

**42 - ROBERTO SIMONSEN AND THE INFLUENCES ON THE DEVELOPMENT OF SPORT AT SESI**

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**Introduction**

"Stepping up to the podium is the objective of the nearly 10 thousand athletes that are in China for the 2008 Olympics in Beijing. Besides the quest for the gold, silver, or bronze medal, many of the competitors are also after the primacy of being signed onto Olympic brand names, even if only for four years, until the 2012 Olympic Games in London."

In the last few months messages about the Olympic games actions realized in China were conveyed by the written media, spoken, and televised all over the world, demonstrating, in a way, the proportion that the sport has taken.

When mentioning this growth of sport, we are not referring only to the technical competitive activity, but yes to all manifestations that supervene the development of the Olympics.

We can make stand out the process of the proportioned spectacle made by the media, the abusive spending, scandals, and finally a context that involves a series of agents by means of relations that transcend the questions of the competition and reach the political sphere and world economy, as mentioned in the passage below:

[...] There are still four months until the Beijing Olympic Games opening, but it's already been made evident that in these Olympic Games it will not be easy to separate sport from politics. Last week, everywhere it passed, the Olympic torch attracted wrathful protests and many attempts, all of which were frustrated, to put the flame out as a form of protest against the Chinese repression towards the manifestations for the independence of Tibet.

[...] The party was also a Jintao political victory. Around 80 Chiefs of State were present-besides Lula, Nicolas Sarkozy (France), George W. Bush (USA), Vladimir Putin (Russia), and many others, were there-, in a clear actual weight of China demonstration on the international scenario. And a sign that the Chinese mission, for the next 18 days, to present its new face began being carried out with expertise.

Our intention is not to analyze or argue the Olympic Games, but yes to demonstrate how the Sport has demonstrated itself a universal crescent phenomenon and economically in expansion.

We currently come across the acceptance of sport in several lines of inquiry of human sciences such as, for example, the economy of sport, history of sport, anthropology of sport, sociology of sport, and finally a network of studies that involve renowned authors and authorities from several fields of knowledge.

In this sense we would like to call attention to the development of actions of sport and leisure of the Social Service of the Industry that is currently attending to nearly 3 million people a year. The SESI is present in 26 States of the Union and the Federal District, counting with 2512 unities distributed in 997 countries.

Cogitating sport, we make it stand out that we are dealing with a complex structure, composed of several agents; such as the business men, trade unions, the State by means of the ministries of the Industry and Commerce, of the work and sport among others.

Although, it is not the focus of this paper to analyze the current scenario, but to observe the process of the historic growth of the institution in order to make stand out some of the signs it approaches the interests in the promotion of sport and leisure during the period in question (the decades of 1940 and 1950).

As of then, we will initially make brief mention of the intentions of Robert Simonsen as to what refers the creation of the Social Service of the Industry and how this institution was constituted in the Brazilian scenario.

In the sequence, we approach the first decades of development of the actions of sport and leisure in SESI of Parana showing activities that while being analyzed, can indicate the influences of Robert Simonsen's thinking.

**Robert Simonsen and the creation of SESI**

Robert Cochrane Simonsen has worked as an engineer, business man, professor, historian, deputy, senator, and counselor for the Federal Government. His most outstanding work was that as a business man. Being always associated with the process of the economical and industrial development of Brazil.

In 1928, he was in charge of the creation of The Center of Industries of the state of São Paulo, which later became the Federation of Industries of the state of São Paulo (FIESP)

In 1935, he was elected for presidency of the National Confederation of the Industry and took the chair of Economical History at Escola Livre de Sociologia e Política, inserting in the academic ways the contents worked at in the economical practice.

In 1937, with the introduction of the New State, Simonsen loses his parliamentary mandate, but is nominated member of the Federal Counsel of Exterior Commerce and in 1938 goes onto to participate in the Counsel of Economical Extension of the state of São Paulo (1938/1941). And still during this year, takes on the presidency of FIESP, remaining in this post during the entire World War II. He was elected for the Paulista Academy of Language Arts two years later.

