency already well documented (COHRE, 2007; Porter, 2009; Rolnick, 2009; Kennelly & Watt, 2012). The recent history of the displacement of large Latin American city inhabitants, in turn, has been strictly characterized by gentrification processes (Janoschka & Sequera, 2016). The city of Rio de Janeiro, in particular, has been a scene of rapid and massive transformations in such contexts. Elements as violence, militarization and lack of democracy have been constant in the urban re-spatialisation plans put in place, such that those urban processes carried on led Vainer (2011) to develop the idea of 'city of exception'. And the role that SMEs and the 2016 Olympic Games (RIO2016) play were pointed out as pivotal in Rio de Janeiro's spatial dynamics in the beginning of the 21st century (Silvestre & de Oliveira, 2012; Sánchez & Broudehoux, 2013; Steinbrink, 2013). However, these processes do not take place without conflicts (Gaffney, 2010). This paper will focus on

the social consequences of RIO2016 regarding displacements caused by works related to RIO2016. For this purpose the literature on the theme will be reviewed as well documents produced by different actors will be considered.

Mega Rio and Sport Mega-events as ‘Development’ Catalysts

On October 2nd 2009, the city of Rio de Janeiro was chosen by the International Olympic Committee (IOC) to host the RIO2016. The election happened after a concentrated effort from the Brazilian Olympic Committee in conjunction with the three levels of government (city, state and country). Following the 2004 Olympic Games bid fail, the Brazilian and ¹Carioca Olympic group invested on hosting the 2007 Pan-American Games. This event was a turning point in the investments path and urban changes that the city of Rio de Janeiro has been through in the previous 15 years, as well as the beginning for the RIO2016 successful campaign.

The Rio 2004 Olympic bid was one of many strategies adopted by the city of Rio de Janeiro, assisted by politicians and urbanists of Barcelona, in its strategic plan of 1993, mention below. Hence, the bid had a similar project to that developed by Barcelona in which the Olympic Games would be part of a broader urban planning (Fernandes, 2008; Silvestre, 2013). Rio's bid was leaded by Rio de Janeiro city hall with the support of the state of Rio de Janeiro and the Brazilian government. The bid book proposed to use the infrastructure for the games as a legacy for unprivileged areas (Rio de Janeiro Olympics Bid Committee Rio 2004, 1996) and a social agenda was developed by activists to use the opportunity to overcome social barriers of the city (Silvestre, 2013).

On the Brazilian report on the Rio 2007 Pan and Para-pan American Games, the ‘2004 experience’ is referred as a lesson on how to plan and execute the bid and the event ‘more properly’ (Brasil, 2007). The bid proposed some consecrated areas for tourism to receive the competitions (the Maracanã Stadium, the Rodrigo de Freitas Lagoon, the Glória Marine, Copacabana beach and Barra da Tijuca), but also set the area of the Federal University of Rio de Janeiro (UFRJ) on the Ilha do Governador as central to the event, as there would be built the Olympic stadium, the Olympic Village, the broadcast center, the Olympic hospital and other facilities (Brasil, 2007; Silvestre, 2013). The report points out that the IOC ‘considered the project inviable’, because there were no guarantees on sports facilities and security (Brasil, 2007). According to the report, these flaws were due to disagreements among the bidding committee (Brasil, 2007). Silvestre (2013) points that those disagreements were mostly due to the centrality of Ilha do Governador in the project. The area had two slums (favelas) with 62,000 inhabitants and was the opposite of the economic and real state appeal of Barra da Tijuca. The mayor of Rio de Janeiro in 2007, César Maia, is cited on the report arguing that,

The Olympic Games are, most of all, an economic event related to sport. It has its logics and demands. Imagine a first page photo in a newspaper showing an athlete and in the background a favela with a squalid man. We don't need neither want to hide our problems, but it's important to understand the complexity of the Olympic Games (Brasil, 2007).

As Carlos Roberto Osório, the general secretary of Rio 2007, states, although the Olympic Games support that the host city changes, these changes need to be controlled to not put in risk the routine of the participants (Brasil, 2007). In this case, we understand that the men behind the 2007 Pan-American Games and later the 2016 bid did not see the event as an opportunity to improve poor areas and build facilities useful for a public university, but as a risk-free endeavour for businesses around the sport competitions. This is the point where the notion of

¹ Carioca is the general term used to designate those from the city of Rio de Janeiro, capital city of the state of Rio de Janeiro, Southeast region of Brazil.

development through SMEs earns new contours. This new entrepreneurial logic, in opposition to a social agenda, was behind the hosting of the 2007 Pan-American Games and continued during the bid and preparation for the 2016 Olympic and Paralympic Games. During this timeframe, the city of Rio de Janeiro hosted the 2011 World Military Games and some matches of the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup on the edge of the Olympic preparations.

Studies show the centrality of the Olympic project as a mechanism to accelerate the transformation of Rio's urban space in areas to privilege few investors and social groups (Gaffney, 2010; Mascarenhas, 2013; Silvestre, 2013; Vainer, 2011). The shift presented on the possibilities of SMEs' projects pointed to the interests of capital and ignored possibilities of long-term changes in the city's social landscape (Gaffney, 2010), neglecting some of the basic human rights of disadvantage communities in the building of the RIO2016 (Mascarenhas, 2013). These logics introduced unparalleled use of military force, as well as resistance and social mobilization against it also appeared, as shown in the sessions above.

Place and Displacement in Rio de Janeiro – Who and Why?

The process of movement and displacement of impoverished populations in the city of Rio de Janeiro is part of the historical dynamics of one of the oldest cities and the most famous Brazilian city (Gaffney, 2010; Pedon, 2013). However, this process seems to have been accelerated and exacerbated by the prospect of mega events that have been held since at least 2007 in the territory of the city (Freire, 2013) and after the 'Rio-Barcelona Declaration 1992' (Mascarenhas, 2013), which was configured on a schedule of joint operations, including the preparation of development strategies, under Catalan consultancy (Vainer, 2011). Or, as suggested by Magalhães, this process has been facilitated by the use of a new 'removal repertoire' (2013). The process has been so severe so as to be called 'urban spoliation' (Queiroz Ribeiro & dos Santos Junior, 2013) and makes very clear the outlines of the disputes between capital and labourers. Thus, the conflict between the 'Olympic city' - or the city of mega events -, Mega Rio and the inhabitants of commercially important areas can be summarised as a dispute between a process of gentrification already running, but in a new guise, and a resistance posture by part of such areas inhabitants. Follows in the text a summary of the intentions expressed by this gentrification process that we strategically call in the context of this work 'Mega Rio Olympic City' and examples of the struggle to resist the advances of these intentions, especially in the performance of the landmarks of the Popular Committee for the World Cup and the Olympics in Rio de Janeiro.

Rio Olympic City (Cidade Olímpica²) is the general 'brand' used by official actors as Rio de Janeiro city hall, state and federal governments in order to foster the development of the city in areas as infrastructure, transport, environment, social, health, education and so on. But it is the current face of a city project that has been developed since at least the beginning of the century, and that may have its start referred to the Pan American Games 2007. The plan was to have 65 Olympic and Paralympic competitions in 29 days (Rio 2016, 2014). But not only this. The plan was also to change the city and the country, as stated by the former Brazilian president Lula (Aquino, 2009; Chahad, 2009). It can be reasoned that Brazil's candidacy fitted well with the narrative of SMEs as catalysts for development, which could have helped the bid to be victorious (Darnell, 2010) in a context this had become part of the official discourse (International Olympic Committee, 2013). This development would be marked by urban and social ameliorations, according to the official discourse previous to the first actual moves towards the Games (Brasil, 2009; OGI 2016, 2014). At some point, the discourse lost touch with the actions performed and several happenings in different areas started to be criticised. There was certainly evidence to say that initiatives in areas such as sport participation and support to the youth in situation of risk, for example, went from non-priority to

² <http://www.cidadeolimpica.com.br/en/>

non-existent. (Reis & Sousa-Mast, 2012; Reis, Sousa-Mast & Gurgel, 2013). The most radical actions happened in the context of housing and displacement of people (Freire, 2013; Santos Junior, 2015; Steinbrink, 2013). The National Coalition of Local Committees for a People's World Cup and Olympics (NCLC) (2012), for example, indicates that at least 14 different constitutional elements have been violated by the force of the city of exception that became the Mega Rio Olympic city (NCLC, 2012). As bad as this is, the number of displaced families easily exceeded forecasts for the country, '170,000 people' (NCLC, 2012) and 'evictions were conducted by Public Authorities using force, war-like strategies and persecution' (NCLC, 2012). The World Cup and Olympics Popular Committee of Rio de Janeiro (2013) pointed out that the removal processes of Rio de Janeiro residents have been not only violent and explicit but also subtler, for example displacing entire communities to the peripheral areas. This type of manoeuvre allows stakeholders, particularly conglomerates of civil construction, to enter into agreements with public entities to develop 'urbanisation plans' which are in practice the material form of urban gentrification processes. The People's Committee of the World Cup and the Olympics in Rio de Janeiro (2013) was able to identify at least 7,185 families threatened with evictions or who already lost their homes, most of them violently, illegally and without proper assistance from the public power by 2011. In 2015 'a total of 22,059 families have been removed in the city of Rio de Janeiro, amounting to 77,206 people'³ (World Cup and Olympics Popular Committee of Rio de Janeiro, 2015). Unfortunately, these numbers do not stop growing and it seems that those who should control them have other imminent interests.

Conclusion

The path that led the city of Rio de Janeiro to host the 2016 Olympic and Paralympic Games would have the potentiality of using the SME as an opportunity to improve facilities for public use and to promote a social agenda to address some of the main issues the city faces. Deceptively, available data show that this path would not be attractive or viable to the IOC – and probably to politicians, entrepreneurial groups and urban planners that had influence on changing Rio's strategies of development. Then, the target area of development moved to Barra da Tijuca, meeting the interests and expectations of privilege groups, as well as serving as a supposed excuse to use force, violence and illegal methods to displace poorer families from their communities.

Apparently, the only possibly good news in the field of removals regarding SMEs come from the fact that the struggles that became necessary seem to have contributed to a closer relationship between, for example, university scholars and residents of areas of capital interest. Particularly in the case of Rio de Janeiro, Vila Autódromo, Metro Mangureira Community and Village Maracanã Occupation, among other examples, seem to evidence that the popular organization can contribute to SMEs being less derogatory to host cities residents. It may also be the moment for the Olympic Movement to recognize its responsibility on how its partners (cities and countries) promote the Games and all their related actions.

³ See <https://medium.com/explicando-a-pol%C3%Adtica-de-habita%C3%A7%C3%A3o-da-prefeitura>

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Diesporte Data – National Diagnosis of Sport – Challenges and Possibilities of Institutional Action

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Abstract

This article presents an excerpt of the main research data of Diesporte 2015 - National Diagnosis of Sport in Brazil, by the point of view and action of Sesc – Serviço Social do Comércio (Social Service of Commerce). It presents, discusses and details how this data has guided actions and institutional programs, since its launching in 2015.

Summary – Sesc 70 Years

Along its trajectory of nearly 70 years, Sesc - Serviço Social do Comércio (Social Service of Commerce) - has been distinguished by its action in different areas of human achievement. Its mission is directed to promoting, encouraging and welcoming achievements of educational character in artistic-cultural expressions, physical development, education for sustainability and cultural diversity, social tourism, nutrition and safe feeding, health and dentistry, among others, aiming to offer a wide range of choices for individuals of most varied age groups, respecting their needs and individualities.

Sesc is an Institution of private, non-profit character, operating in all Brazilian States and the Federal District. It was created in the post-war context, in 1946, as result of the initiative of entrepreneurs in the commerce, services and tourism sectors, which took the responsibility of its funding and management, under auditing/follow-up of public federal agencies. The Institution has the mission to collaborate to improve the quality of life of workers in these sectors, their dependents and the community in general.

To implement this broad policy, Sesc upholds a large technical team working in its extensive range of facilities comprising cultural and sportive centres distributed throughout different Brazilian regions. Those centres are equipped with living areas, gymnasiums, swimming pools, gymnastics halls and sports courts as well as spaces for exhibitions, theatres, libraries, feeding areas, among other spaces of multiple use.

The permanent and non-formal education is the basis of the institutional action with the purpose of stimulating the autonomy of individuals and communities, the exercise of citizenship, the interaction and the contact with expressions and different ways of thinking, acting and feeling.

In the year 2012, a partnership between Sesc and the Brazilian Ministry of Sport took place to conduct a Campaign to establish a network of partners that could work together to increase the number of Brazilians practicing sports and physical activities, expecting to build a more active country, free from sedentariness, as we will see further down.

Physical – Sportive Development at Sesc

Sesc recognizes sport and physical activities as elements of the people's culture, a potential source of apprenticeship and personal development, interpretation of values and contents for cognizance and change of daily habits and behaviours (SESC, Sao Paulo, 2016, p. 100).

From that understanding, the institutional actions provide ample possibilities for enjoying sports and physical

activities in a permanent search for the consciousness about the importance of leisure practices in everyday life. All actions encourage the participant autonomy, spreading values such as integration, respect for diversity and social inclusion, seeking to boost sociability, learning and development of corporal abilities, in such a way that brings to the public a unique experience of well-being and quality of life.

Such experiments seek the education for movement through a new and wide universe of references, from a transforming formative intention that provokes new readings and learnings; contributing to the resignification of values and lifestyles, and above all, to the formation of individuals better prepared for the full exercise of citizenship.

In a world governed by mechanization and growth of sedentary levels, one of the main institutional concerns is to encourage trials that enable the discovery of adequate and pleasurable activity inserted in the individual daily agenda, searching to build connections and interfaces with aspects that interfere in personal choices and experiences and inspire institutional actions and programs.

The Physical and Sportive Development attends approximately 1.500.000 people/ month, with an average of 50.000 persons attended daily, whether in permanent courses, in initiation and improvement, sports festivals, tournaments and championships in different modalities, or in special events and campaigns.

In São Paulo State, Sesc registers nearly 70 thousand people enrolled in permanent courses, namely: Multifunctional Gymnastics Program (40%), Aquatic Practices Program (28%), Sesc Program of Sports (17%), Corporal Practices (5%) and other courses (10%). Among the participants, 69% are women and 31% men. (SESC, Sao Paulo, 2015).

To support those actions, Sesc has prized studies and researches related to physical interests of the public as indispensable portion to understand the general culture of the community, the qualification needs and the improvements offered in services. In research conducted in 2013 in São Paulo State entitled “Hábitos Culturais dos Paulistas” (Cultural Habits of Paulistas), under the coordination of J. Leiva Culture and Sport and run by Datafolha, many questions were specific about Sesc. Amid 58% of respondents who know, attend or have already been at least once at the Institution premises, approximately 58% confirmed to enjoy the practice of sports and physical activities at Sesc, showing significant satisfaction with the activities experienced (SESC, Sao Paulo, 2016, p. 37).

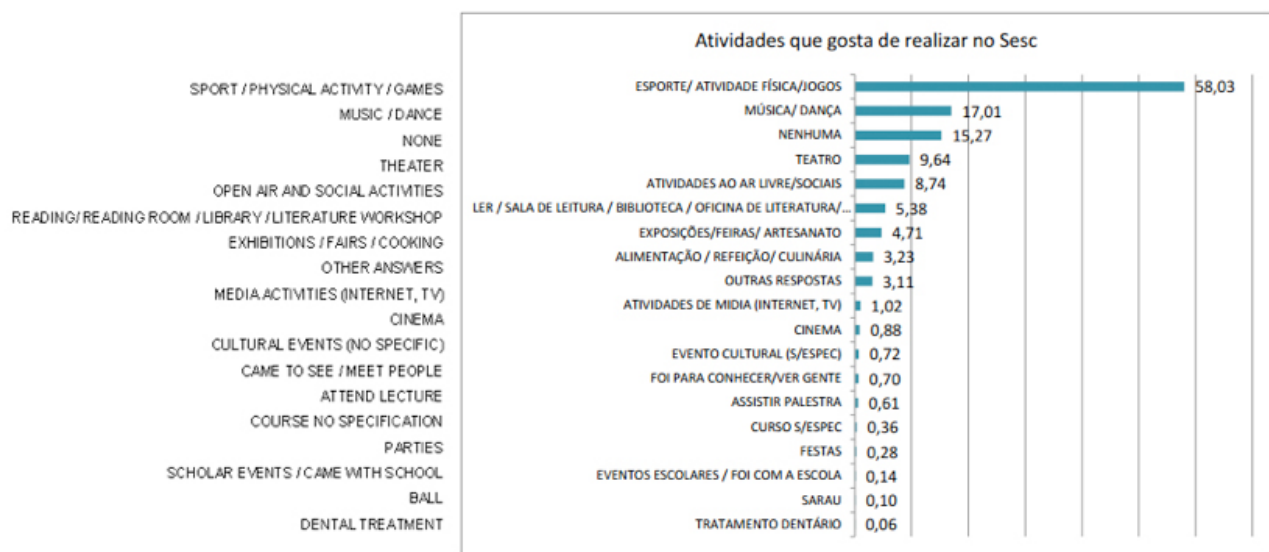


Figure 1. Favorite activities at Sesc (Source: http://www.jleiva.com.br/pesquisa_sp/).

Sesc and the Campaigns to Encourage the Practice of Sports and Physical Activities

For decades, Sesc has maintained a clear understanding about the needs to expand its actions in the physical-sportive area through campaigns that could raise consciousness amid the entire population. Challenge Day, the result of the engagement of Sesc with international and national institutions of Sport for All, in particular a partnership with TAFISA, was one of the first institutional actions with this purpose. Held annually, Challenge Day joints thousands of cities in the “The Americas” with the objective of endorsing, disseminating and promoting the development of the culture of movement in benefit of citizens’ health and welfare.

To amplify such actions Sesc São Paulo launched, in 1996, the campaign Sesc Verão (Sesc Summer) held during the months of January and February with the objective to increase the individuals’ perception about the importance of the practice of sport and physical activity during leisure time, motivating the participants to adopt this practice in their daily life.

Following extremely good results for these campaigns, in 2011, Sesc proposed the creation of Move Brasil (<http://www.movebrasil.org.br/>), a campaign inspired by actions developed in Europe by ISCA (International Sport and Culture Association), in special the Now We Move (<http://www.nowwemove.com/>).

Among the founders of Move Brasil are Sesc, ISCA, ACM/YMCA (Young Men Christian Association), the Brazilian Ministry of Sport and Ministry of Health, APO (Olympic Public Authority) and Atletas pelo Brasil (Athletes for Brazil).

From then on, all Sesc proposals in the area of Physical - Sportive Development are part of the set of actions of Move Brasil Campaign. The philosophy of the work is to spread and democratize the various possibilities for physical and sports practices and stimulate and growth the number of practitioners with a goal fixed until 2016.

Sesc, the Ministry of Sport and the Accomplishment of Diesporte

The Ministry of Sport, in its diverse scope of activities and proposals, have pursued to expand the universalization and democratization of access to the practice of sport in Brazil, as a fundamental principle, and since then, has deployed socio sportive programs. Among the programs we mention Program Segundo Tempo (Program Second Half), PELC – Programa Esporte e Lazer na Cidade (Programme Sport and Leisure in the City), Vida Saudável (Healthy Living) and Luta pela Cidadania (Struggle for Citizenship).

The discussions on the sports scene in Brazil expanded and became a movement heavily influenced by the National Conferences of Sport, held between 2004 and 2006. The conferences identified needs to gather institutions in various segments of sport, public entities, private and the third sector, on articulated and integrated form to discuss the development of sports in Brazil, paving also the way for new legislation.

Sesc and Ministry of Sports started the Campaign Move Brasil from the desire to create a more active country. It would first be necessary to identify the degree of development of sport in Brazil, aiming at the implementation of evaluation policies to this area, at the national level, that would recognize and enhance sports practices as generators of economic and social development (DIESPORTE/SESC, 2015, p. 01).

This was the starting of the process conception, the reference researches, pilot studies and fundraising for projects via FINEP (Financiadora de Estudos e Projetos) and FAPESP (Fundação de Apoio à Pesquisa e Extensão) the conceptualization of the National Sport Diagnostic, definition of questionnaire and other tools to carry on analyses and reports.

With the institutional purpose of consolidating the National Sport Policy and considering the constitutional directive that indorses the practice of sport as a social right, the DIESPORTE - National Diagnostic of Sport - was ran in network, between the years 2011 and 2014.

