

THE LEGACY OF THE WORLD CUP

A DISCUSSION ABOUT
PROS AND CONS



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THE LEGACY OF

THE WORLD CUP

A DISCUSSION ABOUT
PROS AND CONS

Football's coming home. This gives an idea of the boisterous jubilation that followed the awarding of the World Cup to Brazil in 2007. No other national team has won as many titles as Brazil and it is the only country to have participated in every World Cup to date. The decision was also met with much approval from abroad. Finally awarding a World Cup to South America, and thus giving emerging economies a chance, was widely perceived to be a positive, and even at times, a just decision. Although there were doubts about Brazil's ability to host such a large event, up until recently, optimism prevailed. Brazil, and especially Rio de Janeiro, can look back on many years of experience in the organization of huge events. New Year's Eve in Copacabana alone, brings together around two million people every year. However, only in recent years have there been so many numerous large-scale events. Both the World Climate Conference Rio+20 in 2012 and the World Youth Day last year were widely perceived to have been successes. This view is quite surprising as there were numerous problems throughout the event. For example, the closing Mass, and thus all three million pilgrims, including the stages and hundreds of toilets had to be moved to another area within days, due to the rain. However, around 90% of the visitors said that they would come back anyway. This satisfaction speaks for itself and the Brazilian talent for improvisation puts it in a class of its very own.

Whether this talent will again suffice, no longer depends solely on the management skills of the country or city governments. Last June, for the first time in nearly twenty years, the population began to demand major changes. Not coincidentally, the protests that brought millions of people across country on to the streets came in the run-up to the Confederations Cup. The contrast between the billion dollar stadiums that are more reminiscent of the standards found in industrialized countries, and the bitter need for hospitals and schools, acted as a catalyst for the citizens' unrest. More clearly than ever before, the fact remained that what ultimately lacked was not money, but sound policies for the improvement of infrastructure.

During these weeks, the police were no longer facing heavily armed criminals, but their own people. The police and government's 'first response' so to speak, swayed between perplexed cluelessness and frantic resistance. In hindsight, perhaps the 2013 protests acted as a type of dress rehearsal for the country's leadership in dealing with an outraged people, in the same way the Confederations Cup acted for the sport.

In any case the World Cup for the press will probably be a great success, there is just so much to report. The new forms

of media will also play a major role. Since the last World Cup, social media platforms such as Facebook, Twitter etc have not only grown, but offer an ever wider range of diverse opportunities for the participation of people outside the official media in public discourse. During the final, Twitter expects a record number of tweets. A decentralization of coverage does not only affect the formation of opinion. The new media can bring new dynamics to both the discourse, and popular movements. Insofar as this World Cup will bring new experiences to the use and impact of the virtual world on a massive event like the World Cup, which, in the best case scenario, may contribute to the understanding of the people.

It is clear that Brazil is already going through a process of extensive self-reflection which, had it not been for the hosting of the World Cup, probably would not have happened. Whether the awarding of the event to Brazil was ultimately right or wrong is beside the point, the fact of the matter is that it is now the responsibility of the country and especially Rio de Janeiro to use their experiences to make provisions for the 2016 Olympics as well as the future of the country and exploit Brazil's enormous potential.

Many aspects of the pros and cons of hosting the World Cup have been hotly debated. Some very different views can now be found in the following statements. Many of the authors, who hail from a wide variety of backgrounds, have in the last few years, met together to debate their views at events hosted by the Konrad Adenauer Foundation. Our aim now is the same as it was on these occasions; to provide an exchange of different points of view.

Therefore, the publication should be seen as a starting point and invites you to continue the debate on Facebook and Twitter. Topics that you may miss in the publication can be supplemented, as well as statements made by the authors commented on.

We wish you an exciting read with an insight into the Brazilian perspective of the 2014 World Cup!

Felix Dane and Kathrin Zeller



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Bruno Kazuhiro

RJ Democratas Party



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THE ADMINISTRATIVE MARACANAZZO*

INSTITUTION
Democrat Party

POSITION
Chairman of the Youth Wing

RJ

Rio de Janeiro

Since the sad and historic defeat to Uruguay, in the final of the 1950 World Cup in the Maracana, Brazil awaits another chance to be football world champion in its own territory. After the disappointment of Maracanazzo, Brazilians have become champions of the largest sporting event on the planet 5 times, but never at home.

Due to the strength of Brazilian football, the willingness of the country to host the tournament and heal the trauma 1950 and the FIFA policy which predicted a South American host in 2014, it was decided that Brazil would receive the tournament again.



At first, there were only good news. The Cup would be as much a sporting success as socio-economic one, leaving a infrastructural legacy, promoting the country's image abroad, bringing tourists and profits, strengthening our football and it should be highlighted, carrying all this out with mostly private investment.