"In 1941 Euvaldo Lodi and Roberto Simonsen, respectfully presidents of the Industry's National Confederation (CNI) and of the Federation of the Industries of the state of São Paulo (FIESP), suggest to President Vargas that the responsibility of the industrial teaching be under the syndical federations of the business community (a SENAI project). In January of 1943 it is formally created SENAI, through the Decree-Law #4.048."

In the years that followed (1943 to 1945), Roberto Simonsen played a strong part in the country's political scenario. In 1946, he became senator for the Social Democratic Party of São Paulo obtaining an expressive victory in the ballot-boxes. In the same year, he is elected for the Brazilian academy of Language Arts with his paper The Economical History of Brazil (1500-1820), being the first economist to occupy such a position.

In the passage below which deals with Simonsen's interests in relation to the creation of The Industry's Social Service, we can see the first signs that could have also influenced the orientation of the practice of sport and leisure promoted by the institution:

And also in the same year of 1946, Simonsen's proposal for the creation of SESI. In uttered speech in 1946, Simonsen referred to the objectives of this entity as a demonstration of the politics of the necessary aiding to the industrial business community in the fight against communist propaganda and in the moral and civic education necessary to consolidate a new practice and worldly view on the manufacturing working class.

We will make stand out yet other passages that set out even more Roberto Simonsen's intentions on creating SESI, such as

disciplinary of the moral civic and the “combate” fight of classes.

“...Simonsen’s actions also go by facing the paulista and national business community in the creation of technical education institutions IDORT (Institute of Rationalization of Work), ELSP, SENAI and FEI (Industrial Engineering College), and the civic protection and education (SESI), the concern with the dissemination of technical rationality and the preparation of professional spectacle.

Now on the other hand of the creation and finality of the Social Service of the Industry (*The Social Problem in Brazil*), Simonsen lets it be visible in a very clear way the bond that links the ideas of the working class Christian organization, placing as society’s main enemy the communism and its slow threat of destruction of civilization and its values.

Simonsen marks an important strategy of the assistance and the material support to the workers and the function of education as a way to rein the march of “the fight of classes in Brazil”.

Promoting a moral that disciplines the working class’s view of the world the Christian morality (the anchor of a ‘fraternity’ between bosses and employees project, of Christianized capitalism) and a hygienic moral for the working classes (health, housing, leisure, culture) scientifically organized and planned from top to bottom.

The SESI, alongside the schooling equipment of the State, in its various technical-cultural modalities, will be, this way, under a Christian philosophy angle, whose civic roots soak in the most beautiful and genuine national affirmations of liberty and democratic citizenship, authentic public education equipment.

This way, Simonsen affirms in a clear way which are SESI’s main objectives: to promote and speed up the union of the employer classes in advantage of the Brazilian society’s common interests; fight for the progress and the elevation of the population’s level of life; add up efforts and strategies to fight the consequent ruin of the pernicious interference of the class fighting between us.

“This way the strategic actions of SESI would be the service of the social demands of the “working family” (especially housing, food, health, **leisure**, and professional moral education of the working class) as of the Christian ideas”.

As of then, on June 25th of 1946, Decree-law #9,403 edited this attribute to the Industry’s National Confederation, the creation of the Social Service of the Industry, SESI.

After this information, which enabled us to understand a little bit more about the motives for the creation of SESI, we will go deeper into the sportive actions maintaining the bond between Roberto Simonsen and his interests.

### THE SPORT AT SESI: THE FIRST INFLUENCES

Even though the sport was not explicitly mentioned in the Decree-Law #9,403, as of its creation, SESI began to proportion the practice of sportive activities to the working class, in some states of the country such as São Paulo and Paraná.

The first entries date back to 1948 in the state of Paraná when the sector of Assistance to Sports was created. In 1949 this sector was enlarged and being dominated by the Service of Assistance to Sports and Physical Education.

