

139 - LAW TO ENCOURAGE THE SPORT: A FORM OF INNOVATION IN CAPTURE OF FINANCIAL RESOURCES FOR SPORT IN PONTA GROSSA - PANORAMA 2000 – 2009

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1. INTRODUCTION

This report focuses on the theme of innovation in public service, this is a subject rarely discussed within this vision, for innovation in public service is something hard to come by all the nuances involving stigmatize the public in general. Most often labeled archaic, without quality of their services and not fulfilling their basic functions for which it exists. In this context, in 1999, is that the Secretary of Sports and Recreation in the city of Ponta Grossa, sought to establish a way to raise more funds in order to try to recover the loss of competitiveness of their teams, against other state-level and national level and also increasing the amount of financial resources in the areas of sport participation and sport education.

A means of financial growth that was the creation of a legal instrument that would accommodate the needs of the sport. This law later became a benchmark for other cities seeking to establish new paradigms of revenue for the sport.

2. THEORETICAL FUNDAMENT

According to the Brazilian Constitution, it is the duty of the state to provide opportunities for citizens to play sports in their three levels: education, participation and performance. From this principle all government, this is federal, state and city would have to act, offering to all, forms of access to policies, whether through funding, sponsorship or implementation of projects. Does the Constitution of the Federative Republic of Brazil in Article 217 that "it is the duty of the State to promote sporting activities both formal and non-formal, as the law of each one."

According to the Brazilian Constitution the State in its three levels should provide means to enable people formal practices, ie those with established rules, organized by legally constituted and also non-formal practices, ie those in the line of leisure, or even competitions organized at the local level with rules is not always rigidly set.

Tubino (1992, p. 20) to the address on the role of the state in promoting sport highlights:

The state's role in promoting sport as a form of welfare and social is accepted without restrictions, it is because of an increasing importance being inserted in the constitutions of countries, but because the United States seem more sensitive in their policies, reflecting the inevitable internal diversities of nations. Indeed, it is the state that has the institutional capacity and policy to address in an interdisciplinary way the immense variety of social problems in their boundaries of public responsibility.

In this sense the public in their levels would have a constitutional obligation beyond the capacity of investment of resources and vision of the welfare of the population without restriction, where from there, not only perform actions, but also make available resources for deployment of sports projects to third parties.

For Murray (1990) any sports program of a policy-oriented social welfare should encourage people to seek satisfaction in the family, community and profession. They should be planned to reduce the role of government agencies in the lives of citizens and promote self-determination, self-sufficiency, and respectful coexistence among its beneficiaries.

As stated Derby (2002):

The activity of the sport in the Constitution of the Federative Republic of Brazil deserved, in view of the original constituents, a constitutional regulation. To this end, brought to its core, in an unprecedented manner, the predominantly physical activity that would normally have the meaning of recreation, fun, but with the passage of time, now covers sports practices both amateur and professional.

Law No. 9615 of March 1998, known as the Pele came to establish general rules on sport and other angels, ratifies the constitutional duty, regulates the percentage of lottery for application in sports since the return, through the para-athletes and provides resources for sports scientists and support the research project, documentation and information.

From this perspective the Municipality of Ponta Grossa, created the Law for Encouragement of Sport under No. 6309/1999 and amended with paragraph 9.441/08 in his summary: "deals with the tax incentive for carrying out projects sporting, recreational and leisure within the city of Ponta Grossa, and other measures.

The Act deals with the accreditation form of execution and also the way that companies can authorize the allocation of a portion of their taxes for the sport, described as follows: the executive grant tax incentives to individuals or legal entities in the municipality for the performance Project Recreational and leisure under the command of the Municipal Sports and Recreation, to be deployed in the city. The tax incentive will match the receipt by the developer of any project sports, recreation and leisure in the city, either through donation, sponsorship or investment certificates issued by the government, corresponding to the amount of incentive allowed by the Executive.

Holders of certificates can use them for payments of Taxes on Services of Any Nature - ISS and on the Property Urban Property - property tax, up to 20% (twenty percent) due to each annual incidence of taxes.

The areas that the entrepreneur can present project are: I - Recreation, II - Goods for the community, III - sports competitions, IV - Attendance sports for people with disabilities and the elderly, V - Restructuring of gyms and sports centers for community, VI - Sports Performance, VII - Construction of sports venues (tennis, swimming, etc..) VIII - Funding for travel, events and conferences in the sports area, IX - Purchase of sports equipment.

It is clear the proposal of Sábado cooperation as a tool for innovation, where the government creates and manages the regulatory instrument, the company authorizes the allocation of resources and projects within its features work to promote social and quality of life.