The research had the support and participation of six Federal Institutions of Higher Education, encompassing all regions of Brazil: UFBA (Federal University of Bahia), UFRGS (Federal University of Rio Grande do Sul), UFRJ (Federal University of Rio de Janeiro), UFG (Federal University of Goiás), UFAM (Federal University of Amazonas), and UFS (Federal University of Sergipe); the UFBA was the executing institution.

In the search of answers that could allow a better comprehensive analysis about the Brazilian sports scene, it was suggested the use of four fundamental variables, namely:

- a) The practitioner or not practitioner of Sport and Physical Activity;
- b) Sports Financing;
- c) Sports Legislation;
- d) Sports Infrastructure.

The survey was structured according to methodologies that enable a systematic reapplication, permitting the creation of a platform of basic statistics about the sport in Brazil that could result in a data culture that could guide public policies at national level.

Data collection took place in all Brazilian States in the year 2013, with 8,902 interviews, reasoned with basis on a projection of the Brazilian population of approximately 146,748,000 Brazilians, by region, gender and age groups, made by IBGE for the year 2013, referring to the population between 14 and 75 years.

In 2015, the Ministry of Sport and partner institutions, released the data of the variable: "Practitioner or not practitioner of sports and physical activities."

In general, the results showed that 45.9% of Brazilians are sedentary, 28.5% are practitioners of physical activities and 25.6% practice sports.

Among other data, the research shows the preferences, motivations and the reasons for the abandonment of the practice of sports and physical activities and the most used places for this purpose, according to the following charts and spreadsheets (www.esporte.gov.br/diesporte).

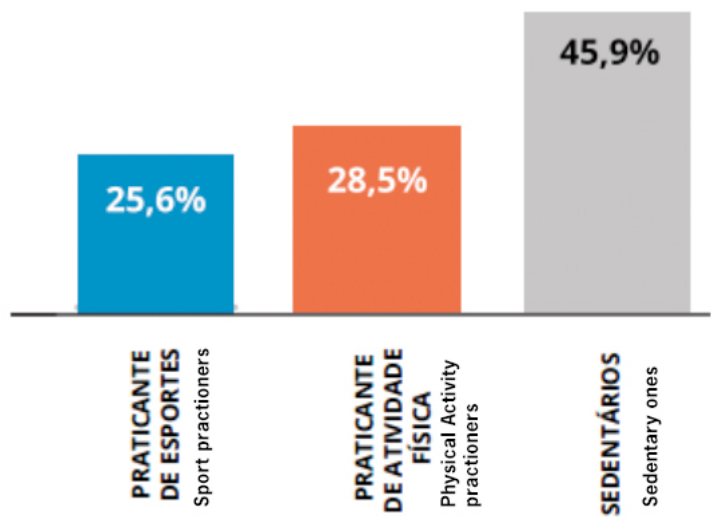


Figure 2. Practitioner of sport and physical activity in Brazil. - (chart 10 – source: <http://www.esporte.gov.br/diesporte/7.php>).

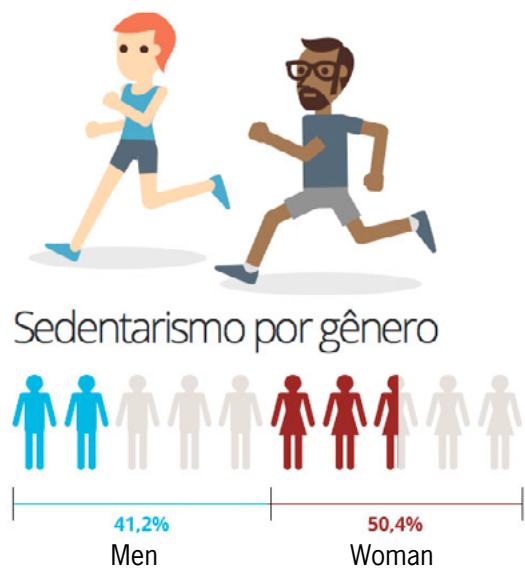


Figure 3. Sedentariness by gender. (Source: <http://www.esporte.gov.br/diesporte/2.html>).

FAIXA ETÁRIA MASCULINO FEMININO TOTAL					REGIÃO FAIXA ETÁRIA MASCULINO FEMININO				
N	AGE GROUP	MALE	FEMALE	TOTAL	REGION	AGE GROUP	MALE	FEMALE	
	15-19 anos	154	132	286	Nordeste	15-19 anos	144	156	
	20-24 anos	120	128	248		20-24 anos	143	141	
	25-34 anos	196	180	376		25-34 anos	264	246	
	35-44 anos	125	128	253		35-44 anos	137	177	
	45-54 anos	101	103	204		45-54 anos	120	148	
	55-64 anos	81	81	162	Northeast	55-64 anos	80	93	
	65-74 anos	53	52	105		65-74 anos	66	77	
	TOTAL	830	804	1634		TOTAL	954	1038	
	15-19 anos	125	106	231	Centro-Oeste	15-19 anos	104	96	
	20-24 anos	106	113	219		20-24 anos	90	120	
	25-34 anos	220	220	440		25-34 anos	127	139	
	35-44 anos	181	174	355		35-44 anos	104	106	
	45-54 anos	167	178	345		45-54 anos	70	88	
	55-64 anos	131	125	256	Center-West	55-64 anos	73	78	
	65-74 anos	68	73	141		65-74 anos	51	49	
	TOTAL	998	989	1987		TOTAL	619	676	
	15-19 anos	127	108	235	BRASIL	15-19 anos	654	598	
	20-24 anos	119	124	243		20-24 anos	578	626	
	25-34 anos	213	205	418		25-34 anos	1020	990	
	35-44 anos	165	193	358		35-44 anos	712	778	
	45-54 anos	163	165	328		45-54 anos	621	682	
	55-64 anos	113	130	243	Brazil	55-64 anos	478	507	
	65-74 anos	77	92	169		65-74 anos	315	343	
	TOTAL	977	1017	1994		TOTAL	4378	4524	

Figure 4: Distribution of sampling by regions, age group and gender (Chart 03 – source: <http://www.esporte.gov.br/diesporte/7.php>).

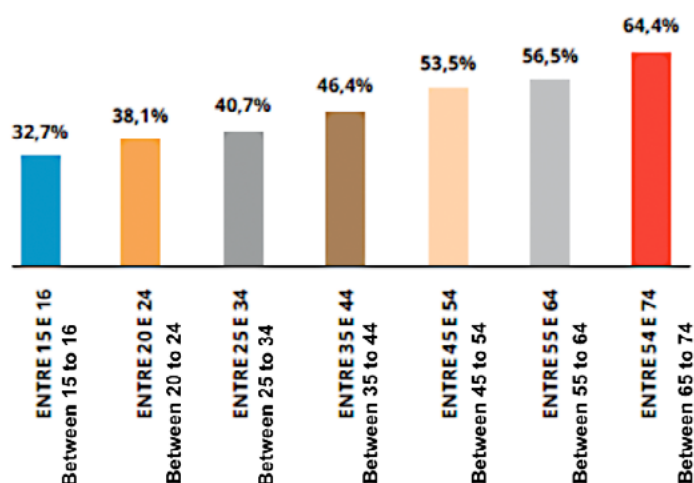


Figure 5: Sedentariness by age group (chart 03 - source <http://www.esporte.gov.br/diesporte/7.php>).

NÍVEL	ESCOLARIDADE DO ENTREVISTADO							TOTAL
LEVEL	INTERVIEWED SCHOLARSHIP							TOTAL
	Analfabeto	Alfabetizado	Fundamental (1º ao 5º)	Fundamental (6º ao 9º)	Ensino médio	Superior	Pós-graduação	
	Illiterate	Literate	Basic (1 To 5)	Basic (6 To 9)	High School	College	Post Graduated	
Nunca	77,2%	69,0%	55,2%	41,7%	37,0%	28,4%	34,2%	43,2%
Irregular	2,1%	3,2%	6,1%	5,5%	6,6%	6,7%	8,5%	6,0%
Quase regular	9,3%	11,0%	14,5%	19,3%	18,4%	19,7%	18,8%	17,3%
Regular	11,4%	16,8%	24,1%	33,5%	38,0%	45,3%	38,5%	33,5%
TOTAL	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

(Nunca = Never / Irregular = Irregular / Quase regular = Almost Regular / Regular = Regular)

Figure 6: Scholarship level of practitioner. Scholarship is an undetermined variable, once it did not comprise the sampling stratum. (chart 183 - source <http://www.esporte.gov.br/diesporte/7.php>)

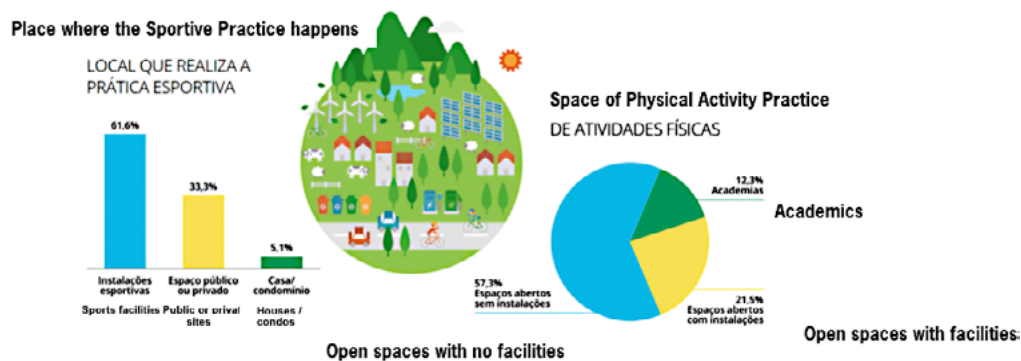


Figure 7: Information about where the sportive practice takes place and Space of the Physical Activities practice. (Source: <http://www.esporte.gov.br/diesporte/2.html>).

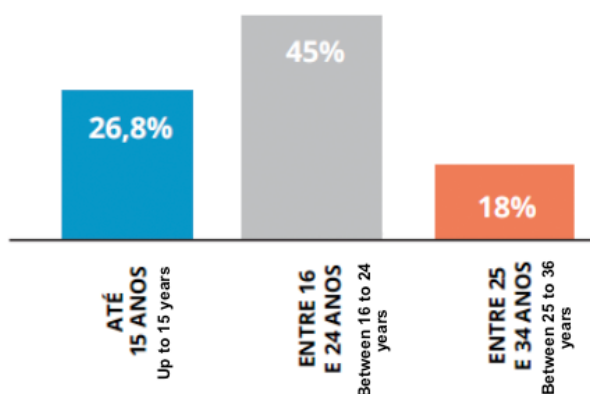


Figure 8: Withdrawing by age group. (chart 05 - source <http://www.esporte.gov.br/diesporte/7.php>).

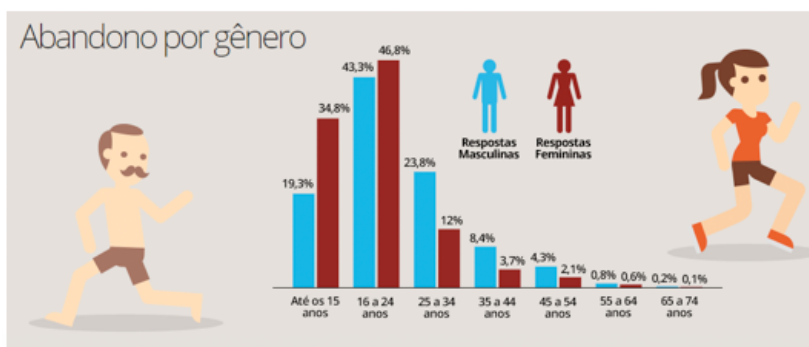


Figure 9: Withdrawing by gender. (Source: <http://www.esporte.gov.br/diesporte/2.html>).

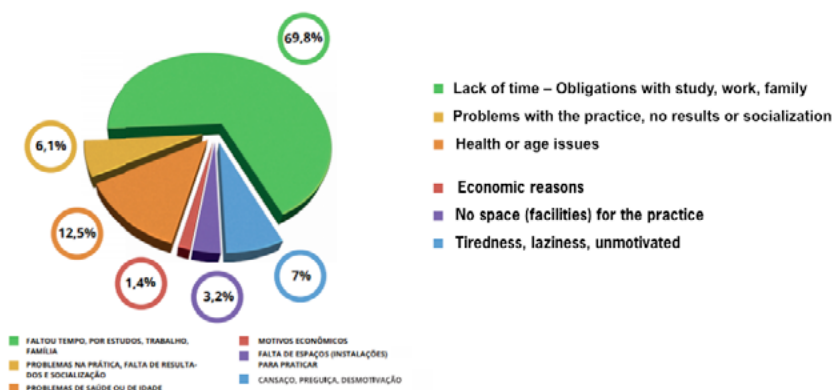


Figure 10: Reasons for withdrawing. (chart 06 - source <http://www.esporte.gov.br/diesporte/7.php>).

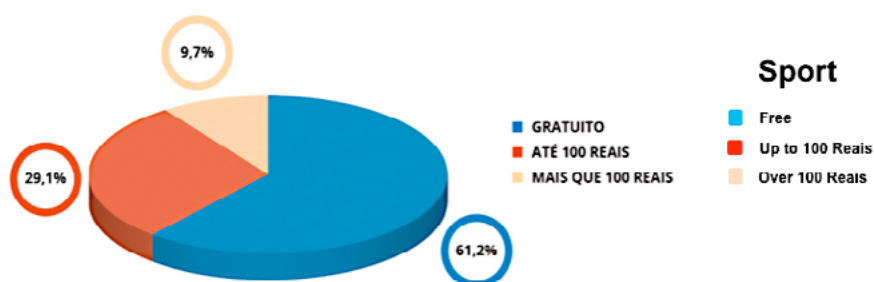


Figure 11. Amount spent with the practice of sport. (chart 15 – source: <http://www.esporte.gov.br/diesporte/7.php>).

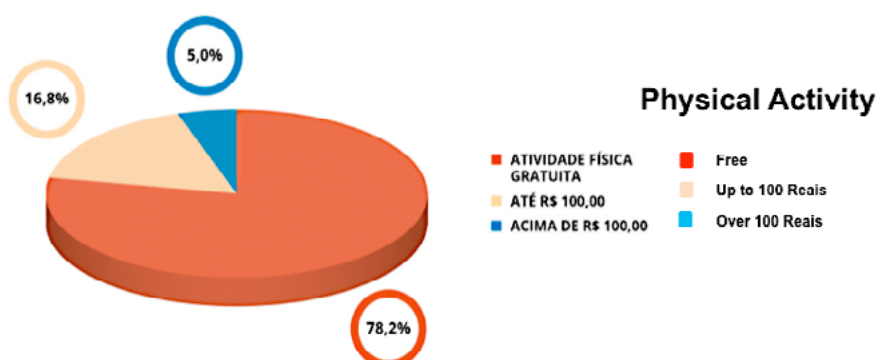


Figure 12. Investment with practice of physical activity. (chart 17 – source: <http://www.esporte.gov.br/diesporte/7.php>)

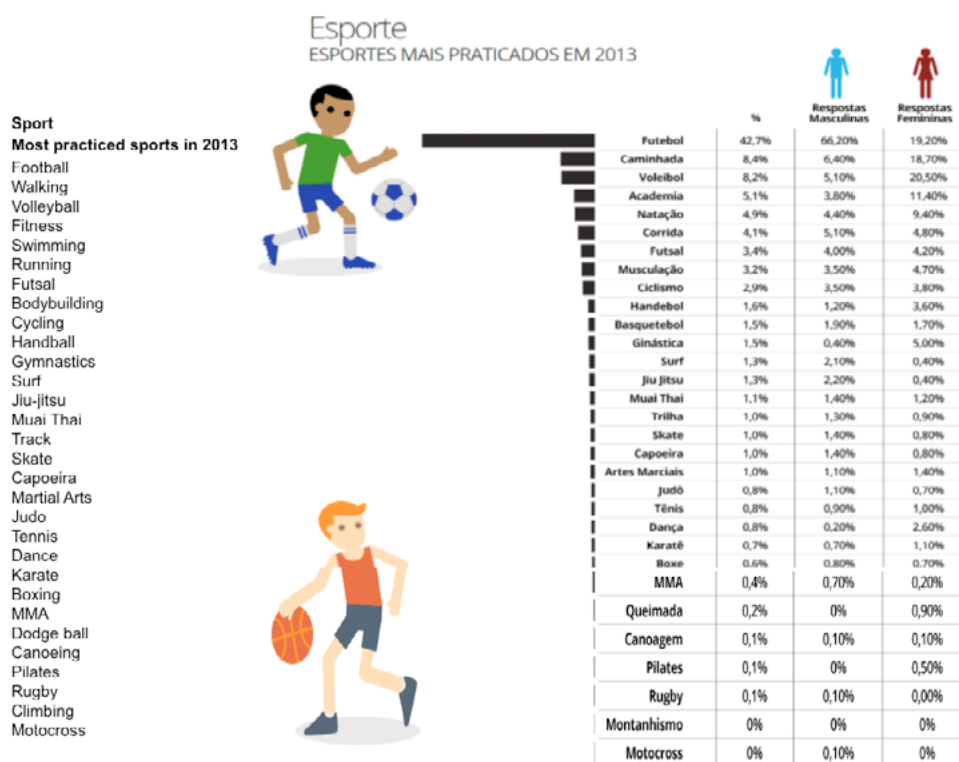


Figure 13. Most practiced sports in 2013. (Source: <http://www.esporte.gov.br/diesporte/2.html>)

Sesc Eye on Diesporte Data and the Targeting of its Actions from the Research Outcomes

From 2014, with the knowledge of the first Diesporte results not yet released, a most recent data started to be used as guideline for the institutional action plan.

We noted that 45.9% of the population declared to be sedentary and the interruption or abandonment of practice occurs in all ages, with extremely relevant indices; 26.8% give up until the age of 15; 45% between 16 and 24 years, and 18% from 25 and 34 years. So, among all people who declared to abandon the practice of sports and physical activity, 89,8% do it until reaching the age of 34.

This information signalled the need to reinforce and re-evaluate the themes, slogans and the messages being communicated in a few institutional actions.

Rendering this bias, Sesc Verão 2015 (Sesc Summer 2015) proposed a broad program of activities aimed to the different styles and age groups from the slogan Esporte tem idade – todas (Sport has ages – all) making it clear that the goal and the message to be communicated was seeking a rapprochement with all persons, of all ages. The message also emphasized all activities of Challenge Day 2015.

Other significant data for the strengthening of actions already carried out refers to the need to expand the practice of sports and to decrease the Brazilian football monoculture that represented the most practiced sport in 2013, with 42.7% of the population involved in this activity, while the volleyball was second in the standings, with 8.2%.

This fact marked all institutional efforts to spread the sport culture throughout Sesc's 70 years. The search to recover aspects and formative fundamentals of sport in its various modalities and dimensions: knowledge, practice and performance. Therefore, in 2016, the Campaign Sesc Verão presented the theme "Qual o esporte que te move?" (Which sport moves you?) with the backdrop of a programming designed with modalities included in the Olympic and Paralympic Games in Rio de Janeiro, and those in Tokyo 2020.

With great media influence, Sesc Verão 2016 (Sesc Summer Campaign) reached its purpose by enabling experimentation and the knowledge of sports modalities present in one of the main sports events in the world, and represent a set of modalities unknown by great part of Brazilian population.

The practice of other sports, either those present in the media or the least known, present rates far less relevant than football and lead to the interpretation that the access to sport is not diversified, so the democratization of access becomes indispensable to change the framework of sedentary lifestyle in Brazil.

If on one hand, the knowledge of the Diesporte data provoked questioning, restructuring and redirecting campaigns accomplished along two decades, on the other, it inspired the construction of new proposals, new communication platforms, and means that can boost new actions.

In 2015, Move Brasil (Move Brasil Campaign) launched a special action #MoveMulher (Move Woman) taking into consideration that an average of 50, 4% of women are sedentary (declared not having joined any sports or physical activity in the year 2013). Yet, 58.5% of them claimed the lack of time as the main reason for not practicing; in addition to the high level of early withdrawal of sports and physical activities, (34.8% of women and 19.3% of men discontinue their practice up to 15 years of age).