In 1951 SESI created the Spring Athletic Games which were subsequently better known and called Working Class Athletic Games. 16 clubs coming from counties of Curitiba, Morretes, Palmeira, Paranaguá, Ponta Grossa, and São Jose dos Pinhais participated.

The opening parade of these games happened of June 24th with the participation of nearly 4 thousand workers, being there the president of the Industry’s National Confederation and National Director of SESI, Dr. Euvaldo Lodi, and civil and military authority.

We extracted some passages from the report that could express the importance attributed to sportive practice, indicating signs of a patriotic and disciplinary finality, according to Simonsen’s proposal:

The creation of the Service of Assistance to Sport and Physical Education of SESI answers to a vital necessity of the worker, being that, in the days that come, the methodical and rational practice of sport constitutes an essential necessity of contemporary life.

... V. Excia., in uttered speech in the Curitiba Foot Ball Club Stadium, magisterially defined, sport’s role in actual life, as one of the most valuable elements to provoke exclusion in man in certain predicates like **the habit of discipline, teaching and obeying**, to be able to command; the habit of sociability, that makes the true friendships and good comradeship; the spirit of Club, the feeling officially uttered from sportive dignity, that defending the colors of your team is none other than **the actual feeling of patriotism in potential state**.

In Paranaguá in the year of 1951, the first Fisherman Regatta, the beam race and the second worker regatta as a **tribute from SESI to the Brazilian Marine**, in commemoration to Marine week ( again aspects that reinforce the par state company relationship of cooperation with the Public Authority).

In 1954, in a celebration of Marine Week, several activities were accomplished in Paranaguá, with the presence of the local society and various Marine and civil authority that were welcomed with cocktails that were offered by the Captain of the Ports. Besides the ceremony, many nautical tests, canoeing with 2 and 3 rowers, Swimming (50 and 100 meters) and Tennis, the last two being newcomers for the working class.

These activities were closed with a dance to award the winners; SESI, the events organizer, together with the Captains of the Ports of Paranaguá was given formal thanks by the Ministry of the Marine.

In this year we could see many testimonies of the intentions of the promotion of sport, turned to the bettering of the relationship between bosses and workers (as accomplished by Simonsen), standing out as one of the functions of SESI, being that, the moment was of too much instability as a result of the post-war period the country was going through.

In all the athletic competitions that we have made happen, **employees and employers fraternize, offering an eloquent and alive demonstration of mutual understanding and comprehension**.

...this air of solidarity forged during the sportive competitions is **transplanted in the naturalness and simplicity for the factories and workshops, in this way forming, a new mentality in what refers to the work**, seeing that the comradeship built in the midst of the workers, through discussed sportive fights and pleasant familiarity, is the same that rises vigorously and beautifully, under identical influences between work and business men.

...in an institution such as this one which we serve, **whose social function is, through the development of the extent program of realizations to form a new traineeship of society, where bosses and workers, or better yet, Capital and Work can unite in strong bonds of cordiality and comprehension...**

In 1955 we once again see affirmations indirectly orientated towards the relations of work: sport stood out at SESI as a means of **taking care of the state of health** of the workers, needing for so much the efficiency of the Service. The action of the state of health could point to the question of quality of life viewed from the relations of work, seeing what referers to health.

The Counsel of Representatives of Sesiano Sport was created ratifying the conception of sport as an influencer in the relations of work. We can indirectly verify in the quotation below (extracted from the entity report), the relationship proposed by us, inclusive mentioning sport in a romantic manner.

The creation of the Counsel of Representatives of Sesiano Sport, came to the primordial necessities, for the growth of sport in the industries, seeing that, in the quality of the factory employees, with credentials supplied by the Sport Service, the members of that sport school behave in a direct manner stimulating in the worker **the love for sports** calling their attention to the sportive activities...

In 1956 there was maintenance of the Counsel of Representatives and the implantation of strategies of actions inside the Working Class Societies (place of higher concentration of participants), where beyond the technical assistance financial aid was also supplied (trophies, balls, or medals). Yet another demonstration of indirect influence.