It was not what we saw in the following years. The infrastructure projects are delayed and many will not be ready in time, foreigners are frightened by the information they receive concerning problems and insecurity, predicted hotel occupancy is less than expected, Brazilian football is still badly structured, the opportunities for young people are reduced and the different spheres of government have spent billions upon billions on stadiums, temporary structures and FIFA demands.

Currently, it is hoped that the legacy will come better late than never and at least on the pitch, Brazil will be victorious. The Maracanazzo planning, organization and disregard for the public good is well documented, seeing as only 18% of the promised improvements were completed just 100 days before the start of the World Cup and a laughable 7% in the area of urban mobility infrastructure.

The exact future political and social repercussions will only be known when the referee blows the whistle for the end of the 2014 electoral game, but the ball is already rolling since the demonstrations in June 2013.

**Maracanazzo is a term used to refer to the world cup disaster of 1950, when Brazil lost the final against Uruguay.*

Caetano Scannavino

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THE GOAL IS A DETAIL

PA
Santarém

INSTITUTION
Saúde e Alegria Project
POSITION
Coordinator



In 2007, a huge party established Brazil as the World Cup host. However, there is a great difference between what was projected at the time and what has actually happened.

Today, almost half of Brazilians are against the event, as indicated by the VoxPopuli (April). Dissatisfaction is visible in social networks and the frequent street demonstrations.

This does not mean that our passion for football has diminished. The fact is that the country is changing, the middle class has grown rapidly in the last decade and now makes up for 54% of the population according to recent research from Data Popular; a mass which is more demanding of their rights, and less tolerant of corruption.

Before this boom of social inclusion, the old Brazilian was hungry, passive, appreciated any help he could get and confused rights with favours. During World Cups, most debates revolved around which players were called up to the national team.

The new Brazilian consumes, claims and wants to participate in the decision making. The inclusion progressed, but the welfare structure has not followed. The people took to the streets because the tax they pay in an expensive country, is returned in the form of collapsed public services.

The Cup ended up being a symbol for this dissatisfaction and the support now is not for the players, but for more schools, hospitals, transport and other investments perceived as much more of a priority than football stadiums.

What encouraged further social mobilization is that in a World Cup year there are also elections, which in recent history, have been polarized between the PT and PSDB. Only that the former has not developed to its policies beyond concentrating on the poorer segments of society, while the latter continues concentrating its policies on appealing to the more affluent elite. The new middle class no longer wants to be treated as "D" (ever), nor as "A / B" (yet). Lacking in answers that satisfy their demands, they have taken their message to the street.

Changing times and cycles require new attitudes and policies; a basic lesson for those who want to become or continue in government this election year. Being more informed, this mass of Brazilians will not support a campaign of empty speeches. They will require transparency and clear proposals to deepen social mobility, combat corruption, improve public services, and strengthen the mechanisms for political participation and direct democracy. Either that, or the street.

And amidst it all, the 2014 World Cup. Our former coach Parreira was the target of much sporting debates years ago when he uttered the famous phrase "the goal is a detail". In the current context it all seems to make sense.

Fernando Carlos de Sá Freire



THE WORLD CUP WILL CREATE A REAL LEGACY

INSTITUTION
Rio de Janeiro City Hall
POSITION
Event and Marketing Coordinator
of Barra da Tijuca

RJ
Rio de Janeiro

As we discuss the subject of the World Cup in our country it is important to mention the work done by the City of Rio de Janeiro's Municipal Sports and Recreation Secretary since 2001. The Construction of the Olympic Villages, the political massification Sport, the social inclusion of children at risk and people with disabilities through sports activities and the realization of over 60 international events, allowed us dream of a winning bid for the Pan American and the 2007 Parapan American Games in Rio de Janeiro. The application was made possible together with the Brazilian Olympic Committee.



The success and international recognition for excellence attracted by the Pan American Games, gave the necessary support to the CBF and the COB, which put us in the running for the hosting of the 2014 World Cup and 2016 Olympics in Brazil.

Financial guarantees offered by the Brazilian government were also decisive for Brazil to be chosen.

Without going into the merits of varying views concerning the public expenses incurred by hosting the World Cup in Brazil, an effective legacy will certainly be left in different areas. The power of the fascination created by soccer is demonstrated by the worldwide television audience for the 2006 Germany World Cup (about 26 billion TV viewers) that was around four times the audience which tuned in for the 2004 Olympic Games in Athens.

The hosting of the 2014 World Cup will positively impact our economy, considering that the future benefits will include: encouraging the emergence of new practitioners of the sport, an increase in average stadium attendances, greater financial transactions in sales of sporting goods, an increase in the amount of foreign tourists besides infrastructural improvements in twelve cities where the matches will take place, and finally, the resulting improvement of Brazil's image abroad. All this occurred in countries such as Spain and Germany.