At the same time, in the year 2015 the campaigns had great impact among the female public on social networks, an important communication channel with women in different ages and social levels. Thus, the first edition of #MoveMulher, held in March 2015, featured several testimonial videos, with the participation of students, athletes, journalists, educators, managers, bloggers, artists, leaders and national personalities who shared the importance of sport in their lives. In 2016, a special programming grid was developed to allow experimentation and expansion of access to sports and corporal practices (chats, exhibitions, open classes, tournaments, festivals, presentations, experiences and sports clinics).

The #MoveMulher represents one of the most effective actions of the campaign Move Brasil, held in the month of March, moment of great potential for this thematic approach and women's awareness due to the International Woman's Day. Having engaged spokespersons of various areas, most of them joining the cause spontaneously, taking the message, inspiring and motivating, many women included sport and physical activity in their daily schedule.

With the great impact of #MoveMulher, other initiatives were developed such as #MeuDesafioEsportivo and #EuMeMovo, such as actions of Challenge Day and the Week Move Brasil 2015, respectively. Actions that made it possible to maintain social networks active and engaged for many uninterrupted months.

Consequently, at every new action, significant results are noticed which encourage the search for more data, more and deeper analysis of contexts to enable the creation of proposals that can comprise the set of institutional actions. And in that sense, other Diesporte data drew the attention, showing that lower the level of schooling, the higher the level of non-practice.

It was considered, then, the need to create three action lines for the campaign Move Brasil: School, Community and Corporation. At Schools, the campaign provides experiences to magnify the students' motor repertoire and training courses for teachers. On the Community axis, there is a large stimulus to the occupation of public spaces, parks and courts, in all regions of the country, to offer democratization of access to different sports and corporal practices to the scholars' families and the whole community. In addition, the Corporation action line aims at bringing the practice to the work environment.

Many companies have joined the campaign proposal. To mention an example, the Viação Cometa S.A. (company providing transportation services on highway buses in south-eastern Brazil), created a group of introduction to running through the Program Move Brasil Corridas. The group also benefited with incentives such as non-payment of registration fee in race circuits ([http: www.viacaocometa.com.br/webptempresahistoricoindex.htm](http://www.viacaocometa.com.br/webptempresahistoricoindex.htm)).

Considering all data presented and adding to them the information that:

- 57.3% of the respondents practice physical activities in open spaces with no facilities,
- 78.2% of people who practice physical activities and 61.2% who practice sports, do it free of charge, without investment or financial resources.

Sesc embarked on communication technology, a new niche of expertise not only to the campaign but for Sesc: the name is Move.Me.

Move.Me is a training program developed by Sesc race technical staff, designed for beginners to complete in only 9 weeks, free and applied on Android platform. Released in September 2015, the program reached over 8.000 downloads and allowed hundreds of people interested in leaving the sedentary lifestyle to start a race

training, simple and safe, once the app offers tips and technical guidance in audio, practice management tools during workout (length, covered distance, speed, etc.) and counts with virtual guidance from Sesc technical team available by the community Health Unlocked (<https://healthunlocked.com/movebrasil-corridas>).

As a technological tool it enhances access and democratization of sport, expanding the service to the big part of the population that owns a mobile Smartphone device. This process eliminated physical barriers to the practice and may be used in any city in the country, without the need for specific physical location, and meet the preference of Brazilians about the place of practice.

Therefore, the analyses allow us to perceive new paths, propose changes, validate hits, but most of all, continuously search innovative actions and ways, to reach the main objective of the institutional campaigns: Making Brazil a more active country.

Conclusion

In the current Brazilian context – the so-called Decade of Sport in Brazil - all eyes turn to the sports area. It became necessary and advisable to carry out the Diesporte 2015, the first population based sport diagnosis in the country, a tool able to broaden the understanding of the national sports scenario development.

From the knowledge and analysis of the information received, Sesc uses the data in moments of discussion and planning, in order to add subsidies that can guide the implementation and expansion of actions and programs promoted for the physical and sportive development.

Comprehensively, the in-depth analyses of these data have enabled the validation of many actions already carried out by Sesc; supported the establishment of better strategies for actions communication and provoked reflections that resulted in new demands and institutional projects.

Sesc has developed and encouraged studies and researches that can generate a better understanding of culture, with the aim of continuing the cyclical movement of institutional inspiration. Resources and knowledge are invested, in the constant search for the qualification of the work developed, through the introduction of best technologies, systems and processes. Such performance can generate the training of technical staff, the modernization of actions and infrastructure, to benefit the permanent construction of innovative proposals for social development.

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Olympic Education: Reports of a Brazilian Reality

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Abstract

As Brazil will host the next edition of the Summer Olympic Games, the theme Olympic Education is in the center of attention both in school and in institutional sports programs. It would be expected that children and young people should understand and appropriate themselves using it as the main transversal theme for education. Along the last years, some pedagogic projects have promoted the discussion on the Olympism in Brazil, looking for a way to form a generation of key players in the Olympic Movement, equipping them with knowledge and concepts, and conducting them towards a reflection about the values. This article has the purpose to describe and analyse some interventions in the Olympic Education in Brazil. It is noted that such Olympic Education programs which are developed in the country contemplate the demands created by the sponsors of the Olympic Games, but there is no continuity in its application, thus making it a merely momentary intervention. But only few Olympic education programs surpass the limits of the event in Brazil, really seeking to become a tooling aiming the human development.

Introduction

The Olympic Games, the public facet of the Olympism, represent one of the most visible activities of the sportive background, and it is the major event in the planet both due to its social cultural value and to its artistic representation. In the conception of the Olympism, which is a philosophy of life based on the balance between the body, spirit and mind, Pierre de Coubertin, founder of the Modern Olympic Games believed that the approach of the sportive manifestations with a heroic imaginary would push the insertion of the sports as a pedagogic method.

Sports as the common thread in interpersonal relationships may, in a certain way to expose significant values and behaviours for a certain social group, thus strengthening a cultural and personal identity. So, the sport provides an educative potential context, and it can be used as an instrument for ethical attitudes and the values required for the social and individual life.

The Olympism, as a philosophy of life, whenever inserted into the school context generates what some authors denominate the Olympic Education that has arisen from the will to use sports as a mean to promote and perpetuate values such as peace, friendship and progress. For Müller (2004), the Olympic Education is characterized by: a harmonic development of the human being, the search for perfection, sportive activity linked to ethical principles, concepts of peace and goodwill between nations and emancipation into and through the sports.

For Müller (2004), the harmonic and integral development of the human being points out that the education is not concentrated only in the mind and in intellect, but in the body as well. Children and young people need to be more aware that the sports must be part of them as human beings. The author considers that the idea of the human perfection starts from the principle that every human being must want his best, searching for excellence, and especially in the Olympic Games, there is a record of the supreme human accomplishment. Sports promote an individual effort and an incentive to the peers, generating a competition that must be healthy. Such effort should be reflected in other fields, and not only in school or sports, and not allowing that we would feel satisfied with average performances and past achievements; but such a search must be guided by legitimate means in the sports or in the everyday life, and always respecting the individual development.

The commitment to the ethical principles is tied to the fair play concept or the French *ter esprit chevaleresque*, which means chivalry. Sports must be exerted based on a fair competition, and such principle must be extended to other aspects of the day-to-day life, based on the assumption that there are rules which must be followed; but such concept must be independent of supervision, that is, it must be a voluntary commitment.

The idea of peace and harmony between nations lays side by side to the fair play, one of the main Olympic values, as it conveys the search for an understanding of the features of several cultures, the familiarization of other forms to play, and of the culture of the host country of the Olympic Games, added to the promotion of global contacts. As the Olympic Games is a large meeting between the nations, Müller (2004) mentions them as “the largest of every global pacific meetings” (p. 13) and the idea of Coubertin about education for peace, having the Olympism as its core axis, has become these days very real.

To be emancipated in and through the sports raises issues such as tolerance, acceptance of several forms of the physical education and sports, and the development into the responsibility notion in and through the sports.

There are several interpretations of the Olympic Education in the worldwide scenario, as for instance the ones presented by Gessman (1992), Kidd (1985), Grupe (1996), Müller (2004), Rubio, Meira, and Zimmermann (2013), among others which describe the contents, activities and methods planned in their contexts, and thus not meant to be deemed universal. From such ideas, Binder (2005) advocates that every host city of the Olympic Games must plan an initiative to the Olympic Education. It can be highlighted that the “Olympic Education” term forecasts the formation of human beings endowed of knowledge and values which will guide their conduct instead of only to form an athlete. The legacy of the Olympic Education, more than acting as a bridge between the achievement of the athletes and the dream of the children is to enable the access to the content of values able to promote the Olympism.

Futada (2007) points out that there is no way to say that every formal or not-formal physical education program contemplates the aims contained in the Olympic Education. Due to personal, collective, institutional, physical, financial, and political influences, among others, those programs end up being an ideological pillar or a theoretical-practical complement in the establishment and development of the proposed content. It should be noted that the Olympic Education is one of the pillars of the Olympism that represents an ideological universe, but this does not limit its appropriation in different contexts, but “as any educational proposal, it must be reviewed according to its concepts, values and meanings towards a practice inherent to the educative process for very individual involved” (p. 26). For the author, at the same time that the Olympic Education can be seen as a vague proposition, as it is based on universal human values suppositions, such multiculturalism and interrelationship with different topics allow to use it as a powerful intervention instrument.

Naul (2008) proposes some topics on the Olympic Education:

- An approaching guided to the information with the purpose to present information and knowledge related to the history and symbols composing the Former and Modern Olympic Games;
- A practical approaching emphasizing the participation in competitions and in Olympic festivals in schools developing the co-operation, fair play and multiculturalism;
- Individual development approaching through the effort, with the core idea that every personal and social development results from the overcoming and by the effort through competition;
- An approaching oriented for life which guides and motivates people by means of the Olympism, integrating them into the sports and physical activities.
- According to Binder (2002), the following themes must be present in Olympic Education programs:

- Encompassing the body, mind and spirit – fostering the participation both of children and young people in physical and sportive activities, as well as developing healthy habits and hygiene, and thus consequently improving their athletic performance;
- Fair play – through the sportive ethic, to develop the knowledge, understanding and respect;
- Excellence – looking for his best, developing the self-confidence and overcoming his limits, as well as self-respect;
- History of the Olympic Games – knowledge of the symbols, ceremonies, competitions and messages which give significance both to the Former and Modern Olympic Games, as a celebration for the social, cultural and sportive reference;
- Multiculturalism – respect and valorisation of the difference whether in terms of personal, cultural, social, religious and sportive skills.

Instances of Olympic Education in Brazil

Olympic Education projects in Brazil have started in the second half of 1990. Over time, several systemization attempts have been performed, and mention among them:

1. “Olympic Education in the Elementary School “ Project - Federal University of Paraná (1999)

Initially developed for graduation students from the Physical Education Degree course in the UFPR, with the purpose to insert in the basic formation of the academics topics related to the Olympism by proposing possibilities to actuate in the Physical Education field for schools. At the same time, it happened interventions with students from a municipal school comprising the affective domain (Olympic values and ideals), motor (physical and sportive activities), cognitive (history, cultures, symbols, etc.) and psychosocial (solidarity, fellowship).

2. Rogério Sampaio Judo Method (2007-2016)

The Olympic medallist in Barcelona (1992), Rogério Sampaio, after his participation in the International Meeting for Olympic Medallists at the International Olympic Academy in 2007 has inspired himself in the development of a teaching methodology to form competences by using the philosophical principles of the judo and the values proposed by the Olympism together with his life experiences. The project has as mission: “Teaching judo to form active citizens and interveners in the society in such a way to promote social equality and developing new forms of relationship with the planet” (Sampaio & Mataruna, 2008). By practicing judo and its educative competences, there is the formation of values added to critical and active individuals in the society which he belongs, allowing that his rights will be respected, as well as the intervention of the individual in the changing that may occur around him. The formation of athletes is a consequence of the task of detecting sportive talents, but the main aim is the whole education for students.

3. Olympic Education Program in the Municipal São Paulo Education Networking

In the city of São Paulo from 2007 on, sportive competitions have started denominated “Student Olympics” of school nature, with the purpose to propitiate the sportive development aggregated to the educational value. From its beginning, it had as guiding purpose to bring closer the sportive practice and initiation with the educational aspects of the sports implied, and the connection of these two areas bring excellent benefits to promote the human being and his values.

The concerns of the Education Secretariat were not only to undertake games and sportive competitions, but also to propitiate educational activities and occasions to discuss the sportive world. Since its first edition, the

rules sought to democratize the access of the participants, thus indicating the proximity to the Olympic values, such as equality decreasing the discrimination, prejudice, inequality or disloyalty. With discussions related to the already consecrated competition models, it was proposed guiding issues aiming to adequate the practice which has been provided. Within those issues, we can mention: (1) to incentivize the participation in other less practiced modalities, those schools which have been registered with teams in the futsal and handball modalities should be also inscribed in the volleyball and basketball modalities; (2) in order to avoid that those most skilled students were always participating in several modalities, the participation of a student was restricted to only one collective modality; thus, it was necessary to increase the amount of students practicing collective modalities; (3) in order to stimulate the female participation, it was mandatory that each school should register at least one female team in the competition.

Since 2008 it was instituted the “School Sports Forum” when it has been discussed several aspects of the sports related to education. A proposal for pedagogic formation in Olympic Education was accomplished in 2012 and 2013 with the “Olympic Education Program” carried out with the participation of 300 professors, major part of them involved in the Students Olympic Games added to pedagogic coordinators, school principals and professors from different areas of the physical education. The aim was to form teachers in themes related to the Olympic Movement, and a later application to students participating in the Students Olympic Games.

Those meetings addressed the major guiding themes related to the Olympic Education, namely: the Olympism, history of the former and modern Olympic Games, the Paralympics Games, sports and gender, Olympic values, multiculturalism, environment and sustainability, doping, voluntary work, and legacy of the Olympic Games.

From the discussion on the themes of the course added to the concrete situation of the daily school and the Students Olympic Games, it appeared pedagogic propositions to promote the theme to the students.

Further to the search of discovering talents, the annual break of records, and the improvement in the performance and in the amount of participating students, the Students Olympic Games were concretized as a priority area for the students’ and teachers’ formation.

Along the course, it was applied an assessment of the Olympic Education Program with the purpose to check and diagnose how teachers and learners apply the Olympic values. In the following year it was suggested its application to the students with a questionnaire comprising 70 questions with phrases describing feelings, opinions and attitudes. After tabulating the answers, three aspects were pointed out: Excellence (importance of practicing, learning how to overcome difficulties, disposition); Teamwork (planning, integration, sport teams) and Self-control (self-respect, respect for opponents and ethics in sports).

As this is a transversal theme, the discussions arising in the Olympic Education course with experiences from the Students Olympic Games helped to enlarge and deepen the knowledge on the modern sports promoting the approaching with other knowledge areas and enlarging possibilities to knowledge both to professors and the students. The contextualization of the contents discussed and the appropriation of the theoretical references from the Olympic Education has helped the professor in the reality of the daily school. This point out that the knowledge production only finds its meaning if it will be directly related to the application in the daily life (Rubio et al., 2013).

4. Training Camp – The Brazilian Olympic Committee (2008)

An Olympic Education program was developed by the Brazilian Olympic Committee (COB) at the end of 2008, looking to integrate the identification of sportive talents to a cultural schedule that comprised audio-visual materials such as movies, theatre, photograph, and literary exposition on the Olympic Games, as well as guiding lectures

with nutritionists and psychologists. Along one week (Training Camp), young people had contact with several sportive modalities integrating the Olympic program and with coaches from the Olympic teams. The Olympic values theme was dealt in a transversal way, in the form of expository lectures.

5. Athlete in the School Program – Ministry of Education (2013-2014)

The Federal Government, through the Ministry of Education, having in mind mega events that would be happening in Brazil (Soccer World Cup and Olympic Games), has created the “Athlete in the School” program with the following purposes: to incentivize the sportive practice in schools; to democratize the access to the sports; to develop and spread the Olympic and Paralympics values among students from the elementary education; to stimulate the formation of the school athlete and to identify and guide new talents. The program has set two actions: the School Games and the Sports Initiation Center. The first action comprised school competitions composed by several Olympic and Paralympics sportive modalities in the regional, municipal, state and national range. The second action was to identify and shelter sportive talents identified in the School Games. In order to implement those actions, it was allocated financial resources for schools with 12 to 17 years old students through the National Fund for Education Development (FNDE) to buy sportive material and to enable the school competitions.

6. Athlete of the Future of the Industrial Social Services Program (SESI-SP) – (2002/2016)

Aiming to promote social-sportive formation among children and young people (6 to 17 years old), its purpose is to foster the practice of sports and to disseminate their values, thus contributing to develop the future citizen. Added to the sportive formation, the students learn health and hygiene, environment, work, and ethics concepts as transversal themes. The participation of the families is also valued by means of meetings, interaction with the professional athletes from SESI, added to invitations to participate in sportive games and assessments. As a complement, the “Pedagogy of the Example” program actuates with actions involving athletes such as sports idols to incentivize children and young people in the sportive practice and to the values involved in the sports.

7. Olympic Education Program of the City of São Caetano do Sul (2012 - 2016)

The program has begun in 2012, with the purpose to present the Olympism from its history, symbols and values of the Olympic Games to students from the elementary school I (6 to 12 years old). It was comprised by expository classes, supported by multimedia resources such as video and PCs, added to group discussions and practical activities aiming to diversify the didactic resources and to comply with the demands for a significant learning on the concepts which were part of the Olympic universe (Quintilio, 2014). Added to the activities developed in the classrooms, workshops and formation lectures were performed by physical education professors and professors from other disciplines and to the managing team of the whole Municipal São Caetano do Sul Networking. In 2016, corroborating the guidance provided by UNESCO to deal with students the concepts of the “Planetary Citizen” term and to relate them to the competences and skills developed in the school, it has been performed the dialogue with the Olympism and the Olympic values in an annual project to comply with the demands of the full-time school. The full-time school contemplates disciplines of the curricular matrix in a shift and the curricular workshops in the counter-shift. From such dynamics, the study of the Olympic Education, of an interdisciplinary character starts in the curricular disciplines and continues in the workshops with differentiated activities (sportive, external visits, readings, videos, theatre and music), and one of the purposes of the project is to assist students to transfer such learning through the achievements of the Brazilian Olympic athletes for their daily life and to accomplish their dreams.

8. Official Olympic Education Program of the RIO-2016 - Transforma

“Transforma” is an educational program which intent is to bring the Olympic Games into the schools, and its purpose is to use the Olympic values to strengthen the role of the young people as a transforming agent creating opportunities the Olympic by living the sports. With this, it is expected they will adopt a healthy and active lifestyle.

The “Transforma” offers formation courses for pedagogic coordinators, physical education professors and for students changed into agents and multiplier tutors in the participant schools. The role of the coordinators is to integrate the Rio de Janeiro Olympic Games in several curricular components and in the school schedule. The physical education professors must foster the practice of the different sports, and at the same time develop in the students contents with the Olympic values, and then, they are stimulated to become mobilization agents as a support to the several activities which are developed. Among the activities proposed, there are: school challenges with the function to stimulate the creativity and union between the students; the experimentation of new sports; the digital content to support the formation of the key-players and sportive festivals.

Final Considerations

Several Olympic Education programs have been or are being performed in Brazil whether school or institutional programs.

More than a curricular component, it must be distinct and complemented by the school physical education and sportive activities fostered in several contexts by its interdisciplinary feature. The production of didactic material either printed or digital is a way to comprise and engage the school community as multipliers of the concepts and values of the Olympic Education.

It is noted that every Olympic Education program whether school or institutional satisfy in their contexts the premises to comprise sportive and pedagogic activities turned to the Olympic values. The serious issue, with no doubts, it is the duration of such programs, once it can be noted that in their majority, their execution is performed only during the period preceding the Rio de Janeiro Olympic Games, without a proposal to continue after the event. It would be expected that the Olympic Education would surpass the limits of the Olympic Games becoming a tool for the human development, endowing children and young people of the knowledge and values that would guide their conducts.

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Playing for Power: João Havelange's Path to FIFA 1958-1974

Aníbal Renan Martinot Chaim

Abstract

This article aims to clarify the process through which João Havelange, the longest serving president of FIFA, got elected to the entity for the first time in 1974. The focus is to analyse the agreements made by him at the political level, especially with the Brazilian military dictatorship, in order to rise to power at the international football body.