As in the year before, it was possible to verify in 1957 and 1958 the maintenance of the Counsel of Representatives and a great distinction (as in the last years) the work involving the representatives of the working clubs and actions within the Working Societies, stimulating the creations of worker guilds inside the industries. Enlarging each time more and more the objective proposed in the creation of SESI.

The quotation below brings out the importance of this strategy: "We continue, still dedicating the greatest consideration to Worker Societies, true recreation centers..." "Continuing in this program, the objective is to create more worker guilds within the industries. In the reported year, 8 new guilds have been organized".

All the work habitually realized in earlier years were kept in 1959, standing out mainly the involvement of the representatives of the industrial clubs and the actions inside the Worker Societies. We can see in the quotation below such considerations and indirectly, like sport, could influence the relations of work, setting out the "communion of thoughts and ideas".

Our efforts concentrating mainly in giving course to the directives taken already for 3 years, the ones that consist in congregating each time more in lathe of the Service, the representatives of the Industrial Clubs. This measure is each day becoming more beneficial for the good intermeshing and development of our work, **therefore we have noticed a greater harmony, more communion of thoughts and ideas in the tournaments and championships carried out.**

Finally, again in 1960 the importance of the Counsel of Representatives being the link of connections between SESI sports and the industries stood out.

### FINAL CONSIDERATIONS

The facts mentioned in the last chapter are signs that the sport activities and leisure developed by SESI in Paraná (during its first decade), presented entailing to Roberto Simonsen's ideas while a disciplinary mechanism, of moral growth, both civic and patriotic.

We conclude this paper with the perspective that "we have given the first step" to a deeper reflection of Roberto Simonsen's influences in the Brazilian social thinking "translated" at this moment starting from the practices of sport and leisure developed by SESI.

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### ROBERTO SIMONSEN AND THE INFLUENCES ON THE DEVELOPMENT OF SPORT AT SESI

#### Summary

The Social Service of the Industry was first established in 1946 and one of the people responsible for its creation is Robert Simonsen. Since then, the SESI had promoted, among other activities, Sport activities. By means of our analysis, we confirm that in the decade of 1950 such sport activities may have suffered the influences of Simonsen's thought.

Keywords: Sport, SESI, Roberto Simonsen

### ROBERTO SIMONSEN ET LES INFLUENCES DANS LE DÉVELOPPEMENT DU SPORT DANS LE SESI

#### Résumé

Le Service Social de l'Industrie (SESI) a été mis en place en 1946 et un des principaux responsables de sa création a été Roberto Simonsen. Depuis cette époque le SESI a notamment promu des activités sportives. Selon notre analyse nous constatons que dans les années 1950 de telles activités sportives auraient subi l'influence de la pensée de Simonsen.

Mots-clés: Sport, SESI, Roberto Simonsen

### ROBERTO SIMONSEN Y LAS INFLUENCIAS EN EL DESARROLLO DEL DEPORTE EN EL SESI

#### Resumen

El Servicio Social de la Industria se creó en 1946 y uno del principal responsable de su creación fue Roberto Simonsen. Desde entonces, el SESI ha promovido actividades deportivas entre otras acciones. A través de nuestro análisis encontró que en la década de 1950 esas actividades del Deporte puede haber sufrido influencias a partir del pensamiento de Simonsen.

Palabras clave: Deportes, SESI, Roberto Simonsen

### ROBERTO SIMONSEN E AS INFLUÊNCIAS NO DESENVOLVIMENTO DO ESPORTE NO SESI

#### Resumo

O Serviço Social da Indústria foi instituído em 1946 e um dos principais responsáveis pela sua criação foi Roberto Simonsen. Desde essa época o SESI promoveu atividades esportivas entre outras ações. Mediante nossa análise constatamos que na década de 1950 tais atividades de Esporte podem ter sofrido as influências do pensamento de Simonsen.

Palavras-chave: Esporte, SESI, Roberto Simonsen