Furthermore, the excitement and patriotism created by the conducting of a World Cup in Brazil, known worldwide as the country of football, will serve as motivation for legacies arising from the realization of this Mega Event in our country to be perpetuated.

Gustavo Macedo Diniz

MEGA EVENTS: ANOTHER LOST OPPORTUNITY FOR PUBLIC SECURITY IN BRAZIL



Rio de Janeiro

INSTITUTION
Igarapé Institute

POSITION
Associate Researcher



Police violence against participants in demonstrations which began in June 2013 raised awareness among much of the Brazilian population, serving to boost the subsequent protests that would take to the streets in nearly 500 cities.

Despite this initial condemnation of the repressive actions of the state, the persistence of protests and the growing violence which was intensified by the consolidation of groups using black bloc tactics; the police violence against protesters was legitimized by the government, the media and important sectors society.

Due to the human, social and economic costs, the epidemic levels of crime and violence that plague Brazil - which includes police violence - should be a top priority of public and private actors. Although insecurity is identified as a major concern for Brazilians, the national agenda for public safety has been forgotten, disconnected from the broader project of the country's development.



While the different levels of government (with rare exceptions) invest little and poorly the resources available in the area, a considerable portion of public opinion authorizes the repressive and ineffective treatment of insecurity. Preparations for the World Cup and the Olympics are no exception.

The inability to set priorities and allocate resources according to the reality of the causes and effects of insecurity in the country is reflected by the federal government's desire to spend \$ 2.3 billion on Russian anti-aircraft missiles in order to protect Rio's airspace in 2016. Rio's government alone, given the persistence of street protests (many of whom are against the organization of the sporting events), spent almost \$ 5 million to equip their riot police, a clear intention to perpetuate repression against demonstrators.

The mega sporting events were a great opportunity to change the dominant discourse and practices of public security in Brazil, which for some time cannot prevent almost 50 thousand Brazilians murdered every year. With the exception of some discussion on the PEC 51 (public security reform) even street protests did not manage to change public and government opinion on this subject.

The causes of insecurity in Brazil are diverse and complex, and not easy to establish priority responses and put them into practice. However, it's time to reflect more on this pressing issue, going far beyond a "We want FIFA standard public safety".

Humberto Dantas

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THE POLITICAL LEGACY
OF THE WORLD CUP

INSTITUTION
School of Politics and Sociology / USP
POSITION
Coordinator of the Post Graduate
Program in Political Sciences

SP
São Paulo

Brazil was awarded the hosting of the World Cup in 2007. These seven years represent a record amount of time for preparation. Considering the application process was unique due to other nations giving up their candidatures, there were strong indications of the result in late 2006. The country also broke the record in the number of host cities: 12 in total. Furthermore, the Federal Government launched the PAC 2 in 2010, and included a special chapter in its program planning ensuring infrastructure projects for the game locations. Given these aspects, an event capable of contributing to the high government approval ratings and significant structural advances was expected. That's not what happened.



The political use associated with the hosting of the World Cup is evident but it works in both ways. Thus, a structural revolution in cities that receive the games did not take place on time and part of the promised set of benefits was withdrawn from the aims.

With regard to cities, the overwhelming number of venues is related to political calculations, as it appeared impossible to focus on a smaller set of games sites. Finally, regarding the construction of stadiums, first it was stated that there would be no use of public money in the arenas, which ended up being far from the reality. Second, some host cities erected true white elephants, and you can question whether those works will be useful where there is no high level football - Mato Grosso, Amazonas, Rio Grande do Norte and Ceará for example. Moreover, many of the stadiums were involved in overpricing scandals, especially the Federal District and Rio de Janeiro, which had already invested over R\$ 300 million in 2007 to reform the Maracana for the Pan American Games with a promise leaving it ready for the World Cup, yet injected more than U.S. \$ 1 billion in new project. Finally, the construction of the Corinthians stadium appears to have involved President Lula's, a fanatical supporter of the team, personal preferences.

Given these aspects the Cup became a big unknown. Portions of society took to the streets questioning the event, especially during the Confederations Cup in 2013. The Government has lost itself with postponed deadlines and controversial statements, such as the Sports Minister Aldo Rebelo, who compared the work delays to brides*. FIFA criticized the country and was questioned by its citizens. The question thus becomes what can we actually expect from this event in political terms? Now that the quasi consensual logic created in 2007 has been lost.