The starting point is 1957, when he became president of the most important sports organization in Brazil, the Brazilian Sports Confederation (CBD). Through this organization Havelange approached rulers and leaders of many countries. It was also to CBD that the military rulers of Brazil appealed before decreeing - indefinitely - the end of the rule of law in the country through the Institutional Act # 5, on 12th December 1968.

From the moment Brazil became a State of Exception, the sport was used as never before as a way to inspire nationalism and sympathy for the government in the people's hearts and minds. The 1970 FIFA World Cup was at the core of this project, and Havelange was the man in command. With the large amount of money that the military injected in Havelange's entity during the so-called "Years of Lead" (Anos de Chumbo), he managed to promote himself around the world to win the FIFA presidency in 1974.

When CBD Did Not Have Money

Jean-Marie Faustin Goedefroid Havelange, or simply João Havelange, was elected to the presidency of the largest sports organization in Brazil, the Brazilian Confederation of Sports (CBD¹), in 1957. In 1958, in his first year as head of the CBD, João Havelange saw the Brazilian national football team win its first world championship in Sweden. Four years later, Brazil repeated the feat in Chile.

After the world Cups of 1958 and 1962, especially due to the existence of the star Pelé, the Brazilian national team was often requested to touring in several countries. Brazilian football became something like a "diplomatic² tool" which both Havelange and the government took advantage of. Havelange, the CBD president, was the man who decided and organized the relevant commitments, setting, for example, the necessary agreements with Brazilian clubs with which the selected players had contracts.

Among the trips promoted by Havelange for "diplomatic" purposes, may be mentioned: the Luso-Brazilian games, the result of a sporting exchange with Portugal³ in 1960; the tour with President João Goulart to Chile in 1963 to thank the Chilean government for the cordial reception in last year's World Cup⁴; the releasing of Pelé from Santos FC in 1965 to compete in a game in honour of Prince Phillip upon request of the Brazilian Foreign Ministry⁵ itself; the organization of the game in honour of Queen Elizabeth of England⁶, in 1968; the intermediation in 1969 for holding of a series of eight friendly matches in five different African countries: Congo, Nigeria, Mozambique, Ghana and Algeria⁷.

¹ Acronym form *Confederação Brasileira de Desportos*, its name in portuguese.

² This diplomatic tool did not operate solely for the Brazilian government's benefit, but for the benefit of Havelange himself as well.

³ Cf. *Folha de São Paulo*. Friday, 19/08/1960. Second Section, p. 9.

⁴ Cf. *Folha de São Paulo*. Friday, 26 de abril de 1963. First Section, p. 46.

⁵ Cf. *Folha de São Paulo*. Tuesday, 09 de novembro de 1965. Front page.

⁶ Cf. *A Gazeta Esportiva*, 03/08/1968. p. 7.

⁷ Cf. <http://acervosantosfc.blogspot.com.br/2011/09/o-dia-que-o-santos-parou-uma-guerra.html>

CBD had never been an entity with vast financial resources, and its new manager demonstrated the intention of changing this situation from the moment of his entry, when he said that the Brazilian government should allocate more resources to the sport.

The vital problem of CBD, and therefore of the Brazilian sport in general, is the **lack of financial resources**. I stated in Salvador and shall reaffirm here in São Paulo: for an activity that requires Cr\$ 15,000,000.00, the CBD has not received from the government, through the National Sports Council - Conselho Nacional de Desportos, CND -, more than Cr\$ 200,000.00. These data are enough to highlight the difficulties we face to give the patriot sports the administrative work that its indisputable greatness requires. If I get elected, my biggest concern will be to remove this obstacle that has stopped the CBD from indulging the fair claims of Brazilian athletes. [...] We are going to resort to trading houses, professional football [the bulwark of the CBD], the official funds, and fight for the creation of a sports lottery⁸.

The Brazilian manager had a great concern about the amount of money he would have in his hands to take forth both his professional and personal projects - not necessarily in that order. In 1958, he accomplished to get approval the 'Municipal Sports' Contest' for the city of Rio de Janeiro⁹, a lottery game of which the profits would go to the construction or renovation of stadiums and to the city's sport in general. However, this source of money did not last long, because already in 1961 President Jânio Quadros banned sports lotteries in the country¹⁰, due to the pressure from sectors who argued it was a chance-game¹¹.

From 1964 on, when the government was taken over by the military, the lobby for sports lottery resurfaced, but the project stayed for three years in the Chamber of Deputies until getting voted¹², and nevertheless nothing was done until December 1968. In early 1969, Havelange was asking a loan from the Federação Paulista de Futebol (the Football Federation from the State of São Paulo) for the activities of the CBD¹³.

After more than ten years in office, Havelange demonstrated to have full awareness of the social effects that could be engendered by sports - especially football. A clear demonstration of it was given in July 1968, when the manager brought the Brazilian national team to Mozambique in order to play the opening game of the Salazar stadium¹⁴.

The details of this game are very important to the argument of this article: this game happened during the period when the nationalist insurgency movement in Mozambique, Frelimo¹⁵, was swelling its ranks to fight for the country's independence. That did not block the Portuguese rulers from inaugurating in Maputo a stadium baptized with the name of the Portuguese dictator, in a game whose civic symbols - national anthem, flags, etc. - were exclusively addressed to the colonial power, including the national team that represented them: the Portuguese¹⁶. This potentially hostile environment to the event did not prevent the new Mozambican stadium from getting crowded by more than 50,000 local fans¹⁷.

⁸ Speech of Havelange reported by the newspaper *Folha da Manhã*. Saturday, 05/10/1957. General Topics Section. P. 9. Emphasis added.

⁹ The then Federal District of Brazil.

¹⁰ Cf. *A Gazeta Esportiva*, 09/03/1970. p. 17.

¹¹ *Folha da Manhã*. 13/01/1959. Front page.

¹² *Folha de São Paulo*, 13/09/1964, *Esporte e Turfe*, p. 03

¹³ Cf. *A Gazeta Esportiva*, 07/02/1969. p. 5.

¹⁴ The stadium was first baptized with the portuguese's dictator name: Salazar. Currently it is called the Machava's Stadium.

¹⁵ *Frente de Libertação de Moçambique*. The popular front for fighting for independence.

¹⁶ At this time, Mozambique was officially a Portuguese cologne yet. Portugal played this game as the Home team.

¹⁷ Cf. *Folha de São Paulo*, 28/06/1968. *Ilustrada*, p. 8.

This chapter marked the career of Havelange as sports manager. The story of the opening game of the Salazar stadium was one of the largest demonstrations of political / social power harnessed by the sport.

The Brazilian political context in 1968

The military took over the government of Brazil on 1st April 1964 after giving a Coup d'État against president João Goulart. Their entry in power¹⁹ established a situation that constantly oscillated between legality claims and acts of exception¹⁸.

In July 1968, Brazil experienced its most turbulent political moment since the 'Revolution' of 1964. The student movement did marches under slogans like "people in power", "organized people overthrows the dictatorship²⁰", "against the wage squeeze²¹", among others. The government responded to the successive manifestations of popular discontent with more repression and arrested most of the opposition movement's leaders.

The increasing repression by the military was followed by the intensification of the popular mobilization with strikes, marches, protests against the government and even acts of guerrilla warfare, as the kidnapping of the American Ambassador, Charles Elbrick, and of the German, Ehrenfried von Holleben.

On June 26, 1968, took place in Rio de Janeiro the apex of the opposition movement to the military rule: the "March of the One Hundred Thousand²²". Given this sequence of events, the military realized that their sequence in power was at risk. Part of the opposition had got armed and was doing bombings and bank robberies. The own coalition which used to support the President Costa e Silva appeared to be worn out.

A Chance for Havelange

Four days after the "March of the One Hundred Thousand" in Rio de Janeiro, happened the inauguration game of the Salazar Stadium in Maputo, Mozambique. After returning to Brazil, Havelange declared:

It is only possible to gather an amount of 200,000 people in a protest rally or a stadium where it is played a football match. **It is preferable to gather them** in a stadium [for a football game]. This is why I think that the governments from all over the world should give greater support to football²³.

This statement was a rough public message to the president of the Republic: it is preferable to put a hundred thousand people (or 200,000, according to the statement of Havelange) in a football stadium than to have them all in a march in the streets protesting against the government.

Months later, on December 12th 1968, the Chamber of Deputies would vote to throw out a deputy, Márcio Moreira Alves, who had insulted the honour of the armed forces. If Alves was acquitted, it would represent a confrontation with the Brazilian Armed Forces, and would probably inflame the juvenile outbursts against the government.

Ten days before the parliamentary vote, President Costa e Silva called Havelange and Paulo Machado de Carvalho

¹⁸ Cf. Chaim, *op. cit.*, pp. 13-30.

¹⁹ "Povo no poder". *Folha de São Paulo*. 05/05/1968. p. 3.

²⁰ "povo organizado derruba a ditadura" *Folha de SP*, *Idem*.

²¹ "abaixo o arrocho salarial" *Idem*.

²² *Passeata dos Cem mil*, or *Marcha dos Cem Mil*.

²³ Speech of João Havelange, the then president of CBD, reported by *A Gazeta Esportiva*, 31/07/1968, p.8. *Emphasis added*.

- president and vice-president of CBD – to talk. Before the conversation, the press had realized the political importance of football, of the national team and of the World Cup 1970, specifically:

The Brazilian Confederation of Sports [CBD] will make the request [for resources from the national government] assuming that the success of the national team in qualifying and especially in World Cup constitute factor of importance **not only for sports, but also for politics, in view of the 1970s presidential elections**²⁴.

Now the most powerful men of sports management as of the political management of the country would meet in the capital Brasília. On one side João Havelange, president of the CBD, Paulo Machado de Carvalho, Vice-President of the CBD, Brigadier Jerônimo Bastos, president of the National Council of Sports²⁵ (CND) and the Deputy Paulo Planet Buarque, an influential adviser of São Paulo FC. On the other side, the ministers Tarso Dutra²⁶ and Rondon Pacheco²⁷, Daniel Krieger, who was President of ARENA (the regime's political party) and leader of the government, and Costa e Silva, the president of the Nation, as well as advisors from various ministries²⁸.

When all were present, the president said:

"I really think that Brazil cannot lose this championship [the 1970 World Cup]. We have to find a way, anyway.²⁹ [...] "In 1970 Brazil will be vying for the World Cup. As president, I would like that Brazilian people could, **still in my mandate**, celebrate this achievement."³⁰ [...] "We need to set everything very well, because after all in 1970 I'll still be in the government, and I truly do not like the possibility of losing this championship."³¹

Keeping in mind the economic hardship experienced during more than ten years ahead of CBD, Havelange said that Brazilian sport - read: the CBD - needed resources whose injection depended mainly of the country's president.

Readily Costa e Silva put himself at the disposal of Havelange for creating an effective funding source for "CBD. The first step would be to finally carry out the Sports Lottery project. Costa e Silva asked Havelange to provide an outline of the Sports Lottery and said:

I want things in the simplest way possible. After giving it a parliamentary wording, I will carry it forward to Chamber of Deputies³². [...] With the Sports Lottery you sirs are going to have so much money that is quite possible the federal government to ask you some loan³³.

²⁴ Folha de São Paulo, 03/12/1968. 1º Section, p. 18. Emphasis added.

²⁵ CND was a State entity created on the 1940's for managing sports.

²⁶ Tarso Dutra took over the Ministry of Education in 1967 during the government of Costa e Silva. He implemented Mobral (an adult literacy program) and signed the controversial agreement between MEC and USAID. He joined the committee responsible for the final wording of the text of the Institutional Act #5. After the output of Costa e Silva from power, he was replaced by Jarbas Passarinho. Biographical data taken from <http://www1.folha.uol.com.br/folha/treinamento/hotsites/ai5/personas/tarsoDutra.html> on 14/05/2013.

²⁷ Rondon Pacheco, along with Tarso Dutra, was also responsible for writing the AI-5. He was considered moderate in the military, so he took away the toughest points of the first proposal of AI-5, such as the closing of Congress and the Supreme Court. Later, he was indicated by Médici himself for the presidency of the Arena (the military party). Informations taken from <http://www1.folha.uol.com.br/folha/treinamento/hotsites/ai5/personas/rondonPacheco.html>, on 14/05/2013.

²⁸ Cf. A Gazeta Esportiva, 05/12/1968, p. 8.

²⁹ A Gazeta Esportiva, 04/12/1968, p. 7. Speech of Costa e Silva published in the newspaper.

³⁰ A Gazeta Esportiva, 05/12/1968. p. 8. Another part of the Speech of Costa e Silva. Emphasis added.

³¹ Folha de São Paulo, 04/12/1968. 1º Section, p. 15. Speech of Costa e Silva a João Havelange and other representatives of Brazilian sport. Emphasis added.

³² A Gazeta Esportiva, 05/12/1968. p. 8. Outro trecho da Speech of Costa e Silva.

³³ Folha de São Paulo, 04/12/1968. 1º Section, p. 15. Emphasis added.

A week after the conversation with these sports officials, the petition to process Moreira Alves - the deputy who had harmed the reputation of the armed forces - was denied by the Chamber of Deputies, and Costa e Silva decreed the Institutional Act #5 (from now on, AI-5, acronym for Ato Institucional nº 5), which established the state of exception indefinitely in the country.

CBD boosted with state money

Former Brazilian presidents Kubitschek³⁴ e Goulart³⁵ experienced World Cup victories during their administrations, and obviously did not stay indifferent to the national party caused by each of these championships. However, neither they nor their successors Jânio Quadros³⁶ and Castello Branco³⁷, the first military president, came close to encouraging the development of a nationwide sports project.

Nothing suggested that Costa e Silva's rule would be different on the sports' issue, until the moment he decided to declare state of exception. In doing so, alternative bases of political support became necessary, and football was one of them. In the alliance between Costa e Silva and João Havelange, each of them had the object of greatest desire for the other: 'Costa' had the political power to finance and support the sports projects and the personal and political pretensions of Havelange; Havelange was the only leader with power and capacity enough for managing sport in the most convenient way in order to generate political stability and support for Costa e Silva.

However, 'Costa' had to leave³⁸ - due to illness - the post of president on 30 September 1969. His successor, Emilio Garrastazu Médici, joined the Presidency of Brazil on 30 October 1969.

The entry of Médici in the presidency was the culmination of a political era whose main feature was the priority of government's projects over any individual rights, which thereafter could not find any warranties in the Constitution.

The focus shifted to the pursuit of development and economic progress, no matter the cost. Médici's purpose was to claim political legitimacy by accomplishing his end goals rather than by the methods used to get to them. The bet of the Médici and his supporters was that the country would improve so much under his rule, that improvements conquered would somehow overshadow the repressive methods used to get them. To underline his need for success, there has never been another Brazilian president who allocated so much money to sport as he did.

Most of the money which came into CBD during the first half of 1970 was invested on physical and technical preparation for the players who would play the World Cup in Mexico in June that year. When winning the third championship – which is, until today, the most remembered out of all five which were won by Brazil –, Brazilian people went into a state of ecstasy, and the military allocated since then even more money to sport: they invested massively in building stadiums, they agreed with Havelange to create a national football league – which still exists – and exploited the prestige of the national team and its biggest star, Pelé, to exhaustion.

Having a “carte blanche” of Medici to lead Brazilian football from 1970 onwards, Havelange began to get personal benefit from the existing symbolic capital around the national team. Havelange's eyes were set on FIFA.

³⁴ President between 1956-1961

³⁵ President between 1961-1964

³⁶ President in 1961

³⁷ President between 1964-1967

³⁸ Cf. A Gazeta Esportiva 01/09/1969. Front page.

FIFA before Havelange

FIFA - Fédération Internationale de Football Association, in French - was founded on 21 May 1904 in Paris. Its founding members were the national associations of Belgium, Denmark, France, Netherlands, Spain, Sweden and Switzerland³⁹. During the two world wars of the twentieth century, this body experienced a few moments of instability. When these conflicts went over, it could be gradually restored, and in 1954 it had already grown to 84 members⁴⁰.

Gradually, this entity was changing its profile from Eurocentric one to more cosmopolitan. The following table lists its presidents and Secretaries-General since its founding until 1970:

Table 1: *Presidentes e secretários gerais da FIFA*

Tenure	President	Country of origin	Secretary General	Country of origin
1904-06	Robert Guérin	France	Louis Muhlinghaus	Belgium
1906-18	Daniel Burley Woolfall	England	Cornelis August Wilhelm Hirschman	Netherlands
1921-54	Jules Rimet	France	Cornelis Hirschman / Ivo Schicker	Netherlands/ Germany
1954-55	Rodolphe Seeldrayers	Belgium	Kurt Gassmann	Switzerland
1961-74	Stanley Rous	England	Kurt Gassmann / Helmut Käser	Switzerland/ Switzerland

Table drawn up in consultation made on 10/30/2013 with data from https://en.wikipedia.org/wiki/History_of_FIFA, which confer to the published by A Gazeta Esportiva in 09/06/1974, page 13.

The table shows that before 1974 there was no President or Secretary General of FIFA who were not Europeans. European hegemony was certainly not a problem in the 1930s, when FIFA had only forty members, most of them European. Four decades later, however, there were 141 member countries in the organization. In this sense, the 1960s were a 'turning point' for the "continental" composition of the entity⁴¹. Among the countries whose national associations joined FIFA in that decade may be mentioned, among others: Burkina Faso (1960), Puerto Rico (1960), Somalia (1960), Cote d'Ivoire (1961), Togo (1962), Jamaica (1962), Benin (1962), Cameroon (1962), Algeria (1963), Trinidad and Tobago (1963), Libya (1963), Papua New Guinea (1963), Tanzania (1964), Gambia (1966), Bahamas (1968)⁴².

As the scenario of under-representation of the third world was becoming evident, the English president Stanley Rous, in office since 1961, started expressing concerns about the possible end of European dominance. Not only him, but most of the representatives of European associations as well.

The growing power of African-Asian nations in this international sport [football] is creating concerns to the

³⁹ Cf. <https://en.wikipedia.org/wiki/FIFA>, consulted on 30/10/2013.

⁴⁰ Cf. https://en.wikipedia.org/wiki/History_of_FIFA, consulted on 30/10/2013.

⁴¹ Cf. These data were verbally issued by Havelange, and were reported by A Gazeta Esportiva on 08/06/1974.

⁴² According to research made in <http://en.wikipedia.org/> on 30/10/2013.

Europeans and threatening to destroy the powerful structure of the organization. That is the surprising opinion of senior English football leaders who viewed this organism to grow. [...] According to informants in London, European associations and the South American federations opined that their traditional leadership position in FIFA is threatened by 'a democracy that mads'. With the admission of Nepal and Qatar, last year, 60 percent of the members of FIFA are African-Asian countries that want to have a greater voice in the committees and in the executive branch, which is dominated by South American and European representatives. The democratic principle of one country, one vote, which is the basis of the organization, is also an issue that could cause the sinking of FIFA. [...] The Englishmen fear the possibility of being defeated in a vote by the smaller members, what could put the world football in inexperienced hands. When delegates get gathered in Paris [in August 1972], the African-Asian bloc is going to be able to provoke a confrontation that Europeans and South Americans could judge unsustainable⁴³.

With 60% of the members from either African or Asian countries, the Europeans found themselves in a situation that any alliance among those two continents could bring down their hegemony. The third world vacuum had already been perceived by the Brazilian manager, who still in 1969 expressed himself about the need for change on the political direction of the organization⁴⁴.

The Independence Cup

Havelange scheduled for 1972 an event to commemorate the 150th anniversary of Independence of Brazil. The championship would take advantage of the World Cup won by Brazil two years before, and would bring the national team to play at home against the strongest national teams of the world. The plan was to hold an event similar to the World Cup, within a total of twelve stadiums with large public capacity in different cities and regions of the country – which were, by the way, properly inspected and approved by FIFA and its president Stanley Rous⁴⁵.

By the end of 1971 the presence of Germany, France, Spain, Italy, Russia and Portugal⁴⁶ was taken for granted.

Boycott?

In early 1972, everything changed. To the surprise of Havelange, other CBD directors and even part of the Brazilian press, some the national federations began successively to cancel their participation in the Independence Cup: firstly England⁴⁷. After them Germany, Italy, Spain and even Mexico⁴⁸ with whose federation Havelange had prestige.

Faced with the refusal of those teams, Havelange also invited the Netherlands⁴⁹, Austria and Belgium⁵⁰, which also refused.

