WHO WE ARE
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FOUNDED IN 2006
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67 ATHLETES TODAY
WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS
WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS

OUR MISSION: IMPROVE SPORTS TO IMPROVE BRAZIL
WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS

OUR MISSION: IMPROVE SPORTS TO IMPROVE BRAZIL

OUR VISION: A COUNTRY WHERE EVERYONE CAN HAVE ACCESS TO SPORT
WHAT WE DO

WE INTEGRATE PRIVATE, PUBLIC AND SPORTIVE SECTORS, AND CIVIL SOCIETY, WITH THE PURPOSE OF IMPROVING SPORT AND, THROUGH SPORTS, IMPROVE THE LIFE OF THE BRAZILIAN PEOPLE.
HOW WE WORK: ADVOCACY
HOW WE WORK: ADVOCACY

LOBBY
HOW WE WORK: ADVOCACY

LOBBY
HOW WE WORK: ADVOCACY

LOBBY

RESEARCH AND CONTENT PRODUCTION
HOW WE WORK: ADVOCACY

LOBBY

RESEARCH AND CONTENT PRODUCTION
HOW WE WORK: ADVOCACY

LOBBY

RESEARCH AND CONTENT PRODUCTION

RAISE AWARENESS
2013: 18A - THE GAME CHANGER
NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:
NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:

PRESIDENTS WITH 4-YEAR MANDATE AND 1 RE-ELECTION

ESPORTE TRANSPARENTE E DEMOCRÁTICO
NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:

PRESIDENTS WITH 4-YEAR MANDATE AND 1 RE-ELECTION

TRANSPARENCY - PUBLICATION OF BALANCE SHEETS;
STATUTORY DOCUMENTS AND ACCOUNTABILITY
2013: 18A - THE GAME CHANGER

NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:

PRESIDENTS WITH 4-YEAR MANDATE AND 1 RE-ELECTION

TRANSPARENCY - PUBLICATION OF BALANCE SHEETS;
STATUTORY DOCUMENTS AND ACCOUNTABILITY

PARTICIPATION OF ATHLETES IN THE ELECTORAL COLLEGE
2015: SPONSORS TAKE ACTION
2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT
2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT

27 COMPANIES TODAY
2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT

27 COMPANIES TODAY

SAME RULES OF 18A FOR SPONSORSHIP CONTRACTS
2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT

27 COMPANIES TODAY

SAME RULES OF 18A FOR SPONSORSHIP CONTRACTS

RATING OF SPORTS ENTITIES – TO BE LAUNCHED IN 2018
PACT FOR SPORT - TODAY

THOSE COMPANIES ACCOUNT FOR APPROX 60% OF PRIVATE RESOURCES INVESTED IN SPORTS IN BRAZIL
2017: PUBLIC LEGACY?
2017: PUBLIC LEGACY?
2017: PUBLIC LEGACY?

ABANDONED OLYMPIC VENUES
2017: PUBLIC LEGACY?

ABANDANED OLYMPIC VENUES

LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES
2017: PUBLIC LEGACY?

- ABANDANED OLYMPIC VENUES
- LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES
- DECREASE OF PUBLIC RESOURCES FOR SPORTS
2017: PUBLIC LEGACY?

ABANDANED OLYMPIC VENUES

LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES

DECREASE OF PUBLIC RESOURCES FOR SPORTS

NEW SCANDALS INVOLVING RIO 2016
2017: THE GAME GOES ON
2017: THE GAME GOES ON
2017: THE GAME GOES ON

APPROVAL OF THE NATIONAL SPORTS PLAN

OLYMPIC LEGACY EVALUATION COMMITTEE

NEW LEGISLATION FOR INCREASING ATHLETES PARTICIPATION IN CONFEDERATIONS, FEDERATIONS AND CLUBS
2017: **REFORM IN THE BRAZILIAN OLYMPIC COMMITTEE**

PARTICIPATION OF ATLETAS PELO BRASIL AND SOU DO ESPORTE IN THE REFORM OF THE STATUTE

- ADVISORY BOARD
- ETHICS COMMITTEE
- GENDER BALANCE
- INCREASE OF ATHLETES 'REPRESENTATION IN ELECTION AND MANAGEMENT
YESTERDAY: MOBILIZED ATHLETES WIN
YESTERDAY: MOBILIZED ATHLETES WIN CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS
YESTERDAY: MOBILIZED ATHLETES WIN

CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS

EXTENSIVE MEDIA COVERAGE
YESTERDAY: MOBILIZED ATHLETES WIN

CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS

EXTENSIVE MEDIA COVERAGE

RESULT: NEW ASSEMBLY TO DEFINE 1/3 OF ATHLETES IN THE ELECTORAL COLLEGE
THE FUTURE: 2018 AND BEYOND
THE FUTURE: 2018 AND BEYOND

CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS
THE FUTURE: 2018 AND BEYOND

CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS

SPORT ENTITIES ASSESSED BY RATING = MORE PRIVATE FINANCING
THE FUTURE: 2018 AND BEYOND

CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS

SPORT ENTITIES ASSESSED BY RATING = MORE PRIVATE FINANCING

REFORM OF THE NATIONAL SPORTS SYSTEM
THE FUTURE: 2018 AND BEYOND

CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS

SPORT ENTITIES ASSESSED BY RATING = MORE PRIVATE FINANCING

REFORM OF THE NATIONAL SPORTS SYSTEM

INTEGRATED WORK AMONG THE MINISTRIES OF SPORTS, HEALTH AND EDUCATION
THE FUTURE: 2018 AND BEYOND

- Creation of independent agency for the distribution of public resources for sports
- Sport entities assessed by rating = more private financing
- Reform of the national sports system
- Integrated work among the ministries of sports, health and education
THE DREAM:
SPORT AS A VEHICLE REDUCING INEQUALITY
THE DREAM:
SPORT AS AN EXAMPLE OF PUBLIC POLICY FOR
SOCIAL JUSTICE