In today's world, innovation and a word that is in vogue, under the paradigm that, who do not invest in innovation will lose competitiveness and therefore profit. With this vision, the investment in this area increases.

Usually the mistake is committed it is to think that only with the purchase of new computers, for example, it is

innovating, without really knowing, to use or how to increase your profitability with that.

Why carry out studies, to invest, spend time in creativity and planning, to the end, get something new? As says Mann (2001, p. 45): "... the need to be competitive, to stay alive or to throw herself in front of the competitors is the fundamental notion of the common quest for innovation."

The creation of the Law is on exactly the response of Mannar, where a need generated by the loss of competitiveness of the sport at the state level pushed administrators to seek new way to capture more resources for investment in the sport, to try to improve competitiveness.

Innovation can be seen as a product as stated by Kotler (1989):

If we look at innovation as a product, we realize that it depends on a management process development and launch. This process is actually a way to get any kind of innovation or improvement of products consists of the organization. The new product, in practice, is that one can get at any given moment as something entirely new or original and that will be vital both for the organization, and for the market.

In this scenery it can be said that innovation was essential to set up the department of sports with the increase of resources where there were minor and also where there were no funds set aside for other segments of the sport. Note also that innovation around the creation of various leagues and sports associations, which can be regarded as the market, who survive thanks to proceeds from this Law.

When you look at the Sábato triangle that has each of its vertices: government, university and company, as early as 60 provided for the cooperation of these three elements, in order to shape the development of societies and an instrument for innovation technology, we can see today even more than the inter-relationships allow to carry out access to technology as a means of promoting social change. It would be the fourth argument Sabato & Botana, "science and technology are catalysts for social change." Reis (2004, p.2)

And that this integration is the result of multiple and coordinated action of three key elements for the development of contemporary societies: the government, the production structure and infrastructure of science and technology. This structure became known as "Sábato Triangle", represented in the figure below.

Figura 1

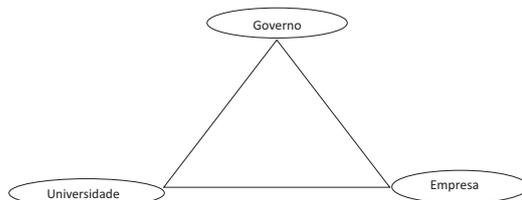


Figure 1 - Triangle Sábato (Source: REIS - 2004, p.2).

The figure represents a center of convergence of multiple institutions, and establishing relationships within the summit and intra-relationship, as between the summit of interrelationships. It also represents the independent and dependent relationships between the actors, and the combination of all these factors and relationships that determine the success of the process, pointing to the welfare of society as the end result.

We see, therefore the relations established by law, where the main actors, the national government as creator and manager of the process and companies and agencies that authorize the allocation of part of their taxes to be applied in the sport. It may also be noted that also comes in the third actor, or the university as an entrepreneur, or proposing projects for research groups, symposia and meetings of research through incentives and funding with public money. The harmonious relationship of the actors of this cooperation is crucial to the development of the society where they are and fulfilling their roles.

3.METHODOLOGICAL PROCEDURES

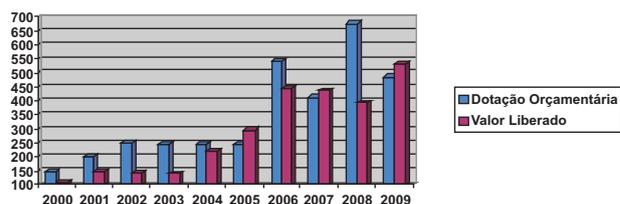
The methodology used for research is a literature for the theoretical using mainly the laws governing the sport in the country since the Brazilian Constitution to the Pelé Law and municipal law specifically to encourage the sports and authors that deal with management technology and innovation.

The research and its nature is classified as basic, seeking to generate new knowledge. As for his approach lies as quantitative as through the survey data shows percentage of information acquired. In relation to their goals is exploratory. For the process of data collection have been consulted the minutes of City Council Sport and Recreation, Council files where archived projects and budgets of the Municipal Sports and Recreation from 2000 to 2009, the period of research represents since its beginnings to the present, thus revealing the state of the art of the Law for Encouragement of Sport.

4.RESULTS

Statements of the Law for Encouragement of Sport - Period 2000/2009

Figure 1 shows the amount budgeted and what was actually released.