**In Brazil brides have been known to wait in the car outside the ceremony to arrive traditionally late to their wedding.*

Jan Schreiber Kruger

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AN EXPENSIVE BUT NECESSARY LESSON



RJ

Rio de Janeiro

INSTITUTION

www.caoscarioca.com.br

POSITION

Blogger

Nothing is free. The phrase is not original, but it applies. Even when we talk about cultural changes. In 2007 Brazil was chosen as the country that would host the 2014 World Cup. At that time the slogan "There will be no Cup!" did not exist, instead of criticism, there was praise and celebrations.



So little attention was given to serious matters that instead of eight stadiums (FIFA standard), it was decided to have twelve. None of those existing in 2007 met the necessary requirements.

The building of billion dollar stadiums with public money, in cities that don't even have a football team in the first or second Brazilian division, was not a cause for popular revolt before any contract is signed. In 2014, the same criticism is on the tip of every Brazilian tongue that reads a newspaper. In 2013, one year before the World Cup, the population realized that the building of stadiums ended up receiving more public money than promised and that the mobility infrastructure improvements and investment in airports had not left the drawing board.

Where were the thousands of protesters in 2009, 2010 and 2011? We thought we would do it in twelve months, when we have not done it in the last 60? That, with a kick up the backside, things would work?

The legacy of the World Cup will not be what was promised. The "Cup of Cups" will not leave our cities better equipped. We will have no solution to our airports, and urban mobility will not be better in large urban centers. But the billions spent for the event have not been spent in vain (even if it was never been the goal) if there is a cultural shift in how society and its elected interact to manage Brazil. The legacy of "Cup of Cups" depends on the population, not their elected.

The billions spent are the price we are paying for a bitter but necessary lesson. 2013 marked what may be the beginning of a transformation, the beginning of the legacy of the "Cup of Cups." Those who will define the legacy are not mayors, governors or the president but the population. This legacy has nothing to do with stadiums or airports, but with culture. The culture of questioning, the culture of participating in one form or another in public management and the culture of acknowledging that going to the ballot box every four years does not rid ourselves of all social responsibility.

João Ricardo Rodrigues Viégas

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AND WHAT ABOUT THE ENVIRONMENT?

INSTITUTION
Public Ministry of the State of Rio de Janeiro (MPRJ)

POSITION
Environment Technical Support Specialist at the Environmental GATE

RJ

Rio de Janeiro

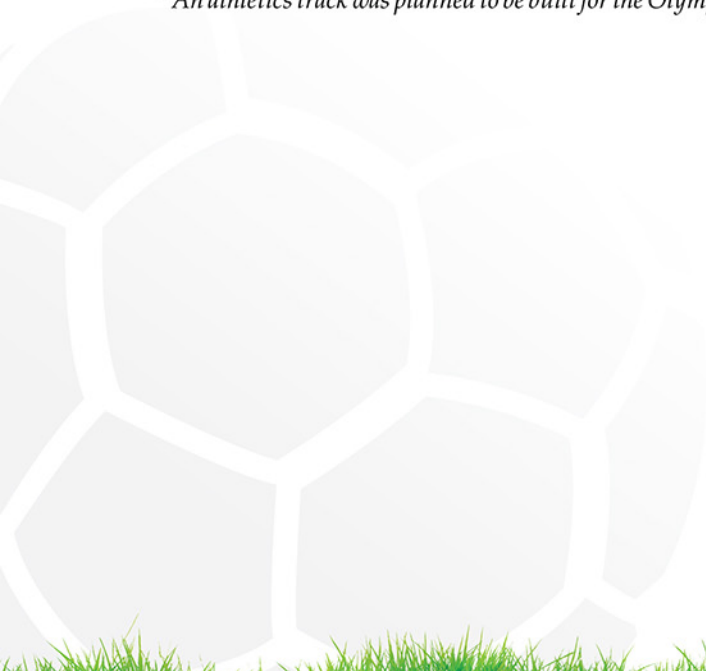


Concerning environmental issues in Rio de Janeiro, the establishment of specific dates for the World Cup and international events has served, in many cases, to policymakers as a justification for increased state autonomy and the reduction of negotiating processes with the society's various interest groups.

This strategy can be observed when Environmental Studies are carried out in sensitive areas of the Atlantic Forest, where a public audience is not allowed (the Autódromo Internacional* being an example); the fragmentation of environmental studies, the hiding of cumulative and synergistic impacts of major developments (the Transcarioca and TransOlimpica motorways); the creation of a Municipal Decree. 108/2010, directed at the expansion hotel numbers in order to meet the demands of the World Cup and Olympics without considering the uniqueness of certain fallen and preserved real estate (such as the Hotel Nacional- designed by Oscar Niemeyer). In the case of Metro RJ's Line 4 - there were changes to the previously planned historic route, which proved to be less beneficial to locals. These cases have led to the filing of civil actions by prosecutors against the city, the state and the supervisory bodies of the environmental area.