After many refusals, the European teams who actually came to the Independence Cup were France, Portugal, Ireland, Yugoslavia, Scotland, Czechoslovakia and the Soviet Union. That made it a tournament of minor importance.

⁴³ *Folha de São Paulo*, 25/12/1971. First Section, p. 16. *Emphasis added*.

⁴⁴ Cf. *Declaração de Havelange a A Gazeta Esportiva*, 29/06/1969, p. 4.

⁴⁵ Cf. *A Gazeta Esportiva*, 07/08/1971, p. 5.

⁴⁶ Cf. *Folha de São Paulo*, 21/12/1971. First Section, p. 34.

⁴⁷ Cf. *Folha de São Paulo*, 03/02/1972. First Section, p. 31.

⁴⁸ Cf. *Folha de São Paulo*, 05/02/1972. First Section, p. 28.

⁴⁹ Cf. *Folha de São Paulo*, 26/02/1972. *Esporte*, p. 02.

⁵⁰ Cf. *Folha de São Paulo*, 02/03/1972. First Section, p. 34.

The Brazilian sports managers did not express themselves publicly, but the national sports press was aware that the resignation of Western European countries was not only due to technical issues:

The hidden reasons for such refusals could be two, one of them strictly the **application of João Havelange for presidency of FIFA**. No South American man has ever managed the world football body. A successful Independence Cup could pave the way for Havelange's career. By the way, on one occasion, the president of the CBD even admitted this hypothesis by stating, in Rio **'My candidacy is bothering a lot of people'**⁵¹.

Havelange Heads the Third-world Alliance

The Independence Cup and the Havelange's campaign were happening in a context where part of the Third World countries began to make their displeasure with FIFA public. In early 1972 there were rumours⁵² that the European commanders of FIFA would not allow African countries to have a qualitative vote (vote of equal value) in the entity's deliberations, which would run against the principle of 'one country, one vote'. As a last resort to ensure the maintenance of its hegemony at the head of world football, the [European] leaders even considered the creation of a new association for international football⁵³. However, they would need the support of the South Americans, who did not endorse the idea.

In 1972, for example, the president of the African Football Confederation (CAF), Yidnekachew Tessema had a fierce public discussion with Stanley Rous, who said that CAF had serious problems:

[CAF]... does not have serious problems. Its competitions are organized regularly and 90% of its associations take part in the games. It is not up to the FIFA President to make suggestions that weaken the structure of a Continental Confederation, which, on the contrary, deserves praise from FIFA for what it has done with the few means at its disposal. Our only serious problem is financial, and any intervention of the president of FIFA in resolving it will be welcomed⁵⁴.

The Independence Cup was designed to be the starting point for intensifying Havelange's presidential campaign, and turned out to be the meeting of federations who were previously willing to support his candidacy. This was not something premeditated by the organizers, but was a result of the boycott by his opponents. Among the associations that came to the Cup, some ended by declaring, even in Brazil, their vote in Havelange for the presidential election of FIFA: João Sadoul, president of the French Football Federation declared that "the vote of France is to João Havelange, who will surely be the next president of FIFA"⁵⁵. Lika Bajevic, president of the Yugoslav Football Association, said that "if João Havelange actually apply for the presidency of FIFA, Yugoslavia will give him, seamlessly, its vote"⁵⁶.

Besides these two European leaders, Jean-Claude Ganga, secretary general of the African sports, said that Africans were not satisfied with the current situation and signalled they would be willing to support Havelange,

⁵¹ *Folha de São Paulo*, 23/05/1972. First Section, p. 28. Emphasis added.

⁵² Cf. *A Gazeta Esportiva*, 12/02/1974, p. 6.

⁵³ Cf. *A Gazeta Esportiva*, 12/02/1974, p. 6.

⁵⁴ Excerpt of the speech of Tessema, president of the African Confederation of Football, responding to a comment done by Stanley Rous on FIFA's own newsletter. Emphasis added. Reported by *A Gazeta Esportiva* on 14/06/1972.

⁵⁵ Speech of João Sadoul, presidente da Federação Francesa de Futebol, reported by *A Gazeta Esportiva* em 14/06/1972. P. 20.

⁵⁶ Speech of Lika Bajavic, president of the Yugoslav Football Association, reported by *A Gazeta Esportiva* em 30/06/1972, p. 3.

depending on the program the Brazilian would present⁵⁷; he also wondered, however, to which extent the African countries would benefit in future sports competitions.⁵⁸

This tournament had so much political importance at the sport level, that the CBD paid out with its own money a series of “gifts”, such as flight tickets and stays of all delegations, the distribution of over 25,000 posters around the world, keychains and commemorative lapel pins⁵⁹. In addition, 1,000 commemorative certificates were produced for the players and members of the technical committees of all delegations. More than 100 luxury diplomas were prepared to be delivered to the leaders and special guests from each delegation⁶⁰. As if it was not enough, Havelange himself paid for a disc with the “Independence Cup anthem” and financed its distribution⁶¹. Brazilian politicians were aware of how unprofitable the 1972 tournament was:

Besides undermining the financial system of the federations, the Independence Cup will still needlessly wear the prestige of our three-time champion team in the world and deflate our dollar reserves, **everything to satisfy the vanity of João Havelange, who at all costs wants to get to the presidency FIFA**⁶².

There were fears that the bulky spending on promotion and advertising of the tournament, combined with the absence of major European teams, would generate a shattering debt to CBD.

The absence of teams like England, Germany and Italy will deviate the public from stadiums, what besides making the Independence Cup deficient, will cause fatal damage to the CBD and the country. It should be noted that all expenses of invited national teams will be paid for in dollars, including the costs of their coming and return, hosting and successive travels in Brazil, since the tournament will be played in various cities⁶³.

No one knows for sure how much of the CBD deficit that was generated specifically by the Independence Cup⁶⁴, but it is known that in January 1975 – when Havelange stepped down as chair of the organization – the Confederation had a US\$ 1.75 million deficit (on that time’s currency), mostly related to the Independence Cup and the interests that arose from the entity’s inability to pay the loans taken to fund it⁶⁵.

Pelé Enters the Pitch

Also Pelé was absent. Having already left⁶⁶ the Brazilian team in 1971, the King of Football refused to play the Independence Cup in Brazil, although he has been repeatedly invited – and even pressured⁶⁷ – by Havelange. Despite this, Pelé became fundamental for the electoral campaign of João Havelange for President of FIFA in 1974.

⁵⁷ Cf. *Folha de São Paulo*, 18/06/1972. *Esporte*, p. 16.

⁵⁸ Cf. *A Gazeta Esportiva*, 17/06/1972, p. 13.

⁵⁹ Cf. *A Gazeta Esportiva*, 26/05/1972. P. 7.

⁶⁰ Cf. *A Gazeta Esportiva*, 26/05/1972. P. 7.

⁶¹ Cf. *A Gazeta Esportiva*, 30/05/1972. P. 18.

⁶² Speech of the deputy Mauricio Toledo, from the party ARENA-SP, reported by *Folha de São Paulo*, 10/05/1972. Sports Section, p. 7.

⁶³ Speech of the deputy Mauricio Toledo, from the party ARENA-SP, reported by *Folha de São Paulo*, 10/05/1972. Sports Section, p. 7.

⁶⁴ In the 24th September 1979, Sports’ Section, p.4, *Folha de São Paulo* asserts the whole Cr\$13 million [=US\$ 1,75 million] debt was generated by the Independence Cup.

⁶⁵ Cf. *Folha de São Paulo*, 08/01/1979. *Esporte*, p. 4.

⁶⁶ O Jogo de despedida de Pelé foi entre Brasil e Iugoslávia em 18/07/1971, no Maracanã.

⁶⁷ Cf. *A Gazeta Esportiva*, 09/07/1971. P. 14.

A genius on the field, the King of Football did not perform as well on the outside. It is said⁶⁸ that in 1969, after a series of failed investments, Pelé had reached a deficit of approximately US\$ 240,000 (calculation for the year of publication of the material, 1999). Havelange took advantage and approached Pelé with the intention of using him as a canvasser to reach the presidency of FIFA. In return, he put himself at the disposal of the 'King of Football' to seek commercial partners that could contribute to his financial recovery. The agreement was made, and Pelé supported the candidacy of Havelange⁶⁹; three years later the player would end up being fined by the Brazilian government for tax evasion, and Havelange would donate him even more money from the CBD.

The official estimation⁷⁰ is that Havelange's donations from CBD to Pelé were, altogether, US\$ 320,000 between the years 1966 and 1973. Havelange's efforts with money that was not his own to keep the figure of Pelé close to him was not in vain: Out of all the FIFA delegates with voting rights in Frankfurt in 1974, at least 42 asked the Brazilian official for contact with the player. After the agreement between the president of CBD and Pelé has been concluded, all requests were satisfied⁷¹. Some delegates accomplished to get either the Brazilian national team, thanks to Havelange, or Santos FC, with the interference of Pelé, to their home country. Day by day, football games were being converted into voting promises to the then president of the CBD.

Between 1971 and 1972, the Brazilian military increased its investigations into Havelange's affairs. This investigation showed later that the money from the CBD funded tours of Santos FC and the national team for a lower pay than usual⁷²: Normally, Brazilian national team requested US\$ 50,000 per match played abroad; thanks to Havelange, the value dropped⁷³ to US\$ 30,000.

A similar process occurred with Santos FC; instead of earning US\$ 8,000 for a friendly match played outside Brazil, it was paid only US\$ 4,000 in games that were of interest to Havelange⁷⁴.

The presence of Pelé in the campaign of the CBD's President continued until the actual day of the FIFA elections in 1974, when the player was present and took part in the final contact with voters⁷⁵.

In return, Havelange spoke to large multinational companies who might be interested in partnering with the King of Football and contributing to his financial recovery: he sent letters to directors of companies like Coca-Cola and Pepsi, suggesting that they could use the public appeal of the image of Pelé to sell their products, in a way similar to the one he himself had used in his campaign for FIFA:

In the Santos FC's tours abroad, he [Pelé] has time available to teach children to play football. It would be an important initiative for Pepsi, for the sport, and I'm sure to Pelé himself as well.⁷⁶

The suggestion was accepted by Pepsi, which hired the athlete to promote its brand by giving football clinics abroad when Santos FC toured outside Brazil⁷⁷. This agreement would last, with the interference of Havelange and

⁶⁸ The newspaper *Folha de São Paulo* published on 07/11/1999 a Special Section on the life of Pele. The newspaper says it had, for making this Section, access to unpublished documents of the military dictatorship. The sequence in this article is based on information collected from this source.

⁶⁹ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷⁰ *Folha de São Paulo*, 07/11/1999. Special Section "A Criação de Pelé – as jogadas extracampo do atleta do século", p. 2.

⁷¹ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷² Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷³ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3. There is a specific game in which this practice was publicly reported: Tunisia 1x4 Brazil, on 6th June 1973. Apud *Folha de SP*, on 8th June 1998. Special section: "Era Havelange". P. 7.

⁷⁴ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷⁵ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷⁶ Excerpt from a letter written by Havelange to the directors of Pepsi, reported by *Folha de São Paulo* em 07/11/1999. Special Section, p. 3.

⁷⁷ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

Henry Kissinger, the US Secretary of State 1969-77 –, until the World Cup in Germany 1974, when Pelé served as canvasser of Havelange and the Public Relations of Pepsi, while also being a commentator for the important broadcaster TV Bandeirantes⁷⁸.

It is important to stress that CBD had, since 1970, the money from the Sports Lottery as its main source of funding. It was with this lottery's money that CBD promoted most of its activities. Because the Sports Lottery was a federal program to support the sport in Brazil, the misuse of its funds could create serious troubles for Havelange with the government.

Aside the scandalous expenditure on the Independence Cup, CBD abstained from receiving many thousands of dollars on friendly games that the Brazilian national team held abroad by lower quotas than usual. This was even denounced by a deputy – Mauricio Toledo – of ARENA (the party of the military) in September 1973:

Mr. João Havelange, president of the CBD, and his minions seized the entity and are treating it as a private property, from which they refuse to leave and use uniquely to their own interest [...] ⁷⁹.

The military government had full knowledge of the private use of public money by the nation's top sports official, but even so did not rebuke him. When asked by the press, the minister Jarbas Passarinho – the military man whom Havelange was supposed to respond to – replied:

If Havelange intended to add political value up for himself with the last tour of the national team in order to run for the presidency of FIFA, **this is a forgivable sin**⁸⁰.

The Brazilian government did not interpose, therefore, in the Havelange's campaign for FIFA, even though it had arguments and facts that would authorize it to do so.

The Election

In his campaign, Havelange named himself the 'candidate of world football'⁸¹ as opposed to Rous, who had no qualms about putting himself as a defender of the sequence of European hegemony at the helmet of the world body.

No wonder that the main focus of Havelange's campaign were the African countries, which for many years had been demonstrating their dissatisfaction with President Rous and held a substantial amount of votes for the election.

The Brazilian national team and the Santos FC of Pelé were taken to several games at that continent at the end of the 1960s. After that, Havelange made the invitation for Africans to send one common team to Brazil to play in the Independence Cup.

In the African team that eventually arrived, there were players from the following countries: Tunisia, Togo, Egypt, Morocco, Algeria, Ghana, Congo, Zaire, Ivory Coast, Cameroon and Mali. In all, eleven African countries were

⁷⁸ Cf. *Folha de São Paulo*, 07/11/1999. Special Section, p. 3.

⁷⁹ Speech of the Deputy Mauricio Toledo himself, when asking for government investigation over Havelange and CBD. Reported by *Folha de São Paulo*, 20th September 1973. Third Section, p. 13.

⁸⁰ Speech of the Minister of Education and Culture, Jarbas Passarinho, published by *A Gazeta Esportiva*, 25/10/1973, p. 2. Emphasis added.

⁸¹ Cf. *A Gazeta Esportiva*, 01/06/1974, p. 06.

represented at the Independence Cup, and for some of them it was the first time they got represented in an international football tournament outside their own continent.⁸²

Havelange's electoral platform to FIFA was composed by eight bullet points, whose most significant proposals for change were:

1. Change from 16 to 20 in 1978 and 24 in 1982, the number of finalists to the next World Cup without, however, changing the duration of the competition, as currently established. [...]
2. Assist least developed and developing countries' national federations with sporting equipment.
3. Assist least developed and developing countries' national federations with regard to the construction of new stadia and the improvement of existing ones. [...]
4. Hiring doctors, coaches, physical trainers and organization experts to minister teachings in the least developed countries for the better and faster improvement of their knowledge of football, in English, French, German, Russian and Spanish.
5. Transform the current continental contest between the winners of Europe (UEFA) and South America (ASAF), into an Intercontinental Cup of Clubs, among the winners from Europe, America, Africa and Asia, under the direction of FIFA, with special regulations for a competition of this nature⁸³.

With this democratizing platform, Havelange knew, even before the elections, he would have the support of twelve Arab countries, ten countries of Central America, twelve African French-speaking countries, plus the Europeans France, South Ireland, Greece, Cyprus, Turkey and Luxembourg⁸⁴, without taking into account the ten South American countries that performed his base since the campaign's beginning. As it turns out, his constituents were, with rare exceptions, representatives of Third World countries.

The points on this platform were reiterated in a South American Confederation Congress held in Rio de Janeiro in December 1973. During the holding of this Congress, CAF President Yidnekatchew Tessemaa assured the full support of his confederation to the candidacy of Havelange⁸⁵.

Seeing his opponent would get much of the Third World votes, the final attitude of Stanley Rous was to secure the 1978 World Cup to the Argentines⁸⁶ and the 1986 World Cup to the Colombians⁸⁷ as an attempt to captivate these South American countries.

As the date of the election was approaching, European leaders started emphasizing that the dispute between Rous and Havelange was a metonym for a battle of Europe against the rest of the world for the control of world football. Rous said:

I call you to vote for me because this is Europe against South America [...]

As Rous, Artemio Franchi, President of the European Union of Football Association (UEFA), also appeared tormented:

⁸² Cf. *A Gazeta Esportiva*, 06/05/1972, p. 06.

⁸³ *João Havelange's management platform, according to report of A Gazeta Esportiva*, 25/10/1973. P. 4.

⁸⁴ Cf. *A Gazeta Esportiva*, 25/10/1973. P. 2.

⁸⁵ Cf. *A Gazeta Esportiva*, 05/12/1973. P. 2.

⁸⁶ Cf. *A Gazeta Esportiva*, 23/05/1974. P. 3.

⁸⁷ Cf. *A Gazeta Esportiva*, 10/06/1974. P. 3.

We will not be ruled by anyone who is not from here [Europe] and that is not according to our points of view. [...] UEFA has no intention of being submitted to the control of FIFA. We are determined to maintain our independence and not giving in to the will of others⁸⁸. [...] UEFA possesses eighty percent of world football movement and ninety percent of this same movement from the economic point of view. This is worth a lot, and we will know how to charge it.⁸⁹

In the elections of 11th June 1974, Havelange was elected president of FIFA in the second round of votes, with a score of 68 against 52 votes for Rous. It is estimated that the Brazilian received about 30 votes only from African countries⁹⁰.

The African continent was recognized both by the winners and losers as the 'key factor' of the elections. Upon completion of the election, Tessema said: "We, from Africa, we have as many rights as anyone else in the world, and Mr. Havelange was the first to extend the hand to us. Such a man deserves respect and prominence"⁹¹.

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⁸⁸ Speech of Artemio Franchi, president of UEFA in the same Congress, on May 1974. Reported by A Gazeta Esportiva, 10/06/1974, p. 3.

⁸⁹ One more excerpt of Franchi's speech, in A Gazeta Esportiva, 10/06/1974, p. 5.

⁹⁰ Cf. A Gazeta Esportiva, 12/06/1974, p. 20.

⁹¹ Speech of Tessema, President of the African Confederation of Football, reported by A Gazeta Esportiva, 16/06/1974, p. 6.

SESI-SP: From Formation to Sports Performance

Eduardo Augusto Carreiro

Abstract

SESI-SP is a private organisation that invests in education, culture, sports, quality of life, and social responsibility. It has on its portfolio some important programmes for promotion of quality of life of the worker in the industrial segment, and also a basic education network catering to over 100 thousand students. Sports is developed through a systematic and continuous proposal that starts out from Physical Education in the school, passing through the Athlete of the Future (*Atleta do Futuro*) programme and sports training, finally reaching high-performance sports, these bring programmes with aims that are different yet interdependent. This means that SESI-SP is a school rather than a club, developing sports with the rights of a sports institution, where the educational process is a top priority at all stages.

Introduction

The Social Service of Industry (*Serviço Social da Indústria* - SESI) is a private institution according to Brazilian civil law, structured federatively so that it may provide social assistance to industrial workers, and also similar activities throughout the country.

SESI plays a key role in social development in Brazil, making an effective contribution towards the improvement of the quality of life of the industrial worker, his or her family members, and also the community in general, through its services in the fields of education, health, sports and leisure, culture, meals, and others.

SESI is also a partner of the companies, giving active support for the implementation and development of projects offering social benefits to employees.

SESI's main mission is that of promoting the quality of life of the industrial worker and his or her dependents, with a particular focus on education, health and leisure, and also to encourage the socially responsible management of the industrial company. (Source: www.sesisp.org.br)

The Social Service of Industry (*Serviço Social da Indústria* - SESI) was set up back in 1946 by a group of businesspeople to promote education, health, and the general well-being of the industrial worker. SESI is maintained through a compulsory law, stating that a total equivalent to 1.5% of each company's total payroll is withheld and passed on to the institution, thereby establishing the base of SESI's budget.

SESI is present in all Brazilian States and also in the Federal District (these being known as regional departments) and also has a National Department, whose main role is that of organising the information and devising national policies and strategies; however, each regional department has the autonomy to develop its own strategic goals.

Similar to SESI, there are other institutions that were created for the same purpose and also receive compulsory contributions from other segments of society (commercial firms, micro and small businesses, among others), such as SESC, SENAC and SEBRAE.

The mainstay of the activities of SESI-SP is education. Indeed, SESI has a basic education network catering to 100 thousand students; all the programmes developed are based on educational development.