Source: Reports CMER (City Council Sport and Recreation)

You can see the growing volume of resources. Some exceptions have occurred, ie resources which fell last year as in the case of 2003, 2007 and 2009 in the amount which was contained in the budget of the Sports, explained by the fact that the

general composition of the county budget that is a ceiling and sometimes the departments must cut to meet the standards, this does not prevent a relocation and a supplemental later in order to meet the costs perceived by the projects approved, this practice can be seen in the years 2005, 2007 and 2009.

You can see also that in relation to the figures released, there is a decrease in the years 2002, 2003, 2007 and 2008. This decrease is quite small and indicates that in those years the projects presented were not of a good quality to merit the release of resources, being rejected by the council.

Table 1 below is linked to Figure 1, and point values and budget figures released.

Table 1 - Breakdown of budgeted amounts and released (2000/2009)

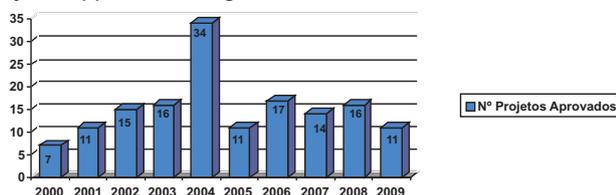
Ano	Valor Orçado	Valor Liberado
2000	145.000,00	109.500,00
2001	200.000,00	147.107,00
2002	250.000,00	143.101,00
2003	245.000,00	140.000,00
2004	245.000,00	220.700,00
2005	245.000,00	296.230,00
2006	540.000,00	446.091,00
2007	414.000,00	436.412,00
2008	674.670,00	392.893,00
2009	484.743,00	534.425,00
Total	R\$3.443.413,00	R\$2.866.459,00

Source: Reports CMER (City Council Sport and Recreation)

Table 1 provides a better view of the resources budgeted and released, giving the totals for the whole period proposed in the research that represents the state of the art in relation to the Law for Encouragement of sports in the city of Ponta Grossa.

Graph 2 below shows the number of projects approved by the City Council of Sports and Recreation in the period 2000 to 2009.

Graph 2 - shows the projects approved during 2000 / 2009



Source: Reports CMER (City Council Sport and Recreation)

Graph 2 shows the number of projects that have applied and been approved by the Municipal Sports and Recreation from 2000 to 2009. The numbers of projects do not follow the increase in financial assets, this can be explained by the fact that, over the years, the requirements regarding the criteria for approval are being increased, while other projects have qualified better and more resources postulated.

5.FINAL CONSIDERATIONS

It has always been a challenge and will bring science and technology, the Academy of the productive sector, the proof is the ratio of number of searches, which is relatively high, with the number of patents is very low in our country. Universities seek to disclose the experiments companies hide the seven key secrets that represent profitability. The problem at first with widely divergent interests may begin to be resolved with the entry of the third actor on stage, the government would come with the task of guiding paths and to manage higher interests, to bring the parties and to channel efforts and resources towards a much larger order including market dominance in strategic sectors for the nation.

Often driven by necessity, as was the case of the Sports and Recreation of Ponta Grossa, who sought a solution to the lack of financial resources and found an innovation that is now copied by other cities, and depicts the model of cooperation proposed with Triangle Sábado, where you can see through the graphs and figures show the amounts invested in numerous sports projects independent of its social call.

And maybe more, to determine numbers, it is important to note, that the fruit of this cooperation generates compliance with the practice of the fourth author's argument, which is social change as an end product of inter-cooperative relationships, promoting better quality of life citizens.

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LAW TO ENCOURAGE THE SPORT: A FORM OF INNOVATION IN CAPTURE OF FINANCIAL RESOURCES FOR SPORT IN PONTA GROSSA - PANORAMA 2000 – 2009**ABSTRACT**

This article brings into context the analysis of how the Law for Encouragement of Sport, asked since 1999 in the city of Ponta Grossa - PR. Aiming to demonstrate that it can become a factor in the search for innovative resources for the sport, whether for sport competition, social or educational. To this end, we attempted to adjust the determinations issued by the Triangle Sábato, regarding the relationship of public service with business and sports institutions. In relation to the determinants for the sport we performed an analysis of legal doctrine emanating from the Brazilian Constitution, culminating Pelé Law with the Law for Encouragement of Sport established in the city of Ponta Grossa - PR. Methodologically this article focuses on the model of a stamp with quantitative research and exploratory, since that analyzes the data contained by the Law for Encouragement of Sport for the years 2000 to 2009. In conclusion there is the achievement of goals, with graphs showing the numbers of projects approved and values and allow for identifying the roles of actors in their inter-relationships used as catalysts for social change.