Thus, due to the pressures of the international events, consensual solutions were partially suppressed, "top-down" policies were established and sometimes demands of only a small interest group were attended.

**An athletics track was planned to be built for the Olympics in a part of the protected rainforest.*



Kátia Schweickhardt

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THERE IS LIFE AFTER THE WORLD CUP!




Manaus

INSTITUTION

Environmental Department of the Municipality of Manaus

POSITION

Head of the Environmental Department of the Municipality of Manaus

It would be unfair to discuss the World Cup's legacy in Manaus without mentioning the work the City Hall has done over the last 16 months in office.



Legacy is all that remains and comes to be the basis for the building of a hopefully better future.

Therefore, besides the construction of the stadium, which in physical appearance is the World Cup's major landmark in the city, all efforts aimed at improving the quality of life in Manaus, which have been or are being made by the municipal government, can already be seen as a legacy for the manauara people.

Otherwise, let's consider the revitalization of the Historic Centre which has revealed to the world the beauty and significance of the urban and architectural complex forming the Praça da Matriz. Fountains, ancient trees, original floors, facades and the traditional clock tower, all of which used to be concealed by a street market, today constitutes a gateway to the most iconic part the city's history. The restoration of the Adolpho Lisboa Market, which also restored the citizens' love for the Manaus city center, replaced the degraded environment with the grandeur of a beautiful architectural monument built on the banks of the Rio Negro. From a scenic and environmental point of view, the revitalization of the Ponta Negra Park, with over 1.8km of renovated waterfront, gave that very built-up area of town, a touch of lightness and harmonious coexistence with nature. The projects for the renovation and adaptation of the World Cup parks (Bilhães, Mindu and RDS do Tupé) will allow the people to enjoy a truly urban park and two of the most important municipal conservation areas in the city.

The greatest legacy of the World Cup for the city will be, without a doubt, the ability to recognize itself as a metropolis, despite the many contradictions arising from this process. It was up to the current administration to race against time and fill the gap resulting from the previous administration's the lack of interest in investing in urban and mobility infrastructure. It was left to the City Hall to deal with their negligence. Despite the difficulties, the asphalt paving work done in the city has allowed for more than 18 kilometers of roads to be recovered corresponding to the perimeter of the so-called World Cup Quad. Also recovered was the self-esteem of drivers who have come to rely on very important motorways with excellent quality of tarmac. The mission now is to extend this work to the suburbs. Also with regard to urban mobility, bus stations were recovered and bus-only lanes were restored. Now remains the challenge of changing drivers' attitudes, so that they adopt the habit of respecting the bus lanes.

It is important to remember that the municipal government only took over 18 months before the World Cup, so efforts have been focused on providing essential short-term improvements for citizens and visitors. As a legacy, apart from the infrastructure and mobility improvements, there will also be Manaus' global reputation. According to a survey by the Ministry of Sport in 2013, Manaus is the third most popular destination chosen by international journalists who will cover the World Cup.

Marcos Abreu Torres

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GROWTH THROUGH
CULTURAL INTERCHANGE

INSTITUTION
National Industry Confederation (CNI)
POSITION
Lawyer (CNI)

DF
Brasília

Approximately 600 thousand foreign tourists are expected in Brazil during the World Cup. Visitors' expectations are proportional to the country's size and diversity. Tourists will have the opportunity to discover and experience a unique country: from north to south, from east to west, Brazil is home to coastal and rural towns, located in many different environments, such as the Amazon rainforest, the Pantanal (swamplands), the Cerrado (Brazilian savannah) and the Atlantic forest. There, visitors will find the most varied races and cultures, exotic cuisines, religions and syncretized customs.



As paradoxical as it may seem, it will be during the biggest international sporting event that Brazil will have the opportunity to show the world that there is much more to the country than football and carnival, nominally often seen in a provincial and pejorative manner.

However the exchange will not be unilateral: even bigger opportunities will arise for Brazilians with the arrival of foreigners from all continents. When Brazil hosted the 1950 World Cup, few tourists came to the country due to the war that had just finished and the distance, which at the time, was unsurpassable by commercial aviation. In its more than 500 years of history, this will be the greatest opportunity for Brazilians to come into direct contact with the most diverse cultures.

Diversity encourages respect for others: societies that repress difference tend not to thrive; a democracy that does not protect the rights of minorities enters into a state of decay. In societies and nature alike, genetic diversity is essential for the survival of the species - those who isolate themselves enter into the process of extinction.

The greatest legacy for Brazil will be the experience of multiculturalism in the country during the World Cup. We hope to absorb parts of cultures from every country. Brazil needs this opportunity, there is much to learn.