In the light of this scenario, SESI-SP has a sports qualification system, with a special sports training programme for children aged between 6 and 17 (the *Atleta do Futuro* programme), where children and young people are invited to experience a variety of motor activities through to the age of 10 (sports initiation) and then expanding knowledge as from the age of 11, this latter phase being known as sports training and having the aim of increasing practice time and also to enhance sports-related skills, rather than premature sport selection, keeping young people practicing sports for a longer period of time. These two programmes take place parallel to each other, and reach their climax with the high-performance sports programme, where teams and sportspeople are qualified and participate in the country's most important sports competitions in several different sports.

Each of the programmes mentioned and also Physical Education at School, as offered throughout the SESI network, has different aims and goals, yet they are all interdependent. By giving value to the experience of the students, increasing motor variability, while not excluding talent and preparing new sporting idols, aware of their respective roles, yet far from mercantilist logic.

SESI-SP also has in place a programme management system, based on the "Pedagogy of the Example", where students, athletes and the community are encouraged to continually practice physical exercise and sports.

The Pedagogy of the Example consists of three pillars: the conceptual pillar, where theoretical bases are discussed; the communication pillar, where all the people involved should have sufficient information so that the actions are well known; and the practice pillar, with several different strategies, that brings together professional athletes, new athletes that are being prepared, students from the basic formation programmes, and students from the schools. These strategies seek to establish a bond between athletes and students, and also encouragement for the students to turn their communities around. These include sports workshops, sports activities, Ambassadors of Sport, with the election of students from each and every classroom, by school year and also by school, assigning a symbol athlete and a tutor (a teacher or co-ordinator, among others) who shall monitor the development of the school activities and also offer guidance.

The SESI-SP *Atleta do Futuro* Programme

The *Atleta do Futuro* programme, which has the aim of promoting training and also sports culture, has nuclei inside SESI premises and also at the premises of our partners, through a special technical co-operation partnership. Most of these partners are municipal City Halls, and for each partner there is a 'godmother industry' which associates the brand of a local industrial company, as a strategy for business social responsibility.

When a technical co-operation agreement is signed, the partners agree to make the respective counterparts:

Godmother Industry (*Industria Madrinha*): Accompaniment of the activities of the programme, encouraging other industrial firms to give their support;

City Hall/Partner: Physical Education teachers and premises;

SESI-SP: uniforms, training programmes for managers and teachers, regular presential follow-up on the programme with a manager from SESI-SP, technical notebook, teaching books, and video classes.

The management system for the programme contains 20 items of management which are a kind of "security latch" to ensure the quality of the programme and also to analysed whether the partnership shall or shall not be maintained between the partners; these are the following:

In negotiations:

1. Demand initiated
2. Visit for presentation of the programme
3. Visit for the diagnosis of the partner
4. Meeting for agreements and counterparts
5. Adjustments to documentation
6. Drawing up of the abstract

Once the partnership has been signed:

1. Scheduling of signing – signing event
2. Training of teachers
3. Delivery of notebooks
4. Enrolment and control system – manager of the municipality
5. Establishment of the schedule
6. Medical examination
7. Registration form
8. Delivery of uniforms
9. Handing out of quarterly lesson plans
10. Handing out of weekly lesson plans
11. Monthly productivity report
12. Lesson plan – analysis for the identification of the methodology topics
13. Preparation of the schedule of events with the family
14. Carrying out events with the family
15. Preparation of the schedule of sport events
16. Carrying out sport events
17. Assessment System – Family's tools
18. Assessment System – Students' tools
19. Assessment System – Teacher's tools
20. Meeting with parents
21. A technical meeting between the SESI manager, partner, and teachers
22. Statistical control of student registrations
23. Carrying out events with the family
24. Delivery of management reports to the partners

Remark: Without the negotiation items and without items 4, 5, 12, 19 and 20 of this latter list, the programme is not started or continued

In the track record showing the number of students on the Atleta do Futuro programme, we have the following:

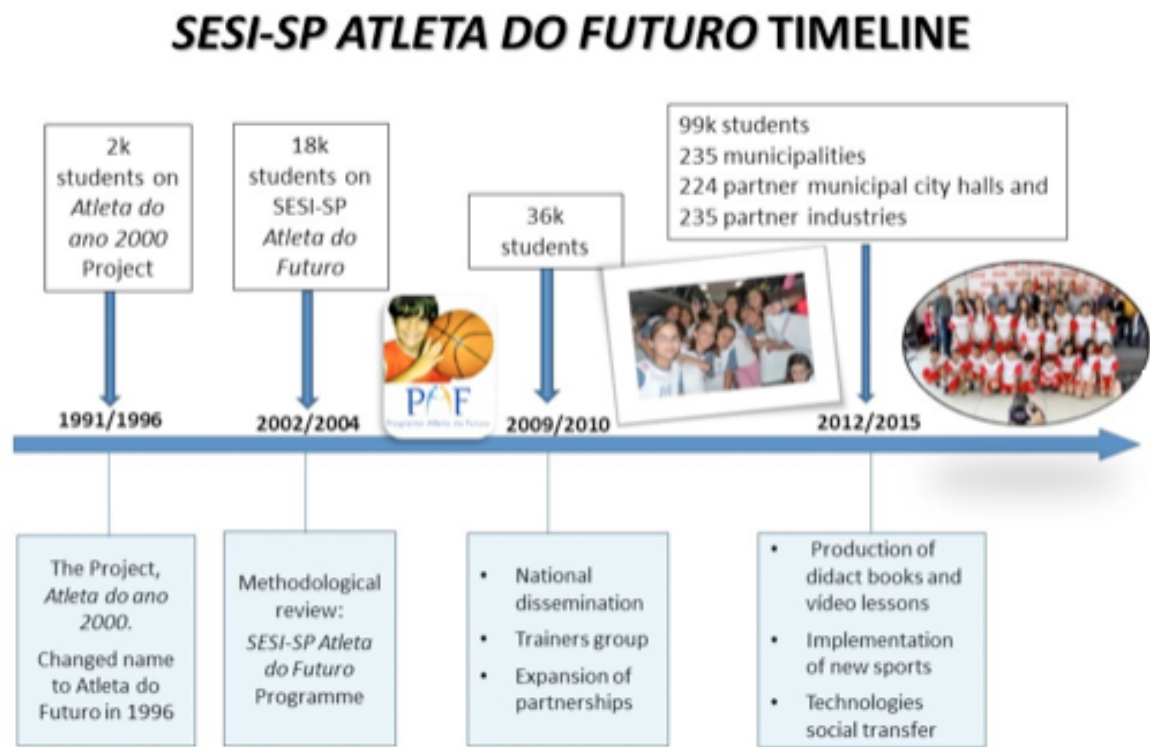


Figure 1. Sesi-SP Atleta do Futuro Timeline.

In 2014 and 2015 the partnerships signed served almost one third of the state of São Paulo, Brazil, which has 675 municipalities:



Figure 2. Sesi-SP Atleta do Futuro Partnerships.

How methodology elements get prioritised: the social and sporting formation, together with the values of sport, students who are of high cultural level, competent, and also enthusiastic about sport, and a special look at sporting culture, culminating with the exercise of citizenship, as shown in the following scheme diagrams:

Atleta do Futuro Programme

- Social and sport formation
- Values of Sport (Pedagogia do exemplo Principle)
- 6 to 17 years old students as competent, literate and enthusiastic sportpersons
- Special look for sporting culture
 - Exercise of citizenship



Figure 3. Sesi-SP Atleta do Futuro Programme.



Figure 4. Sesi-SP Atleta do Futuro Methodology.

WHO ASSESS?

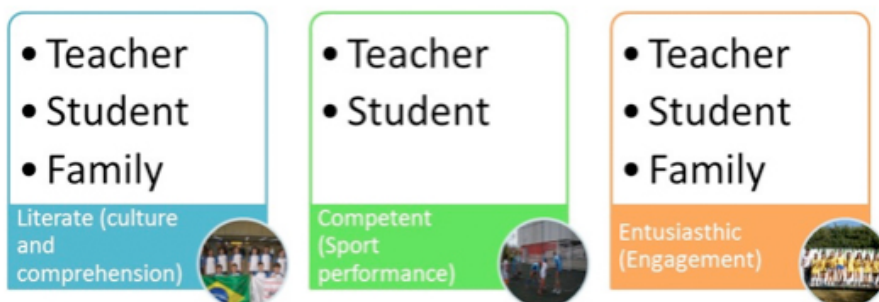


Figure 5. SESI-SP Atleta do Futuro Assessment.

WHAT TOOLS?

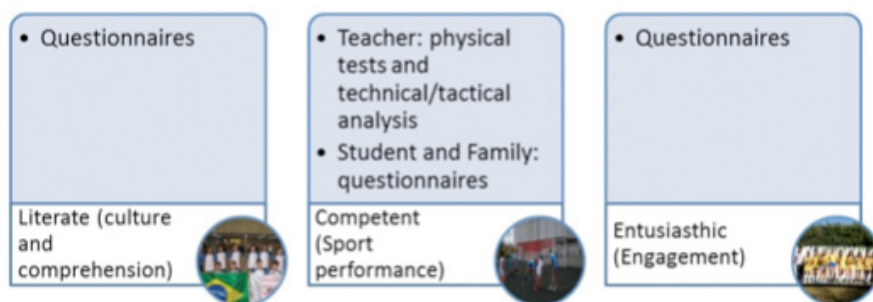


Figure 6. SESI-SP Atleta do Futuro Tools.

An assessment system which has the teacher of the main source of information, observation and registration, with the student as the focus, while students and parents also appraise the process and sustain the methodology. We now present some schemes that represent the appraisal process:

This sports qualification programme is highly efficient and takes things seriously, and can be an example for management of national sport. It needs improvement with regard to the computer system for information, which shall be fully delivered in 2016 and which intends, within the near future, as a challenge, to bring the experience of the professional staff working on the programme to align with the social relationships where the activities are carried out, the application of science, and the application of physiological, social and psychological bases. This process is also open to criticism and also to suggestions for improvement, as, indeed, every system should be.

Sports Training

The aim of the sports training programme is that of nurturing systematic training for students and athletes, both of own nuclei and/or through partnerships, and their participation in competitions where the technical and tactical enhancement could lead them to improve their technical performance, being able to generate new athletes for the Sports Performance Programme of SESI-SP.

With a scientific foundation based on the Theory of Long-Term Training, the group sports take place between the ages of 11 to 17, while the individual sports are carried out from the ages of 10 to 17.

The nuclei that develop sports training shall always notify the *Atleta do Futuro* Programme (PAF); under no circumstances may sports training be developed independently.

The units that offer the SESI-SP Sports Performance Programme shall **mandatorily** set up classes for SESI-SP Sports Training, with the key goal of promoting athletes to participate in the High Performance sport(s) they participate in.

The classes of SESI-SP Sports Training **may not** be considered as phases in the development of sports 1, 2 and 3 of the SESI *Atleta do Futuro* Programme.

In the individual sports we have:

- The classes of SESI-SP Sports Training, exclusively in individual sports, shall cater to students and athletes who are 10 years old or who shall have their tenth birthday in the current year, but in training there shall only be consideration of the second (2nd) phase of the second (2nd) level of Long-Term Training (Synthesis training or advanced participants – TLP – together with the classes of the *Atleta do Futuro* Programme of SESI-SP)*;
- Students and athletes as from the age of 11 may participate in groups for SESI-SP Sports Training, with an exclusive focus on the development of the sport chosen, with the reference being the development of the second (2nd) and third (3rd) level of Long-Term Training (Synthesis training or advanced participants), whether at the same time, OR NOT, as the SESI-SP *Atleta do Futuro* Groups).

For group sports we have:

- The classes of the SESI-SP Sports Training Programme, exclusively for team sports, shall cater to students and athletes as from 11 years old, but in the training there shall only be the consideration of development of the second (2nd) and third (3rd) stage of the second (2nd) level of Long-Term Training (Synthesis training or advanced participants – TLP).

The frequency of classes and training sessions is also a distinguishing factor when compared to other programmes. The students/athletes who are at the second (2nd) stage of the second (2nd) level of TLP, with simultaneous classes of the SESI-SP Sports Training Programme and the SESI-SP *Atleta do Futuro* programmes, shall have between 5 and 7 weekly sessions, considering the two services (SESI-SP Sports Training and SESI-SP *Atleta do Futuro*), each lasting between 1 and 2 hours, with the minimum of **5 hours** and a maximum of **10 hours** a week, and the lessons of the SESI-SP Academy plan (given by a dedicated teacher of the Academy and/or of the Training area, according to its own strategies and schedules).

Example:

- Individual Programmes – Students aged between 10 and 12: 2 sessions of SESI-SP *Atleta do Futuro*, each lasting 1 hour, and 3 to 4 sessions of SESI-SP Sports Training, between 1 and 2 hours each session, giving a total of between 5 and 10 hours per week;
- Individual and/or team sport activities - Students aged between 13 and 17: 2 sessions of SESI-SP *Atleta do Futuro*, each lasting 1 hour or 90 minutes, and 2 to 4 sessions of SESI-SP Sports Training, between 1 and 2 hours each session, giving a total of between 5 and 10 hours per week;

It shall be the responsibility of the teacher or coach from SESI-SP Sports Training for the respective sport to decide when the student/athlete shall stop going to the classes of the SESI-SP *Atleta do Futuro* programme, and take up exclusive dedication to the SESI-SP Sports Training programme, provided the total number of hours of training per week is either maintained or expanded, which means when the student/athlete is technically and physically able to change his or her level of training, moving up to the 2nd to 3rd stage of the 2nd level of TLP, assuring the same volume and intensity of training. In the units where there are classes of the SESI-SP Sports Performance programme, the change of level and maintenance of training load could be linked to the transition from Training to Performance, provided the maximum limit of 10 hours of activities per week is not exceeded.

The teacher/coach **shall make sure that** the student/athlete fully follows the methodology of each service in which the person is enrolled (SESI-SP *Atleta do Futuro* and SESI-SP Performance Sport), to assure full cognitive, affective, motor and technical development.

Every year, there shall be an appraisal of the talents of SESI-SP Sports Training, with a view to possible access to the SESI-SP Sports Performance teams, with these talents being appointed by the Co-ordination of Quality of Life, to take part in these technical appraisals, under prior consultation and stipulated date according to the calendars of the Sports Performance teams, with the CQV of origin being responsible for making all this logistic process of authorisations and participation feasible.

Throughout the whole sport qualification system, the insertion of sports competitions is essential. Every year, there shall be the SESI-SP Sports Training League for the following sports: *Track and Field, Swimming, Judo, Wrestling, Triathlon (Biathlon), Artistic Gymnastics, Basketball, Volleyball and Water Polo*, being the main event of the SESI-SP Sports Training programme, to promote technical development, the selection of sports talents, and also socialisation between the different units of SESI-SP.

The other meetings and friendlies can be nurtured by these sports, provided they do not affect the local budget and the participation in the SESI-SP Sports Training League.

On application of the training load, it shall be the responsibility of the teacher or coach of the respective sporting activity to carry out the longitudinal monitoring of the training load that has been enforced upon students/athletes, seeking to AVOID **overtraining**. For this reason, it is essential to monitor the emotional, physical, psychological and social aspects that could in some way harm the student/athlete regarding his or her full development and quality of life.

If the coach sees any kind of changes that could affect the health of the student/athlete, then the coach must notify the Co-ordinator of Quality of Life and also the Sports Guidance Officer, with temporary suspension of the training programme until the problem is solved.

The process for supervision in own nuclei (CATs) and partners (City Halls) shall be carried out by the Management Team of the Centre for Quality of Life and be permanent in nature, making use of the following instruments, which also include an appraisal of the students and the programme:

1. Schedule of monitoring visits in training sessions and competitions;
2. Receipt and analysis of the schedule of competitions and lesson plans for the teacher/coach;
3. Schedule of monitoring visits in training sessions and competitions;
4. Receipt and analysis of the schedule of competitions and lesson plans for the teacher/coach;
5. Technical analysis of the performance of the teacher/coach;

6. Analysis of the statistical and daily logs of the teacher/coach;
7. Receipt and analysis of the agendas of technical meetings and of meetings with parents.

The sports training programme is focused on the elimination of the gap that currently exists between the sports qualification programmes that are developed in the early years and sports performance, as shown in the following chart:



Figure 7. Sesi-SP Atleta do Futuro Sport Training Programme.

Sports Performance

The Sesi-SP Sports Performance Programme seeks to use sport as a tool for education and also for the development of an active and healthy society, based on the principles of the Pedagogy of Example.

This is a work project that has been progressively planned at the Centres for Quality of Life of Sesi-SP, with direct action within the Sesi-SP sports services, the Atleta do Futuro and the Sports Training programmes, thereby allowing the observation of athletes in sporting activities through festivals, sporting events, workshops, training sessions and the participation leagues, federations and confederations, seeking and preparing students and athletes to be part of the Sesi-SP Sports Performance teams, and regional and national squads, thereby strengthening national sport.

The main aim of the sports performance programme is that of encouraging sports practice, through the Pedagogy of Example, thereby unearthing new talents for the sports performance activities at Sesi-SP and also future São Paulo State and Brazilian selections, thereby making a contribution to the Brazilian Olympic results, while also disseminating the value of sport as a motivation tool for the adoption of an active and healthy lifestyle.

This Programme is developed with athletes as from 15 years old (year of birth) and has two different streams of action:

- Institutional;
- Partnership.

Institutional

- **SESI Exclusive Teams:** own technical and operational management systems, carried out within the Centres of Quality of Life of SESI-SP.

Partners

- **Teams with Partnerships:** the aim here is to add value to the service (human resources, financial, material and physical), provided that the independence of management of the team and the priority exposure of the SESI-SP brand are both maintained. The criteria for the selection of the partnerships shall be established in a contract, considering the specificity and the demand of each modality.

At regular intervals, according to the capacity for service (resources made available, existing vacancies, among others) there shall be an assessment of the sporting talents of SESI-SP Sports Training for possible access to the SESI-SP Sports Performance Team. Those students who have the potential for this shall be recommended by the Co-ordination of the Centre of Quality of Life, to take part in the relevant technical assessment. The Unit that carries out the selection process shall have a record of all students/athletes who shall take part, informing the Co-ordinator of Quality of Life about the results of the assessment.

All the athletes on the Sports Performance programme should have a regular contract with SESI, as stated by Law 9,615 (Pelé Law) – that regulates sports practice in Brazil. There are three types of contracts:

- Sports Contract for Non-Professional Athlete with a Learning Grant (with financial aid – levels I to VI).
- Sports Contract for Non-Professional Athlete with a Learning Grant (without financial aid)
- Special Contract for Sports Work with Defined Duration, with Professional Athlete – could be an Athlete on the Sports Performance programme, I to VI.

When there is a need to pay image and arena rights, only those athletes who have a Work Contract as an Athlete of Sports Performance VI can receive these funds.

This service shall also have a scope which is well beyond that of the sports premises, providing, through the actions of athletes and the coaching team, a series of added values for the students of SESI-SP, employees and other beneficiaries of industry, as set out by SESI-SP in the PEDAGOGY OF EXAMPLE, such as:

- Presence in events organised by SESI-SP (Calendar of Events and Training);
- Carrying out of actions to disseminate the values of sport, through special workshops, especially aimed at students of the SESI-SP school network and the sports programmes: SESI-SP Atleta do Futuro and SESI-SP Sports Training.
- Nurturing actions to promote sport and its values within the school environment.

The tool/file of Management of Sports Performance shall be offered for monitoring and controlling the actions:

- Register of Athletes and Coaching Team
- Olympic Potential and Possibilities
- Schedule of Workshops – PEDAGOGY OF EXAMPLE
- Conquests
- Call-Ups

- Retainment of Talents
- Control of Vacancies (HR Athletes)
- Need for Uniforms (replacement of existing parts)
- Educational Research
- Planning of National Trips
- Report on Visits by the Specialist (with action plans for the Unit and also for DQV/Head Office)
- Totalising Graphs – Reports

Every year, the technical team shall prepare the plan for competitions of the modality, of the file of Management of Sports Performance used in “One Drine/Cloud”, with a forecast of operational costs, expected results, and the period of execution.

All the modalities should set targets for the actions by SESI-SP, PEDAGOGY OF EXAMPLE. After the activity has been performed, the file of Management of Sports Performance shall be updated, with the results obtained.

