

**15 - MANAUS CITY OF THE FUTSAL**

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The project supported by the precepts of the Manifesto Mundial da Educação Física (2000), it is a set of procedures that have soccer as a tool for actions aimed at social development of citizens of all ages were in the city of Manaus.

Aware of its social responsibility and the power of sport as a tool for the development of the city of Manaus, the Manaus City Hall through the Municipal Sports and Recreation - SEMDEJ adopted as public policy for sport that this project has initially through futsal (in the near future also in other ways), explored the various possibilities that sport offers generating benefits to different sectors of society, since according to Marino (2010) public policies are a tool to project the kind of man that society needs.

In his encyclopedic dictionary Tubino (2006) defined sports policy as a set of principles and actions in the same sense that an institution established as a performance benchmark for coherent, consistent and uniform for all parties involved in sports to achieve the purposes identified and established. He also states that planning must always be sports based on sport politics. So based on this concept, we developed a work plan starting with the implementation of training and workshop with teachers from the centers of sport and leisure in Manaus - CEL's, which in accordance with Article 59 of the Child and Adolescent and Article 217 of the Constitution of Brazil, municipal spaces are outfitted, equipped and professionals to guide the practice of sports and leisure. The city has 18 such centers and more than 150 public recreational areas.

This teacher training aimed to improve the amount of indoor football and quality of these practitioners as requested at the III Conferência Municipal de Esportes (2010), was also identified as those most likely to become indoor soccer players, since this is a positive alternative when it comes to professionalism through sport. It was also formalized a memorandum of cooperation with the Amazon Futsal Federation for it to be use of municipal facilities for the full functioning of its activities, demonstrating that the central idea of the project is the organization of soccer as a whole generating possibilities that it is a means of developing citizens of Manaus and it goes through the restructuring of the entity responsible for the administration of the sport.

Futsal provides highly relevant factors in social development, factors that are enhanced especially when its practitioners have the opportunity to experience the competitive environment. Thinking about it is part of the programming of project activities to carry out a great festival of soccer that involve children from 09 years to 11 years in many different areas of Manaus to allow them to experience the competitive atmosphere, but in a playful way and responsible conducted by highly trained professionals to do so. Futsal was chosen as the pilot of this project mainly because it is the most popular sport in sport and leisure centers of the city as well as the presence of a highly skilled faculty in the modality to coordinate activities.

The way futsal is presented and developed an individual can influence positively or negatively, in this scenario is that the teacher has a fundamental role, he has a big responsibility to make the person enjoy the sport in a healthy way to assimilate the values and morals, respect, education and discipline, which later will mirror their personalities, their attitudes, their values, political behavior, religious and so on. finally and socially appropriate behaviors expected of a citizen, since through the game options are set too varied to encourage human development in its various dimensions, such as affective and moral development (ANCHIETA, 2010), these elements that form the basis on which the modern sport was conceived by Thomas Arnold in the 20s of last century in the college rugby England. It is noteworthy that in most cases where there is a good driving team from the teacher, are formed of individuals well endowed with characteristic values of sport, especially when they have the opportunity to combine the experience with a sports-based studies therefore guidance for project activities is that all participating students are attending school, corroborating Tubino (1992) who claims to have been the gym, this is sport, a significant element in the education of ancient Greece and perfect Manifesto Mundial de Educação Física (2000) which classifies the sport as a privileged way of education.

Since March when they began the project activities have already been told more than 30 teachers who have worked in 15 sports and leisure centers of the city serving over 1,200 children and youth. It is noted the activities of CEL Santa Etelvina, where children perform training of the sub categories and sub-09-11, CEL Japiim the Under-15 and U-17 and CEL Olympic Village Coroado with the adult team. In this first year of operations teams Under-11 and adults in partnership with the club Unidos do Alvorada participated in the championship of the Amazon state organized by the Amazon Federation of the Futsal - FAFS. This partnership, focused and structured by professionals belonging to the project has achieved great results, like winning the Cup Futsal Amazon TV and unprecedented first place in the qualifying round of the Northern League played in Roraima.



Picture 01 – CEL Dom Jackson



Picture 02 – CEL Japiim



Picture 03 – team under 11



Picture 04 – team adult

To allow for better conditions for athletes and approximation of the general population with the idols of futsal, design precepts Manaus City Futsal SEMDEJ fought for the feasibility of conducting a friendly inter-state, to receive the finals of the Northern League Futsal and the achievement of an unprecedented game of the Brazilian Futsal in Manaus, where about 300 children had the opportunity to closely monitor the practice of screening and talk with the team's most successful athletes of the world futsal.



Picture 05 - Children of the training project of Brazil's futsal

Futsal is today, according to the Atlas of Sports in Brazil DaCosta (2005), the most physical team sport in the country. This interest is reflected in media coverage increased, the networks and ESPN have closed Sportv competitions of the sport still in its programming grids and TV Globo routinely features games and stories about futsal in their programs.

Large corporate groups in Brazil are turning their marketing efforts primarily to futsal as is the case of Malwee, Votorantim Tramontina, Cortiana or Krona, as well as cities that are notorious for indoor soccer or as Carlos Barbosa Jaragua do Sul. The more than 10 years investment in futsal confirm the positive feedback these examples. Manaus to the project seeks to position itself as a city that invests in the sport and believe in your potential.

The possibility of professionalization of soccer in the city, turning it into an effective means of social development of the project participants is presented as a goal to be achieved in the long term.

Quantitatively the project in 2010 was present in 15 Centres Sporting Goods Manaus and attended 1,200 children and youth. In 2011 we intend to serve 1,500 children and young people participate in all official competitions of the Amazon Futsal Federation, as well as create a strong team already working in the adult category with athletes who receive salaries as professionals and fit to represent the city in competitions nationals.