KEYWORDS: Law to encourage the sport – Technological innovation - Public policies

LOI D'INCITATION AU SPORT : UNE FORME D'INNOVATION DANS LA CAPTATION DE RESSOURCES FINANCIÈRES POUR LE SPORT DANS LA VILLE DE PONTA GROSSA - PANORAMA 2000 - 2009**RÉSUMÉ**

Le présent article apporte un contexte de l'analyse de comme la Loi d'Incitation au Sport, incité depuis 1999 dans la Ville de Ponta Grossa - PR. Objectivant démontrer que la même peut se rendre un facteur innovateur dans la recherche de ressources pour le sport, soit pour le sport compétition, sociale ou scolaire. Avec cette intention, on a cherché adapter les déterminations émancées par le Triangle de Sábato, relatif à la relation du service public avec les sociétés et les institutions sportives. Concernant les déterminants pour le sport on a effectué une analyse des avis légaux émanés par la Constitution Brésilienne, Loi Pelé en culminant avec la Loi d'Incitation au Sport établi dans la ville de Ponta Grossa - PR. Méthodologiquement cet article se centre dans les moules d'une recherche avec empreinte quantitative et exploitable, vu que recherche analyser les données consignées de par la Loi d'Incitation au Sport dans les années 2000 jusqu'à 2009. Dans la conclusion s'est vérifié l'atteinte des objectifs, à travers des graphiques qui démontrent aux nombres de projets approuvés et les valeurs libérées, en permettant d'identifier les rôles des acteurs dans leurs interrelations utilisées comme des catalyseurs de changement social.

MOTS CLÉS: Loi d'incitation au sport - innovation technologique - politiques publiques

LEY PARA FOMENTAR EL DEPORTE: UNA FORMA DE LA INNOVACIÓN EN LA CAPTURA DE LOS RECURSOS FINANCIEROS PARA EL DEPORTE EN PONTA GROSSA - PANORAMA 2000 - 2009**RESUMEN**

En este artículo se pone en contexto el análisis de cómo la Ley para el Fomento del Deporte, pidió desde 1999 en la ciudad de Ponta Grossa - PR. Con el objetivo de demostrar que puede convertirse en un factor en la búsqueda de nuevos recursos para el deporte, ya sea para la competición deportiva, social o educativo. Con este fin, hemos tratado de ajustar las determinaciones emitidas por el Triángulo de Sábato, con respecto a la relación de servicio público con las empresas y las instituciones deportivas. En relación a los factores determinantes para el deporte que realizó un análisis de la doctrina jurídica que emana de la Constitución, la Ley Pelé, que culminó con la Ley para el Fomento del Deporte estableció en la ciudad de Ponta Grossa - PR. Metodológicamente este artículo se centra en el modelo de un sello con la investigación cuantitativa y exploratorio, ya que analiza los datos contenidos en la Ley para el Fomento del Deporte para los años 2000 a 2009. En conclusión, no es el logro de los objetivos, con gráficos que muestran el número de proyectos aprobados y los valores liberados y permitir la identificación de los roles de los actores en sus relaciones inter-utilizados como catalizadores para el cambio social.

PALABRAS LLABES: Ley para fomentar el deporte – innovación tecnológica - las políticas públicas

LEI DE INCENTIVO AO ESPORTE: UMA FORMA DE INOVAÇÃO NA CAPTAÇÃO DE RECURSOS FINANCIEROS PARA O ESPORTE NO MUNICÍPIO DE PONTA GROSSA - PANORAMA 2000 – 2009**RESUMO**

O presente artigo traz em seu contexto a análise de como a Lei de Incentivo ao Esporte, instada desde 1999 no Município de Ponta Grossa – PR. Objetivando demonstrar que a mesma pode se tornar um fator inovador na busca de recursos para o esporte, quer seja para o esporte competição, social ou educacional. Neste intuito, buscou-se adaptar as determinações emanadas pelo Triângulo de Sábato, no tocante a relação do serviço público com as empresas e instituições esportivas. Em relação aos determinantes para o esporte efetuou-se uma análise dos ditames legais emanados pela Constituição Brasileira, Lei Pelé culminando com a Lei de Incentivo ao Esporte estabelecida no município de Ponta Grossa – PR. Metodologicamente este artigo centra-se nos moldes de uma pesquisa com cunho quantitativo e exploratório, visto que busca analisar os dados consignados pela Lei de Incentivo ao Esporte referente aos anos de 2000 até 2009. Na conclusão verifica-se o atingimento dos objetivos, através de gráficos que demonstram os números de projetos aprovados e valores liberados, permitindo identificar os papéis dos atores em suas inter-relações utilizadas como catalisadores de mudança social.

PALAVRAS CHAVES: Lei de incentivo ao esporte – inovação tecnológica – políticas públicas

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