Mario Monzoni

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THE WORLD CUP AS A CHANCE FOR SUSTAINABILITY



São Paulo

INSTITUTION
 Center for Sustainability Studies (GVces/ FGV)

POSITION
 General Coordinator


The holding of the World Cup in Brazil has generated discussions and protests in many respects and polarized groups who argue that it was not the right time for a country that is far from having basic public services, in volume and quality, to make an investment of that size. However, there are also those who believe that, such an event can bring good opportunities for all, creating jobs, albeit temporary, helping tourism and leaving a legacy for the future.

In the line with those who have an optimistic outlook, a study in 2010 entitled “Sustainable Brazil – Socioeconomic Impacts of the 2014 World Cup” produced by EY and the Fundação Getúlio Vargas (FGV), predicts that the World Cup could have a multiplier effect that the quintupling of direct investment will enable it to inject a total of R \$ 142.39 billion into the Brazilian economy until 2014. Now would be the time to check if these numbers actually materialized. However, I would like to return to the question of legacy: putting aside the value of the return on investment, we will analyze their quality.

It means it must answer the criteria put forth by the United Nations Environment Program (UNEP), which go through the famous tripod of sustainability: the respect to economic, social and environmental dimensions.



Without getting into the issue of corruption, construction delays and being over budget, which is certainly something that cannot be ignored and it certainly was not included in the predictions made in this or any other study, the World Cup in Brazil has met the awesome challenge of being the first sustainable World Cup in history! And what does that mean?

It means that the country should meet the criteria set out by the United Nations Environment Programme (UNEP), which includes the famous three requirements: respect to Economic, Social and Environmental Dimensions.

According to UNEP, there are seven environmental criteria that should permeate through all the Cup’s activities: 1) Energy conservation and climate change, minimizing the carbon footprint of the event; 2) Conservation and the conscientious use of water; 3) Internal waste management, ie how to reduce, reuse, and recycle waste with the support of garbage collectors; 4) Transport, mobility and access, promoting energy efficiency, use of accessible and universal transport that minimizes pollution; 5) Landscape and biodiversity; 6) Green buildings and sustainable lifestyles; and 7) Sustainable building of stadiums. In the social dimension, partnerships in the areas of employment and income creation, the stimulation of production chains, among others. In this last area, UNEP itself signed a memorandum of understanding with the Ministry of Social Development and Hunger concerning their cooperation in projects that encourage sustainable food chains, reduce food waste and increase access to organic and healthy food.

All of these actions - or plans - look fantastic, if, first, they actually materialize before and during the World Cup; but mostly, if they are found to be effective practices that inspire the incorporation of sustainability in promoting public policies and decision-making process for future major events. This, genuinely, would be a truly positive legacy of the World Cup for Brazil. The bad news is that apparently, the plan is not working.





A LOST OPPORTUNITY

INSTITUTION
LANCE!
POSITION
Journalist

RJ
Rio de Janeiro

To host a big event like the World Cup offers the country a range of opportunities in all sectors of society. Be it through the thousands of jobs created or the infrastructure works carried out, just to cite two examples.



It is on the infrastructural issue that Brazil lost a great opportunity to improve urban mobility and, consequently, the quality of life.

Of the 49 planned mobility infrastructure works only three were completed 100 days before the start of the World Cup.

FIFA did not ask Brazil to conduct a single construction for the 2014 World Cup, unlike what happened in the race to become Olympic hosts for the 2016 Games, where the Rio presented a dossier of all the buildings that would be constructed in order to host the event.

The amounts of planned works have their origin in opportunity. An opportunity created by the federal government which allocated resources for these unique works. Works that would be not only be for the World Cup but also in order to improve the people's quality of life. And why it did not work? Why did the population revolt? It failed because of the incompetence of Brazilian public officials, who failed to complete projects. Without a tangible legacy, and with other deficiencies in key areas such as education and health, it was natural that a popular uprising should occur.

Despite the failure to complete the works, the tournament will be a success. Because, the famous "jeitinhobrasileiro*" was put into practice. Many bus expressways (BRS) substituted the express bus corridor (BRT), which was not ready, where one of the lanes in previously existent roads is segregated exclusively for bus circulation.

Finally, all the stadiums are beautiful buildings and offer the necessary conditions for the main global to exhibit their best football.

