Move2012

The Play the Game seminar serves as a warm up to the big international grass-root sport conference Move2012 from 24-27 October organised by SESC São Paulo and the International Sport and Culture Association (ISCA). Presenters from five continents will share initiatives and actions, which improve individual life skills as well as supporting the development of communities.

www.move2012.info

Venue & time

Wednesday 24 October 09:30-18h at SESC Vila Mariana is a big sports and culture centre located in Rua Pelota 141 in São Paulo. It is close to the Metro stations Paraíso and Ana Rosa.

SESC Vila Mariana is also the venue for the Move2012 congress in direct continuation of the Play the Game seminar.

Free entrance and registration

Participation in the Play the Game seminar is free, but as we have limited space you must register your participation at http://bit.ly/playtgame. First come, first served.

Lunch and coffee can be bought at SESC Vila Mariana at a very fair price. Read more at: www.playthegame.org/brazil

Translation

There will be simultaneous translation between English and Portuguese.

Partners

www.move2012.info

Mega-events and Democracy:
Risks and Opportunities

A Play the Game day in Brazil

Wednesday 24 October 2012
SESC Vila Mariana, São Paulo

Photo CDI Europe
Introduction

The interaction between Brazil and the world is growing by the hour as the FIFA World Cup 2014 and the Rio 2016 Olympics come nearer. Brazil is facing a number of new challenges coming from the outside world as well as from the inside.

For the first time in Brazil, the world conference Play the Game stages a one-day seminar where leading foreign and Brazilian experts will debate the opportunities and risks for the Brazilian society as host of the two biggest events in the global sports community.

Themes and speakers

Which FIFA for the 21st century – and which role for Brazil?
Jérôme Champagne, former FIFA deputy general secretary and director for international relations

Towards more transparency in sport
Peter Andreas Gölitz, compliance consultant, Siemens Brasil
Roberto Maluf de Mesquita, Prof. of the Sport Management Master Degree Program, Uninove
Jens Sejer Andersen, international director, Play the Game, Denmark

Which legacy can Brazil expect from the mega-events?
Marcelo Proni, Associate Director, Institute of Economics, University of Campinas (Unicamp)
Andrew Parsons, president, Brazilian Paralympic Committee
Betina Sarue, co-ordinator of public policy projects, Instituto Ethos/Jogos Limpos
Erich Beting, journalist, founder and director, maquinadosporte.uol.com.br
Christopher Gaffney, expert in urban planning, visiting professor, Universidade Federal Fluminense

Does Brazil need a national strategy for sport?
Ana Moser, president, Atletas pela Cidadania
Juca Kfouri, investigative journalist and blogger, blogdojuca.uol.com.br
Alberto Murray, lawyer, former member of the COB

The World Stadium Index and its perspectives for Brazil
Jens Sejer Andersen, international director, Play the Game

Why Play the Game and why in Brazil?

Play the Game is a non-profit initiative aiming to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport.

Over 15 years and seven world conferences, Play the Game has achieved a unique status as the only platform in international sport where qualified critics and high-ranking sports officials engage in unrestricted and constructive debates about the main challenges to modern sport.

We create worldwide networks between leading journalists, academics, sports leaders and other important stakeholders in to analyse both the threats and the opportunities that comes with sport today.

Both positive and negative sides of sport are on our radar: On one hand sport as a tool for education, health, social inclusion and intercultural understanding; on the other the fight against doping, corruption, crime and various forms of abuse in sport.

At the Play the Game day in São Paulo we hope to inspire the public debate about sport in Brazil and explore opportunities of future networking between international and Brazilian stakeholders that share a democratic vision for sport.

Since 2011, Play the Game has merged with The Danish Institute for Sports Studies (Idan), a research centre set up by the Danish Ministry of Culture. In spite of the state funding, the work of Idan is carried out on a completely independent basis.

More information:
www.idan.dk/about.aspx and www.playthegame.org