Also as an assumption of the sports performance programme, there shall be a minimum of six (6) actions throughout the year for each pole of the modality (Performance Workshops or one-off actions), given by athletes and/or the coaching team, to the students of the SESI-SP Atleta do Futuro programme and/or the students who are studying at the regular school network of SESI-SP, and also offer and promote at least 60% of the vacancies that exist in the modalities of Sports Performance provided by SESI-SP during the current year, with the priority being the contemplation with students who have been promoted from the SESI-SP Sports Training programmes, as from the age of 15.

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Structural Challenges in Brazilian Sports: How to Empower Athletes?

Katia Rubio

Abstract

This text aims at discussing and analysing the repositioning of athletes in the Olympic Movement based on Brazilian Olympic athletes' biographical narratives and on guidelines issued by the International Olympic Committee (IOC) in the document called "Olympic Agenda 2020" with strategic recommendations for the future of the Olympic Movement and the Olympic Games.

Introduction

One hundred and twenty years after the first Olympic Games held in the Modern Era, the search for an ideal to keep the ethereal "Olympic spirit" alive can be observed. The adjective ethereal has been used because, in the 20th century, a deep and abrupt change happened in what was originally called Olympism, mainly after the 1980^s, when a wave of professionalism and commercial interests rose towards the greatest show on Earth, the Olympic Games.

It has been observed that, in the Olympic history, sports managers have not only got the power and dictated the rules of the Games and the Olympic Movement – even though not all of them were athletes or competitive sportspersons – but also defined and limited the actions and the lives of those who are the reason of the Olympic Games, the athletes.

In more than a century of troubled history, marked by great social events on the planet, many have insisted that sports and politics do not mix. However, there are policies, issued by managers of the Olympic structure, that imprison and gag athletes and that do not differ much from despotic and authoritarian structures of centralizing governments (Rubio, 2010).

This model seems to have reached its exhaustion, due to either the frequent changes which the Olympic Movement has gone through in the last two decades, or the repositioning of the athlete-citizen in his/her country and in the international geopolitics.

In the specific case of the Brazilian Olympic athlete, public policies on sports have not been well-defined, a fact that points out the need for the professionalization of both the institutional structure and the athlete. This process has only happened regularly in relation to professional soccer players, rather than other Olympic athletes. The lack of full acknowledgement of the Brazilian athlete's professional activity has contributed to the disarticulation of groups that are interested in the organization of elite sport. It also keeps delaying the necessary structuring of the whole development of a promising economic field.

Agenda 2020 and the Exhaustion of the Sports Model

Jacques Rogge's term as President of the International Olympic Committee (IOC) from 2001-2013 was marked by institutional stagnation after some hectic years at the end of the 1990^s with numerous cases of corruption related

to the selection of Olympic cities for the Summer and Winter Olympic Games, to the increase in doping scandals and to the loss of meaning of one of the most widely recognized symbols in the world: the Olympic Rings and the philosophy called Olympism they represent.

Rogge's task was to preside over the reforms adopted shortly before his election, and it is clear that the changing agent was not the original Olympic values but the possibility of losing all commercial and financial deals which derive from one of the greatest media business on Earth.

The search for the end of the corruption scandals and of other disarrays in the Olympic Movement has made the current IOC president, the German Thomas Bach, called on the Olympic community to order and search for solutions for the deadlock created by a new load of denunciations. Right after his inauguration, Bach headed a one-year survey that collected more than 40,000 suggestions from the sports movement and its stakeholders, systematized in 1,200 proposals, which were taken to the 127th IOC Session in December 2014 by the presidents of 14 work teams. This meeting resulted in 40 recommendations – the so-called “Agenda 2020” – which are considered strategic for the future of the Olympic Movement and the Olympic Games.

The main themes of this programme include the fight against corruption in the Olympic environment, control of the huge growth of the Olympic Games, gender equality, doping control and athletes' empowerment (IOC, 2016).

The search for the debate about these issues reflects not only new political directions for the Olympic Movement which in the last century were conducted with the arrogance of an isolated and independent organism regarding major issues in the international society. Openness to themes which were neglected in the past shows true concern for the fact that discrimination, prejudice and disrespect have led to increasing lack of interest in the greatest sports show on earth. Among the major themes previously mentioned, this study focuses on the athlete and the role s/he plays in the Olympic structure.

The Athlete as the Greatest Olympic Legacy

As I have stated in previous studies (Machado & Rubio, 2013; Rubio, 2014; Rubio & Machado, 2007), I believe that discussions on the impact of large sports events may actually advance if the role and the importance of the athlete in the sports structure is also discussed. As the protagonist of the show, s/he is the reason why Olympic Games are held. Even though this statement may seem obvious, there are very few studies which discuss this issue vertically in the sports literature. To understand this subject's social role and the changes that happened in the development of her/his identity in the last century may help explain the IOC's current concern for the protection of clean athletes' integrity and the application of justice to those who do not comply with Fundamental Principle no. 6 of the Olympic Charter, i. e.: *Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.*

In the 20th century, the Olympic Games became a privileged field to display heroic attitudes. Outstanding human beings have been able to perform above average and accomplish what is uncommon for average individuals. Before television, their prowess was narrated in newspapers or by radio waves spread all over the world. Heroic narratives got special touches due to the voice or texts written by enthusiasts of achievements carried out by athletes who overcame, in their ways and pace, limitations imposed by their countries and social origins. Television changed the construction of the narrative radically since it started showing, in real time, the aesthetics of the perfect movement which cannot be accomplished by the general public. Thus, the heroic myth, which had already been developed in the past, was strengthened and, now, deeply explored by the sense of sight.

In a previous study (Rubio, 2001), I stated that the hero cult has been necessary because of the characteristics heroism carries; they are analogous to the virtues that are needed to triumph over chaos. Victory over oneself is the major trigger of the hero of all time. From this perspective, a hero may be seen as a mould that structures an attitude pattern, rather than being a mere character. Unlike athletes in the Ancient Games whose training aimed at warlike goals, athletes in the contemporary world have got attached to the show and leisure. Their deeds are able to take crowds to sports arenas for shows and cause commotion and pain in case of accidents or death.

The dynamics of the Olympic Movement have also directly interfered in the construction of this representation. During the amateur phase of the Olympic sports which stretched from the end of the 19th century to the 1980^s, an athlete's development and social role used to focus mainly on training and competition whose objective was to get an Olympic medal or the status of world champion.

In Brazil, where most sports practices happened in private clubs or in army headquarters, the constructed imaginary about the athlete and the Olympic sports was connected to a kind of class privilege. Some outstanding athletes, such as Melânia, Benedita, Wanda dos Santos, Aída dos Santos and Adhemar Ferreira da Silva, have broken this barrier and conquered the respect of coaches and managers. Even though Adhemar had overcome the fact that he was black and poor to become an Olympic champion twice, he did not get privileges an athlete with his status would have had in another country (Rubio, 2007).

Brazilian athletes were almost considered bums in the 1950^s. The situation would even be crueler with women since they faced three-fold discrimination for being women, athletes and, in some cases, black. Besides, they had to face legal regulations to practice sports, mainly soccer, martial arts, boxing, wrestling, water polo, polo and weight lifting. Due to these restrictions, few opportunities were considered really exciting and desirable by girls of that generation (Rubio, 2015).

This dynamic started to undergo deep changes with real time broadcasting of sports competitions all over the world after the athletes' prowess did not need to be re-created by a radio broadcaster's or a writer's narrative. The image of the perfect movement can be immediately watched and replayed for many generations. The image of the ones who innovate by creating a new technical feature or an overwhelming victory, showing exceptionality on the podium – where the best ones are hallowed –, reinforces the contemporary athlete's heroic mythic condition. If sports were once associated with amateur activities, with no commercial interest, in a certain historical moment, what can be perceived after the 1980^s is the expectation of associating this successful image with products that wish to have their trademarks connected to the uniqueness of that mythic being, the successful athlete.

The beginning of the participation of multinational companies and sponsors marked a period, called professionalization, in Brazilian sports. It was characterized by an increase in the funds granted to teams and clubs, but it did not necessarily lead to competent management of institutions and athletes' careers (Almeida & Marchi Jr., 2011; Vlastuin, Almeida, & Marchi Jr., 2008; Vaz, 2008).

In this new phase, Brazilian athletes did not need to sign the so-called "contracts-in-the-drawer" (Angelo, 2014; Giglio, 2013) anymore. These were unofficial documents which were not registered in the sports confederations (national sports organisations in Brazil are called confederations and composed by federations from each of country's 27 provincial states) but were mainly used by clubs to prevent athletes from changing clubs in case they got an advantageous proposal.

Another strategy was to register the athlete as a worker in the company which sponsored the club or the team. In these conditions, the athlete was an employee in that company even though s/he did not carry out any task,

besides practicing the sport with the logo of the company on her/his uniform.

This movement started in the 1980s and the sport that first adapted to this model was volleyball (Vlastuin, Almeida, & Marchi Jr., 2008). According to the authors, CBV developed an organizational structure with structural and material conditions so that sports activities would have maximum productivity and reach increasingly more successful results (p. 17).

The policy which aimed at transforming sports into a big business made that generation of athletes, as well as others, relate to sports in a professional way and dedicate themselves to daily physical and technical preparation in search for results, the main reason of sports from that moment on. In this new scenario, an athlete was not the one who “did it out of love” (etymology of the word amateur) anymore; s/he became a “sports worker”, in the logic of the market in which the athlete started to sell her/his labour to those who explore sports businesses.

Following international trends, the Brazilian athlete became more and more tied to contracts and obligations which involved not only results in competitions but also her/his private image; thus, s/he is the prisoner of a system that imposes what s/he has to do and say, besides limiting her/his full exercise of citizenship to the contract signed in that season. Pushed by these limitations, athletes have had fewer opportunities to express opinions about general issues, or even about the sports they practice, a fact that restricts their capacity of mobilization to fight for their rights, both in sports and in politics.

According to Angelo (2014), Olympic athletes are not considered sports professionals - unlike soccer athletes, who got some rights when the so-called Law Zico was issued in 1993, and later replaced by Law Pelé (1998) and Law Agnello/Piva (2001). Since many Brazilian athletes start practicing when they are very young and unaware of the need to study, they dedicate themselves to their careers and reach the top in a moment of life in which few of them are worried about the future. They focus on training and winning competitions, and, in some cases, they even make some money, but then they have to face the moment to leave the athletic career to start a new phase in life. It usually happens when people of the same age have already reached the apogee of their professional lives.

In many cases, at that moment, athletes perceive the consequences of restrictions they experience in their professional activity and citizenship. To debate, to express opinions, to think and to disagree are activities that must be found in any healthy professional and social environment. Few Brazilian Olympic athletes have developed these abilities along their sports careers as a result of the historical moment they went through and, nowadays, due to contracts and regulations of competitions which punish public comments about the performance of managers, referees, audiences and any other person involved in the sports show, whose protagonist is the athlete.

Narratives of young Brazilian Olympic athletes have pointed out a concern not only for themselves but mainly for new generations. The desire to buy and accumulate material assets threatens the development of medium and long term goals, an indispensable condition to construct an Olympic project which demands from 8 to 12 years to be accomplished. When excellence and triumph is no longer the ultimate goal in the construction of an athlete's career, this also interferes with the maintenance of the current heroic sports imaginary.

Brazilian athletes, as well as most athletes worldwide, live by strict and restrictive rules. A sharp fall in the number of people who practice this kind of sports activity has led authorities to issue an alert. Besides, guidelines of the “Agenda 2020” regarding athletes' protection show the same concern. Athletes must be protected. Clean athletes, who are not involved in doping, must be honoured and strengthened; otherwise, the whole system runs the risk of failure. The debate about sports facilities and the infrastructure of the Olympic Games should not be the central issue anymore, but give way for a focus on the necessary humanization of the show.

Final Remarks

Sport, a millennial practice which has created rituals and joined the world of symbols and archetypes of the collective unconscious, introduces athletes to the public – that watches the show – as divinities. Therefore, there is the configuration of a form of myth, which is seen as an agent that promotes identification for children, adolescents and adults. On the other hand, this mythical persona lives in a common ego-citizen who mingles with the character and is also confused by the public that watches her/him. Overcoming this dynamics may lead to the comprehension of a set of meanings which compose the imaginary of the young athlete and determine several social practices along her/his adulthood.

The implementation of the Agenda 2020 guidelines, issued by the IOC, points out changes in the athlete's social role. S/he becomes the core figure in the Olympic Movement, rather than the executor of skilful gestures in the sports show. By adopting this attitude, the IOC starts to value the athletes' experience as the core of the Olympic Games and brings it back to the Olympic values, facts that have become increasingly abstract to the society. In other words, everything indicates that there will be more investment in supporting athletes in and out of the game. Respect also seems evident when clean athletes are honoured by getting back their places after other athletes involved in doping have lost their rankings. So far, when doping was confirmed, the medal used to be given to the athlete and s/he was immediately included in the ranking, but without the usual pomp and circumstance seen at the Olympic Games. Agenda 20 + 20 guidelines recommend that formal ceremonies should be held in order to hand Olympic medals to athletes who get them after a competitor is disqualified and that it should be communicated to all people involved in the event.

It is clear that the Olympic Movement has worked to regain the respect and dignity which were lost along an obscure period stained by abuse and corruption. Dialogue with the contemporary society has begun in search for solutions for the impasse resulting from the withdrawal of basic Olympic values. It aims at keeping a dialogue which was not very common in the past and at showing that Olympism goes beyond the borders of the Olympic Movement so that the historical role of sports is maintained in society.

Epilogue: The Athletes and the Torch

For 15 years I have studied the life history of Brazilian Olympians. Since last year I have attentively followed the efforts of sponsors and the organizing committee with regard to recruiting bearers of the Olympic torch. As might be expected, most Olympic athletes missed out. Even after searching for key people within the Olympic organization, my proposal to include more athletes was not accepted.

Last April 25, after returning from the lighting ceremony of the Olympic flame in Olympia in Greece, and seeing how significant that moment was, I started a campaign via Facebook, with the athlete's name, sports discipline and year of Olympic participation via #todoatletaolimpicodeveconduziratocha.

Within hours many athletes come to me and the campaign got a viral effect. On the 27 April the Games Organizing Committee contacted me saying it would be very difficult at this point to call new bearers because everything was already planned. I made some suggestions as to call Olympic groups to run or honour them in some way. Given the membership and visibility that the campaign achieved, a communication line was released with athletes (internet@rio2016.com) for all Olympic athletes to send their messages and become invited for the tour of the torch. A few dozen athletes to this day have been summoned and still continue to seek others so that, after "48 minutes of the second half", they can participate in this unique moment instead of being already forgotten in Olympic history.

The athletes won this round!

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Current Issues

The 'PASS' Project – Physical Activity Serving Society A Narrative Review – The State of Physical Activity in Europe

Richard Bailey & Martin Holzweg

Introduction

The relationship between physical activity and physical health is now established beyond doubt, and the awareness of the health costs of sedentary behaviours is so advanced that inactivity is now recognized as a major public health concern. For example, physical inactivity is the fourth leading risk factor for such diseases. Until recent years, concerns were directed primarily to the developing world. However, it is becoming clear that there is a trend for sedentary lifestyles across most of developed countries, too. It is also becoming apparent that a number of social and economic factors mediate physical activity, resulting in marginalized groups being particularly disadvantaged in terms of access to opportunities to be physical active.

The challenges Europe is facing, like all continents, are both general and distinctive. The health risks associated with inactivity and sedentary lifestyles apply to all people, irrespective of their location and culture, but the social and environmental characteristics of living and working in Europe need to be understood as peculiar to that region.

A number of reports show the financial and personal costs associated with low levels of PA to be considerable. However, because these reports often focus almost exclusively on a narrow range of physical health markers, it is reasonable to suppose that the real costs of inactivity are considerably greater than currently reported.

General Observations

Physical activity is important for people of all ages. So, it is concerning that available evidence suggests that activity levels, in Europe and elsewhere, are often low and declining:

- Prevalence of physical inactivity in Europe: 34.8%;
- Gender disparities: women are more inactive (33.9%) than men (27.9%);
- Globally, 31.4% of adults report three or more days per week of vigorous-intensity physical activity; in Europe, a below-average figure of 25.4%;
- The limited surveillance information on children suggests a similar pattern, and this is even more alarming as childhood represents a foundation for later health and activity behaviours.

On the Benefits of PA

Increasing physical activity and physical fitness have been shown to be associated with reductions in relative risk of death, and while decreasing them increases the risk. Physical activity is an important feature of healthy human development, and inactivity is a risk factor for a range of serious conditions, many of which develop during childhood or adolescence. While discussions of the benefits of PA tend to focus on physical health, there is also compelling evidence suggesting improvements to a wide range of aspects of human functioning, including emotional well-being, social inclusion, life and social skills, cognitive functioning and educational attainment.

On Childhood

From the perspective of public health, childhood is a uniquely important time, as physical activity and other health-enhancing behaviours, contribute not just to the health of the individual child, but also the adolescent and adult that the child will become. The whole period of childhood, from infancy to puberty, offers a window of opportunities in the development of predispositions to act or behave in certain ways. This has enormous implications for sports and physical activities as it is worthwhile to lay the foundations of participation during the first decade of life.

When it comes to age differences, younger people are more likely to be physically active. The case for a childhood focus for health-orientated physical activity policies and programmes has been enhanced by the growing body of evidence associated with the “early obesity intervention hypothesis”, which theorizes that intervening before adulthood is necessary to mitigate the development of poor body composition status later in life. There have been very few quality empirical studies of explicitly physical literacy programmes and the lack of conceptual clarity makes it difficult to envisage a situation in which rigorous research would be possible. However, there have been numerous high quality studies focusing on both general physical activity promotion and general skills development, and these suggest a number of characteristics of effective strategies, emphasizing skill development and personal competence, enjoyment, and diversifying the activities played.

On Obesity

Obesity currently dominates the current policy discussion of physical activity and health. While PA can play a role in combatting obesity, it is just one of a series of factors. Many conditions associated with low levels of physical activity, such as obesity, are not only a threat to an individual, but it also cause high costs for medical systems around the world. The costs are therefore both, personal and financial.

In an influential review of the evidence available at the time addressing the specific questions of the effects of physical inactivity and obesity on morbidity and mortality, it was concluded from the best available evidence that not only did physical activity appear to reduce the force of the health risks associated with overweight and obesity, but also that active obese individuals have a lower morbidity and mortality than sedentary normal-weight individuals.

According to the World Health Organisation (WHO, 2013), obesity and overweight are estimated to be the principal causes of 44% of all cases of diabetes around the world, 23% of ischaemic heart diseases, and between 7-41% of all cancer cases. Consequently, obesity is a source of considerable health care expenditures, and it is predicted that these costs will increase over the coming decades. According to their analysis, estimated obesity-related costs range from 0.09 to 0.61% of total annual gross domestic income in Western European countries. Obesity-related healthcare burdens of up to 10.4 billion Euros were found.

The Human Capital Model

Generally speaking, discussions of the benefits of physical activity have focused almost exclusively on physical health and physical disease. The Human Capital Model (HCM) offers the view that physical activity is an investment capable of delivering valuable returns. Underlying the HCM is an assertion that the stock of competencies, knowledge and personal attributes are embodied in the ability to take part in sporting and other physical activities, and that these activities produce values that are realized through increased well-being, educational achievement and, ultimately, economic value. The HCM is part of the Designed to Move agenda for change, financially supported by Nike Inc. It conceptualizes development in terms of different forms of ‘capital’, as follows:

- Financial Capital: Gains in terms of earning power, job performance, productivity and job attainment, alongside reduced costs of health care and absenteeism/presenteeism (i.e., lower productivity among those who are “present”) linked to physical activity.
- Physical Capital: The direct benefits to physical health and positive influences on healthy behaviours.
- Emotional Capital: The psychological and mental health benefits associated with physical activity.
- Individual Capital: The elements of a person’s character – e.g., life skills, interpersonal skills, values that accrue through participation in physically active play, sports and other forms of physical activity.
- Social Capital: The outcomes that arise when networks between people, groups, organizations, and civil society are strengthened because of participation in group-based physical activity, play, or competitive sports.
- Intellectual Capital: The cognitive and educational gains that are increasingly linked to participation in physical activity.