**The 'jeitinhobrasileir' or 'brazilian way' is a seemingly cheeky way of improvising, often used when official ways don't work or are no longer possible due to time constraints*

Nelson Moreira Franco

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THE WORLD CUP LEGACY AND THE CITY OF RIO DE JANEIRO



Rio de Janeiro

INSTITUTION

**Municipal Department for
Environmental Affairs of Rio**

POSITION

Head of the subsection on climate change


Besides the expected improvements in infrastructure, which is undeniably the most visible, the Brazilian people was mostly interested in the socio-environmental legacy of the World Cup – improvements in urban mobility, security with redemption of citizenship in most low income areas, rightful healthcare, environmental preservation with a broad and democratic water supply service, basic sanitation and proper waste management.



Nowadays the prominence of cities is undeniable, as is the knowledge that the future of sustainability lies within them.

Nowadays, the decisions made by a Mayor reflect on communities and have impact worldwide; what happens in cities makes the world go round, as the example of climate change shows (cities are responsible for 80% of emissions of pollutant gases in the atmosphere).

Cities belong to the people and, as the ancient Greek would say, “the city is the place which completes our existence”. The United Nations itself now defends a model of compact, well-articulated cities, connected and spacial, social and environmentally integrated and, most of all, inclusive. It is sustainable urban development. With each sports mega event, the host cities surpass the importance of the athletes' extraordinary deeds, for they struggle to privilege the investment in efficient and agile infrastructure, as well as in the improvement of citizens' lives – which is in itself an extraordinary deed as well.

In the case of Rio de Janeiro, we watch three intangible and important legacies in the achievement of these sports mega events: 1) The appreciation of the brand Rio, which the City Hall must administer alongside interested business sectors; 2) The recovery of Rio de Janeiro citizens' self-esteem, after over 50 years of losses, such as the change of the capital, of institutional political quarries and economical deflation - but that showed the world that it can welcome a religious leader and unite 3 million people on the beach with no major consequences, that hosted with success the Rio +20 which discussed the prominence of cities in the global scenario, and also made happen the Confederations Cup with huge audience and sales success; 3) And, finally, the realization that the city gives us a glimpse of the future, reached at the preparation for megaevents through its capacity to plan in the medium and long-term and the continuity of large scale social and environmental projects, both characteristics that had been long forgotten in the country, but that were gladly revived by Rio de Janeiro.

Nilton Wilson Salomão

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DESPERATION

INSTITUTION
Legislative Assembly of the State
of Rio de JaneiroPOSITION
State Representative for Rio de Janeiro

RJ

Teresópolis



The great excitement of winning the right to hold the World Cup has gradually become the source of disappointment for Brazilian society. Over time it became clear that the interests of FIFA were above the interests of a nation.

Offense against national sovereignty occurred when there were impositions that led to the regression of advances. Examples such as the sale of alcoholic beverages in stadiums and the absolute control around the stadiums confirm this intrusion. Yet, the European stadium model, virtually banished from the audience the poorer citizen who cannot afford the ticket, deserves that we all demand that this be reviewed.

Brazilian football, which was brought here by elites, yet was refined by the most humble people and lowland fields, the consecration of the talent of so many Brazilians in the field and in the stands. Now they are excluded. This situation led the natural revolt and dissatisfaction of the population, which requires "FIFA" standards in the areas of health, education, public transport. We will need good few years to retrieve this social loss and the loss of trust generated from the growing prevalence of commercial interests at the expense of joy and reconciliation that football has always brought to Brazil, uniting all segments of society.

Pedro Trengrouse

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BRAZILIAN SOCCER IS ALREADY THE BIGGEST WINNER



Rio de Janeiro

INSTITUTION

University Fundação Getúlio Vargas (FGV)

POSITION

Professor



Despite successive misunderstandings in communication between the Government and FIFA, the World Cup is very good for Brazil.

Besides not representing as big a financial effort as it appears, the essential investments brought about by the World Cup will be of more use to Brazilian football than to FIFA.

The national GDP is R\$ 4.5 trillion and investment for the World Cup is in the range of R\$ 25 billion, for the most diverse interventions in priority areas of infrastructure and services, such as, airports, urban mobility, security, tourism, health and telecommunications.

Incidentally, there was no curtailment in other areas due to the World Cup, which strictly speaking only really needed the stadia, whose total costs did not exceed U.S. \$ 9 billion. There are nine public and three private stadiums and yet, considering that BNDES loans must be paid by the private operation of arenas, direct public investments represent less than 40% of the total.

Furthermore, it is not true that they are more expensive than in the past World Cups. The most expensive stadium in Brazil cost at least three times less than Wembley and, according to a study by a Danish NGO, average costs per seat in Brazil are at the same level of USD 5000 as Japan, Korea and South Africa, at least 20% less than Green Point and Sapporo Dome, for example.