Human Resources:

Quantity	Function	Description of activity
01	Coordinator	All activities involving the project management
05	Coach	All technical and tactical preparation of teams
05	Assistance Coach	Assist the preparation of technical and tactical teams
01	Coach Goalkeepers	entire technical and tactical preparation of the goalkeepers of the teams
01	Fitness Coach	All periodization and fitness teams
01	Physiotherapist	needed preventive care and treatment to athletes
01	Massage Therapist	Preventive Care to prevent muscle spasms and other injuries and treatments required to eliminate toxins and relax after the sport activity
01	Nutritionist	Preparation and monitoring of nutritional planning for athletes
01	Psychologist	Working with the athletes to increase in concentration, reducing stress and speed of reasoning for better answers during the game
01	Medical	Care and preventive treatments needed to athletes

Table 01

## Material Resources:

Quantity	Item
450	balls Futsal
150	plastic cones
50	yellow jackets
50	blue jackets
150	Arcs
30	elastic ropes
12	complete outfits (shirt, shorts, socks, sneakers and shin guard)

Table 02

## Institutional Resources:

Quantity	
15	Arenas
01	weight room
01	Pool
01	Office

Table 03

Also as forecast for 2011 the project was submitted to companies within a stake in national competitions. Being such a marketing extremely beneficial to companies of varied sectors of activity, since it is ensured national media coverage and being one of the only participants in collective sports Amazonian national competition, will surely total media coverage regional.

The population of Manaus loves sports and loves to twist, is always present and involved when they feel part of the event, so the games are the biggest league in the world naked, the football or futsal tournament that occupy the city's neighborhoods, where there is total involvement of the residents of these neighborhoods, this feature in action within the CEL's that carry a strong sense of belonging. A team representing the city of Manaus as a whole, is indicative of blockbuster games in all and considering the capacity of local command of the Games team, we have an estimated 10 thousand people per game that presents itself as a fantastic opportunity for a variety of merchandising actions of investors / partners in the project.

The actions of dissemination of all team activities are guaranteed by the coverage of communication professionals who are part of the project, giving the investor / partner to make sure that your name / brand will be distributed and operated satisfactorily. Being available to investors / partners the properties of team name, front of shirt back of shirt and shorts, plus plates and advertising space involving the team.

Finally we can say that the project Manaus City Futsal seeks to improve levels of health, education, sports, employment and other social demands that the second Marine (2010) are only effective when presented as integrated public policies. Seeks to offer, especially to social minorities the possibility of access to sports and recreation quality, and includes a new mission of the sport that second Séguin and Robert (2001), leaves aside the stereotype of opium of the people, but strengthens the characteristic the maker of dreams. Futsal as a social reformer, this is the project Manaus City Futsal.

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**MANAUS CITY OF THE FUTSAL****ABSTRACT**

This article seeks to present a project entitled Manaus City Futsal, which is nothing more than an effective action resulting from the sports public policy used by the municipal government of Manaus, which through its municipal office for sports and leisure offers the sport futsal to children, youth and adults so that it is a means of social development, ie transforming element of the social reality of these individuals. Are presented in this study some of the concepts underlying the design, their development, some data collected in its first operational year 2010, as well as their goals for the coming year of activities.

**KEYS-WORDS:** Policies publics sports; Development social; Futsal

**MANAUS VILLE DU FUTSAL****RESUMÉ**

Cet article cherche à présenter un projet intitulé Manaus Ville du Futsal, qui n'est rien de plus qu'une action efficace résultant de la politique sportive publique utilisée par le gouvernement municipal de Manaus, qui, par son bureau municipal pour les sports et les loisirs offre le sport futsal pour les enfants, les jeunes et les adultes de sorte qu'il est un moyen de développement social, à savoir l'élément de transformation de la réalité sociale de ces personnes. Sont présentés dans cette étude, certains des concepts sous-jacents à la conception, le développement de la même façon, certaines données recueillies dans sa première année de fonctionnement 2010, ainsi que leurs objectifs pour la prochaine année d'activités.

**MOTS-CLÉS:** Politiques publiques sportives, le développement social, Futsal

**MANAUS CIUDAD DE FUTSAL****RESUMEN**

Este artículo pretende presentar un proyecto titulado Manaus Ciudad de Fútbol Sala, que no es más que una acción efectiva resultante de los deportes de las políticas públicas utilizadas por el gobierno municipal de Manaus, que a través de su oficina municipal de deportes y de ocio ofrece el deporte el fútbol sala a los niños, jóvenes y adultos para que sea un medio de desarrollo social, es decir, elemento transformador de la realidad social de estas personas. Se presentan en este estudio algunos de los conceptos que subyacen en el diseño, su desarrollo, algunos datos recogidos en su primer año de funcionamiento de 2010, así como sus metas para el próximo año de actividades.

**PALABRAS CLAVE:** Políticas públicas deportivas; Desarrollo social; Fútbol sala

**MANAUS CIDADE DO FUTSAL****RESUMO**

O presente artigo busca apresentar um projeto intitulado Manaus Cidade do Futsal, que nada mais é que uma ação efetiva resultante da política pública esportiva utilizada pela prefeitura municipal de Manaus, que através da sua secretaria municipal de esporte e lazer oferece a modalidade esportiva futsal a crianças, jovens e adultos de maneira que o mesmo seja um meio de desenvolvimento social, isto é, elemento transformador da realidade social desses indivíduos. São apresentados neste estudo alguns dos conceitos que fundamentam o projeto, a forma de desenvolvimento do mesmo, alguns dados coletados em seu primeiro ano de funcionamento 2010, bem como suas metas para os próximos anos de atividades.

**PALAVRAS-CHAVES:** Políticas públicas esportivas; Desenvolvimento social; Futsal