On Economic Impact

It is also important to acknowledge the other side of the coin – the economic benefits associated with active lifestyles. A number of studies have identified sport, in its different forms, and physical activity as drivers for economic growth. ICSA / CEBR (2015) in their study calculated that inactivity imposes economic costs of more than € 80 billion per year to the EU-28 through four major non-communicable diseases (coronary heart disease, type II diabetes, colorectal and breast cancer) and through the indirect costs of inactivity-related mood and anxiety disorders (see ISCA, 2015, p. 6). Economic benefits are apparent at both the national and individual level. In their review-of-reviews for UNESCO, Bailey and Reeves (2013) found evidence of multiple contributions from participation in sport and physical activity in terms of educational attainment, employability and career progression. One study calculated the cost in Europe of depression alone to be 118 billion Euros, including direct medical costs totalling 41 billion Euros.

On What Influences Participation

Numerous models have sought to explain the determinants of engagement in physical activity. One popular model involves dividing the facilitators or barriers to physical activity into two types: personal and environmental factors. An approach like this is useful, since it stresses that PA is affected by both personal interests, motivations, and preferences and factors outside of the individual, such as opportunity, social norms and expectations, and location. Numerous studies have reported the importance on places and spaces for the promotion or obstruction of physical activity, but research highlights the psychological dimension, too. For example, one review summarized the primary ‘environmental and societal’ influences on physical activity, such as: public recreation facilities; commercial use of school facilities; physical activity promotion policy; after-school physical activity programmes; physical education class availability; youth sports; “walkable” communities; physical education class content and training; crime and perceived safety; and sedentary stimuli for leisure.

Gaps

There are currently limited accurate measures of the amount of daily physical activity in Europe for children, and adolescents are somewhat unknown, since the available information is rarely based on objective methods. Many of the recent concerns from politicians, policymakers, advocacy groups and other stakeholders have targeted this phase of development as particularly deserving attention.

There has been a tendency for researchers to focus on the risks and costs of inactivity, rather than the benefits of activity. Despite the mounting evidence of the benefits of physical activities, there continues to be a general under-

appreciation of the importance and the wider benefits of exercise and sport, such as psychological and social well-being, the development of life skills, and career advancement. There is currently no evidence to indicate the economic value of these non-physical outcomes. When the value of physical activity is discussed, it tends to focus on a narrow range of issues, such as obesity and coronary heart disease. To date, physical activity promotion policies have tended to focus on the national level. A currently under-utilised resource, there, has been the more local governmental agencies. In light of the evidence growth of urbanisation across Europe, it is worth considering the impact of policies at the cities/municipality level.

For example, the Covenant of Mayors, which was launched by the European Commission after the adoption of the EU Climate and Energy Package in 2008 has direct influence over most European's physical environment, yet have not been engaged with physical activity seriously. Cities offer numerous opportunities to be physically active, and some have turned their built environment into a space that encourages health and activity for all. Active cities are walkable and cyclable. They are safe and well lit, with good public transport and appropriate management of obstacles and barriers. By way of a conclusion, it is worthwhile to consider some of the ways in which this knowledge might be used. Designed to Move, which was referred to earlier in this paper, emphasises a number of contexts in which physical activity could and should play a role. Why is physical activity important in these settings? How can individuals or groups succeed in capitalising upon the potential offered by physical activity?

Endnote

The challenges facing Europe, like all continents, are both general and distinctive. The health risks associated with inactivity and sedentary lifestyles apply to all people, irrespective of their location and culture, but the social and environmental characteristics of living and working in Europe need to be understood as peculiar to that region.

Physical activity is an important contributor to human health, and the full extent of its benefit has only recently started to be realised. Activity improves health, well-being and functioning in a wide range of settings. Ironically, the physical health outcomes of regular exercise are so compelling and urgent that they are in danger of excluding other outcomes by their dominance. This would be unfortunate, as the cases for the wider benefits of physical activity suggest that it can make distinctive contributions to a wide range of domains, including educational achievement, the development of life skills and social skills, and psychological well-being.

A number of reports show the financial and personal costs associated with low levels of PA to be considerable. However, because these report often focus almost exclusively on a narrow range of physical health markers, it is reasonable to suppose that the real costs of inactivity are considerable greater than are currently reported.

As our knowledge of the importance of physical activity grows, so does our awareness of the concerning rates of inactivity across Europe, for all ages and all social groups. In most countries in Europe, significant proportions of the population are so inactive that their health is at risk. In the case of children, millions live sedentary lifestyles that place them at increased risk of a range on non-communicable diseases in both the short-term and the long-term.

The main findings, to be brief, are that there are genuine causes for concern, and large proportions of the European population are too inactive too often. While the data of physical activity patterns might lead to anxiety, any fear can, at least, been mitigated by recognition of the growing awareness of and to promote physical activity.

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Research Report: The Use of Football and Other Sports for Peace-Building in Colombia and Northern Ireland

Alexander Cárdenas

Abstract

The use of sport to tackle a variety of social challenges, a strategy referred to as Sport for Development and Peace (SDP), is on the rise. In spite of the recent upsurge in SDP research, current academic literature is characterized by a lack of cross-regional studies analyzing the SDP phenomenon beyond Africa, Asia, Eastern Europe and the Middle East, at the same time that it focuses on the perspective of programme beneficiaries. The purpose of this research (Doctoral Program in International Peace, Conflict and Development Studies – University of Jaume I, Spain) was to explore the ways in which football and other sports are being used to advance peace-building in Colombia and Northern Ireland within the framework of sport-based social interventions, and as seen through the lenses of the personnel involved in designing, implementing and supporting SDP programs (SDP officials).

Introduction

The Context

Both Colombia and Northern Ireland have recently experienced an increase in SDP activity to partially address specific problems related to their conflict dynamics using sport as a medium. In the case of Northern Ireland – where a peace agreement was signed more than fifteen years, yet this society remains deeply divided – sport is usually expressed in terms of cultural identity, as well as this activity is heavily burdened by community affiliations (see McGinley et al., 1998, pp. 464-471; Sugden & Bainer, 1991). Despite the perception that certain sports reinforce political and religious affiliations, the constructive role of sport in fostering the creation of meaningful relationships across the divide that separates Catholics from Protestants has been recently acknowledged. A 2010 study, for example, found that 69 percent of respondents believe that sport unites different groups and races within Northern Ireland (Liston & Devine, 2010). In Colombia – where a peace process is underway to put an end to the longest-running conflict in the Western Hemisphere – sport is gaining prominence among civil society and international organizations as a suitable channel to contribute to social cohesion in a country affected by more than fifty years of war. Parallel to this and thanks to the recent success of Colombian athletes at international competitions such as the 2012 Olympics and the 2014 FIFA World Cup, state agencies have acknowledged the growing social role of sport and its potential to contribute to peace building in the nation (see Cardenas, 2013).

Methodology

This investigation adopted a qualitative research approach (Creswell, 2003), employed collective case study as a research methodology (Stake, 2000) and used triangulation as a data validation method (Yin, 2004a). Semi-structured interviews with SDP officials were used as a primary method to collect information; a survey, direct observations, participant observations and secondary sources complemented the data gathering process.

Data was gathered between March 2012 and June 2014 in Colombia and Northern Ireland. Data analysis collected in this study used two methods: Case study and analysis Cross cases (Merriam, 1998; Yin, 2009). Both cases were explored in detail identifying similarities and divergences in the use of sport for peace in Colombia and Northern Ireland, and drawing a series of lessons. Upon an examination of the diverse themes that were identified during analysis of data, three broad thematic areas surfaced: SDP officials, SDP programs and SDP sector.

Participating Organizations

In the selection of the participants for this study the following criteria were taken into account: a) personnel involved in supporting, designing and implementing sport for peace activities in Northern Ireland and Colombia, b) representing organizations such as national and international NGOs, government agencies, sport federations, international cooperation agencies, the private sector and c) academic institutions, that employ football – as the main sport or one of the sports used – to achieve their peace and development goals. In Colombia thirty officials from the following organizations and programs participated in this study: A Ganar, Children International, Colombian Football Federation, Colombianitos, Con-Texto Urbano, Fórmula Sonrisas, Fundación Luker, Fútbol Con Corazón, Gestores del Deporte, GIZ, Goles por la Paz, Golombiao, Grupo Internacional de Paz, Peace and Sport, PNUD, Tiempo de Juego, UNICEF, Universidad Militar, World Bank, World Coach Colombia. In Northern Ireland sixteen officials representing 9 organizations: Derry City Council, Derry/Londonderry YMCA, Football for All, Football for Peace, Northern Ireland Street League, Peace Players International, Seaview Enterprises, Teenage Kickz, University of Ulster.

Findings

Dimension 1: SDP Officials

SDP officials in Colombia and Northern Ireland acknowledged the value of popular sport practices such as football to advance the overall goals of their organizations. In the view of these officials, sport represents not only an effective and reliable means to bring participants into their programs, but sport also fulfills diverse roles such as serving as an educational tool and a platform to transmit values which can be applied beyond the sports grounds. The values attached to sport and its lessons constitutes in the opinion of SDP officials in Colombia and Northern Ireland, a constructive tool to help children and youth improve their personal lives and transform their communities.

As a social intervention strategy, SDP officials showed in this study that football (and sport in general) offers several advantages as a tool to address certain problems, yet there are also many limitations attached to sport. Most SDP officials recognized several drawbacks associated with this practice. For instance, they clearly conveyed the idea that it would be erroneous to assume that all children and youth are inherently interested in sport. Moreover, other officials explained that sport could potentially promote a sense of exaggerated competition among participants. In some contexts, young girls can feel excluded from sports.

With regards to the place of sport and football within the conflict context of Northern Ireland and Colombia, this research found that SDP officials support the idea that sport can be useful to partially address some of the particular difficulties and challenges that are a consequence of each country's unique conflict dynamics. In this sense, this investigation has established that in Northern Ireland sport is seen as a tool to reach two primary goals: promote contact among Catholics and Protestants, and foster greater intercultural understanding between children and youth from both communities.

Compared to their counterparts from Europe, Colombian SDP officials perceive football and sport in general as a way to address a broader range of social issues. Sport is seen as a suitable tool in: providing a safe space for at-risk children and youth, teaching abilities and skills so that youth can say no if they face recruitment by illegal armed actors and criminal networks, helping kids build a life plan, creating economic opportunities, fostering peaceful coexistence, tackling urban violence, and promoting social inclusion.

This study found that forming webs of cooperation among SDP officials can potentially lead to creating greater awareness on the role of sport as a social cohesion tool. The creation of webs among professionals and NGOs is of particular relevance in the peace-building field as these networks can bring closer together the base of society (communities, local leaders, grassroots organizations) with decision-makers (authorities, government) (see Lederach, 1997). In Colombia the Football for Peace Network has pioneered cooperative work among SDP officials, while in Northern Ireland this is yet to happen.

Dimension 2: SDP Programs

Some of the most experienced NGOs in Colombia and Northern Ireland have developed specific sport methodologies that facilitate learning and allow for the transmission of peace-related values such as fair play, open dialogue, cooperation, trust, respect and inclusion (Football for Peace and Golombiao in Colombia, Game of Three Halves and Values-based coaching in Northern Ireland). Through these methodologies sport enhances its pedagogical functions, while allowing participants to become proactively engaged in constant dialogue and self-reflection, and encourages players to build positive relations with their teammates and opponents. These methodologies stress on the process of learning, and not on the results, and identify in the game, the rules and the interactions that take place during a match, potential opportunities for learning lessons that can extend beyond the sport grounds.

Nevertheless, consideration should be given to the fact that learning to successfully incorporate these methodologies into SDP programs requires sufficient training, constant feedback, supervision and monitoring of activities by competent personnel. As has been shown both in Northern Ireland and Colombia, although these methodologies are based on easily understandable philosophical principles, articulating those through sport is a demanding process, which requires time and resources.

Dimension 3: SDP Sector

Given the strong influence by Anglo-Saxon individuals, institutions and organizations on the global SDP field, the Northern Irish SDP sector shows satisfactory level of integration with multiple opportunities (documents, forums, online platforms, etc.) for SDP stakeholders and the general public to interact, promote collaborative work and obtain information related to SDP. In order for the SDP sector to be consolidated, nevertheless, greater commitment by governmental agencies and the creation of public policy on sport is required. Although a great deal of progress has been made in advancing sport as a social intervention strategy, social movement and recently, as a possible policy sector, as a consolidated field SDP is yet to be realized in the Colombian context.

Lessons from Colombia to Northern Ireland

Main lessons from Colombia to Northern Ireland gravitate around two issues: 1) forming webs of cooperation among SDP officials and organizations, and 2) interest by government agencies in exploring the social dimension of sport, and as a consequence potential development of policy in the area.

In relation to the development of webs of cooperation among SDP officials, some lessons can be drawn from the Football for Peace Network in Colombia: first, as has been highlighted by the international partners of the Network (GIZ, UNDP, World Bank), bringing together several organizations from across the country all of which operate at different capacities is no easy task. One of the keys for it to work is commitment. Second, working under a common framework and developing a shared vision is essential. The fact that these NGOs have all adopted and use the Football for Peace Methodology and its variations has in some degree facilitated the creation of that shared vision. Third, producing solid evidence of the results achieved by NGOs and the collective impact of these

in the form of webs and networks of collaboration is imperative in order to approach policy-makers if the intention is influencing social policy on sport.

Contrary to the Northern Irish case, in Colombia there has been concrete actions at the government level with regards to the social dimension of sport. Programs such as Golombiao (2003) and Gestores Del Deporte (2010) operate within larger development schemes. However, only until recently – when the Decennial Plan for Football 2014-2024 came to light – SDP foundations, football-based interventions and associated methodologies were acknowledged officially for the first time for their contribution to building peace in the nation. This has opened up possibilities for concrete policy creation on football as a peace and development tool that would surely benefit this field. If properly articulated, the Colombian Decennial Plan for Football could certainly become a point of reference and a template for governments from the region and beyond that seek to strengthen social policy on sport.

In Northern Ireland it is necessary to raise awareness on the social role of sport among government agencies, embed programs within larger national development schemes and develop concrete policy on SDP within a “shared future” context. It is claimed here that the Colombian example may offer some useful inspiration and guidance to Northern Ireland in this regards.

Lessons from Northern Ireland to Colombia

Lessons from Northern Ireland to Colombia include: 1) the notable involvement of Sport Federations and academic institutions in SDP activity, and 2) the integration and cohesiveness of the SDP sector. Both the Northern Irish Football Federation (IFA) and the University of Ulster (through the Ulster Sports Academy) are heavily involved in SDP. The University of Ulster has provided expertise in program design, delivery and monitoring and evaluation of SDP activities, and has been fundamental in creating links with community members via the delivery of academic courses on sport for social transformation open to students and community members. Colombia can certainly learn from this and explore the ways to incorporate both actors more deeply in SDP activity. Whereas the Colombian Football Federation already supports SDP, the academic community has largely been absent from this field.

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ICSSPE News

Katrin Koenen

Global Strategy Revision

ICSSPE has started a global strategy revision. Based on a decision of the President's Committee, the global network for sport science and physical education will review current strategic priorities, vision and mission of the organisation as well as its structure. During the process the organisation will address some key questions, such as: What should ICSSPE's main mission be? How do we react to developments in sport, physical activity and physical education and how can the organisation contribute to the agendas of international stakeholders in these fields? The strategy development is supported by an external consultant and will offer opportunities for all members to become engaged. On the basis of feedback by a representative group of ICSSPE members and workshops to be held in Berlin in February, and Philadelphia in April, the General Assembly 2016 will be requested to approve necessary steps which will allow a sustainable implementation of strategies in the years to come.

ICSEMIS 2016

Abstract submission for the 2016 International Convention on Science, Education and Medicine in Sport is still open, and you are invited to still send in proposals! If you are considering submitting a proposal for a poster or oral presentation, please check www.icsemis2016.org. ICSEMIS takes place in between the Rio de Janeiro 2016 Olympic and Paralympic Games, August 31st thru September 4th in Santos, São Paulo - Brazil, offering the opportunity to combine involvement in academic debate with a visit to the most exciting sport events in the world!

ICSSPE Board Meetings

The 2016 ICSSPE Board meetings and the General Assembly of ICSSPE will be held in Santos, Brazil as follows:

Aug. 28 th	14.00h-18.00h - President's Committee (in camera)
Aug. 29 th	09.00h-13.00h - Executive Board 14.00h-18.00h - Associations' Board, parallel: 14.00h-18.00h - Editorial Board
Aug. 30 th	09.00h-13.00h - joint meeting Associations' Board and Editorial Board 14.00h-18.00h - ICSP, parallel: 14.00h-18.00h - ISNSD
Aug. 31 th	09.00h-13.00h - General Assembly

We hope that many of our members will join us in Santos and develop next steps in our agenda!

Four Internship Positions in the Organisation's Headquarters in Berlin

ICSSPE is offering four internship positions in the organisation's headquarters in Berlin.

After the successful implementation of the programme in 2015 ICSSPE, in close cooperation with the Federal

Ministry of the Interior (BMI), Germany, four post-degree students have been chosen and are invited to extend their knowledge in international cooperation and in the areas of advocacy and policy development.

The chosen Interns from South Africa, Brazil, Japan and Armenia will receive monthly financial support, and travel expenses, and language classes. We are looking forward to our new team members!

Communities and Crisis

ICSSPE's Communities and Crisis seminar returns with a unique combination of state-of-the-art knowledge and practical experiences. The only event that explores the relationship between sport and psychosocial support, Communities and Crisis brings together international experts from the fields of Psychology, Sport and Exercise Sciences, Adapted Physical Activity, and Social Work. This interactive seminar gives practitioners and students an opportunity to delve into programme design, participatory and inclusive approaches to planning and delivery, focusing on skills and techniques that are directly useable with socially disadvantaged or post-disaster/post conflict situations. It also offers an opportunity for participants to meet and learn alongside people from around the world, and from a wide range of backgrounds.

The seminar offers learning opportunities in a rich variety of subjects, including: psychological aspects of trauma and trauma relief; the usage of sport, physical activity and play in community building and disaster relief; development of adapted and inclusive physical activity programmes; gender issues and gender equality; child protection; and monitoring and evaluation. The seminar takes place from October 31 to November 5, 2016, the registration at www.icsspe.org will be opened soon.

Paths to Success – Inspiring Young Leaders

'Paths to Success', taking place from 25 – 27 November 2016 in Berlin, is a seminar specifically designed for young women and men interested in future positions in international sport organisation. The seminar aspires to help participants acquire the skills and abilities required for a successful career as a potential leader in an international sport organisation, sport science or physical education institution. The focus of this year's seminar will be on 'Communication and Good Governance'. It is jointly organised by the German Olympic Sports Confederation (DOSB), the International Council of Sport Science and Physical Education (ICSSPE) and Freie Universität Berlin.

Different. Just like you

A psychosocial approach promoting the rights of persons with disabilities

On 2nd March, 2016 authors of the 2015 released publication Different. Just like you – A psychosocial approach promoting the rights of persons with disabilities demonstrated how inclusive sport programmes can be realised. Hosted by Helga Stevens MEP (ECR) and Adam Kosa MEP (EPP), the presentation took place in the European Parliament. The results of the two-year projects that have put emphasis on the importance of empowerment of persons with disabilities, and the role that psychosocial support plays in this regard, were presented and the main outcome, a handbook for policy makers and multipliers, was introduced to European policy makers. ICSSPE's partners in the projects were the International Federation of the Red Cross Reference Centre for Psychosocial Support, Juul Journalistik and Kommunikation, and Light for the World.

PASS – Physical Activity Serving Society

ICSSPE continues to contribute to the exciting PASS Project. Leading the scientific aspects of the project, we have produced two reviews of the literature – a systematic review of European physical activity policies, and a narrative review of the current state of physical activity in Europe. A summary of the latter report has recently been turned

into an attractive advocacy resources, including key facts and figures necessary to make the case for a higher profile for physical activity at both the policy and practice levels.

Further information about this resource, and the other materials developed by the PASS partnership, are available from the Sport and Citizenship site: <http://sportetcitoyennete.com/pass/#>.

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Issue No. 70 of ICSSPE's Bulletin provides a Special Feature called *The Olympics and Paralympics in Brazil: Who Takes the Prize?*

The section contains a collection of scientific articles as well as selected journalistic works scrutinizing the situation in Rio de Janeiro around the Olympic and Paralympic Games. Through this collection, compiled and reviewed by Jens-Sejer Andersen from Play the Game and Prof. Dr Katia Rubio, Universidade de São Paulo, the editors hope to offer useful contributions, not only for the time before and during the Olympics, but also for the years to come when it is time to identify the cultural, sporting, financial, social and political legacies of the games for Brazil and for world sport.

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