The new stadia will be more often used by Brazilian football than by FIFA. According to data from FGV, football today moves R\$ 11 billion / year and generates 370,000 jobs in Brazil, but could rise to \$ 62 billion / year and generate 2 million jobs, mainly due to the modernization of stadia and significant adjustments in the calendar and management and governance of clubs. With or without the Cup it would be worth it to invest in Brazilian stadiums

BNDES is currently the largest development bank in the world, surpassing the World Bank in volume of operations. Since 2008, when the hosting of the World Cup in Brazil was announced, BNDES disbursed a total of over U.S. \$ 700 billion in various funds. Simply put, the investment in stadiums is very little in comparison to the large numbers of the bank, which could take more risks in order to promote the development of Brazilian football as an important economic activity for the national productivity and Brazilian cultural identity.

The majority of the works related to the Cup are really essential for the improvement of the country's infrastructure. Brazil is the country of football and the best stadia are needed to reach its full potential for generating employment and income.

With proper planning, the greatest legacy of the World Cup for Brazil could have been a profound transformation of Brazilian football, which anyway can now benefit greatly from these new arenas.



THE OLYMPICS ARE NEXT...

INSTITUTION
Rio Como Vamos (NGO)
POSITION
Executive Coordinator

RJ
Rio de Janeiro

For 'Rio Como Vamos', each and every event in the city should serve as an opportunity for greater attention from the government, private enterprises and population. The World Cup certainly has inherent characteristics which draw strong emotions from the population, a heavy set of public investments, a redoubled effort in the area of security and conservation of the city.

For Rio de Janeiro, the upcoming Olympic Games brought facilities and complications.



Investments in Urban Mobility (motorways, the expansion of the subway; road improvements, for example) projected a further improvement in the traffic chaos. But this presently affects the population as they are running out of ways to move around.

The security policy showed the possibilities for the improvement in a sector that the city dweller, a few years ago could not imagine a way out of. At the same time, violence remains a daily threat for cariocas.

The "Zero Waste" program stopped the littering with cigarette butts, but many residents still contribute to letting parts of the city get very dirty.

Vinicius M. Netto

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DIFFICULT TIMES



Niterói

INSTITUTION

University UFF

POSITION

Assistant Professor



At first I thought the Cup would offer demands that would lead the state and society to improve infrastructure and their organizational capacity, including organizational culture, mindset, knowledge, and technology requirements. I understand that Brazilian institutional structures involved are being confronted with these demands and therefore are being tested, which is positive. But I doubt in the ability to develop this knowledge and these practices sufficiently and effectively enough so as to be retained and reproduced in future experiences.



In urban terms, in my field of work, the demands arising from the World Cup end up deflecting attention away from urgent infrastructural issues in our cities.

I believe that the decisions of urban changes were made in a half-hearted way, without systemic care, without enough research, and without technical and political transparency. Decisions seem to favor a limited clique of actors with connections to power structures in each city / state where there are works.

The lack of systemic consideration and transparency includes impacts on actors in disadvantageous situations. But all this was somewhat predictable in the context of these characteristics. Therefore, I believe that, before the World Cup, the country needs to do its homework.



Vítor Wilher

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SADNESS

INSTITUTION
www.vitorwilher.comPOSITION
Macroeconomics ConsultantRJ
Rio de Janeiro**What did you expect would happen? The World Cup will be a fiasco.**

Maybe not in footballing terms. On the pitch it is likely we will have success. Outside it, however, the problems will be visible. Lack of infrastructure to get to the stadiums. The airports are still deficient, bad roads; public transport for large numbers is nonexistent. The compromised public safety, be it due to official banditry, or due the protests, which are becoming increasingly violent, by people who are against spending on the World Cup. But let's not worry: 100,000 men will be on hand to ensure "islands" of tranquility around hotels, stadiums and attractions. Taxis for those who can afford them, ditto. How about rail networks, waterways or the subway? Unfortunately not existent. It was to be expected that a country that has doubled its fleet of private vehicles in 10 years, is not too worried about public transport, right?

But make no mistake: the Cup is a reflection of choices. Opinion polls showed support for the event. A few, like me, were against it. The society, therefore, supported the Cup, hoping that it would result in infrastructural improvements. It is the result of the average voter's shortsightedness - both here and in the rest of the world - who does not seem to notice that the public budget is limited and you must choose between spending on stadiums or increase the network of sewage treatment, for example - that now serves only 50% of homes in the country. This natural scarcity, when not observed, generates short-term public policy, seeking only votes, preventing society from pursuing long-term goals. This meaningless observation shows serious institutional weaknesses, generating a trap for sustainable development. Entrepreneurs, co-opted by the "state capitalism" led by BNDES, do not generate pressure and demand improvements from state. The, mostly short-sighted population, fails to discuss structural solutions. And so politicians are elected every 2 years, with fragile and inconsequential populist policies. This is genuinely very sad.

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