43 - LEGACY OF THE FIFA WORLD CUP 2014: WORLD CUP CITIES PROJECT

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INTRODUCTION

The Brazil will host in the short span of two years, the planet's biggest sporting mega events, 2014 FIFA World Cup and 2016 Olympic Games. Since the announcement that the country had been elected to host the events the subject became even more part of the daily life of the Brazilian people, no longer discussed only on street corners, in newsagents, in bars, on the doors of stadiums, on Monday mornings in the routine of workers and began to be debated in Parliament, too, in the offices of large corporations and Government meetings in spheres, municipal, State and federal law. The subjects are the most varied. The possibilities of the country winning the World Cup and become the only World Cup six-champion; The position that the country will take in the context of medals at the Olympic Games; Investment in sports; and among many others. Arguably a question architects ' most of these conversations: what will be the legacy left by these sporting mega events?

Second Dacosta (2008) and Filgueira (2008), legacies are left by people productions. What will determine the extent of the benefits and losses of burden and bonuses, gains and losses of these productions will be the conduct of people who with they undertake. According to this concept, planning and commitment to the achievement of the legacy depend exclusively on human activities and don't just happen naturally.

As for the concept of sport, currently no one can understand it in a way only. As Benedict (1997), Betti (1998) and Gaya (2000) the sport is plural and given its multifaceted. The sport has become so complex and diverse. Must be understood as cultural heritage of mankind, because it's dynamic created, transmitted and transformed by man throughout the ages.

The expansion of the scope and concept of sport and its implications led to reflections on the sport phenomenon and its social dimensions, economic, political, educational, and artistic works, in the decades of 1960-1970, as a result of the various actions and sports movements in the world, as the Sport for all Movement, the sports policies of the welfare States, the growth of sports science and technology to high investments in development of sports training by various countries, the sport association with the media, his transformation into a product and the high investment in the Sport held in military dictatorships, which altered the values of sport (PRONI, 2002).

The recognition of sport impacts and social consequences prompted Governments in the last half of the 20th century, the cover-as "business". The sport becomes State business and each country must define organizational structures, policies, programs, laws and specific and significant resources to the development of sports (PILATTI, 1999).

Thus, UNESCO, considering all of the controversies and discussions around the sport, organized, in 1976, the first Conference of Ministers and senior officials of physical education and sport. Concluded the elaboration of the reflections International Charter of physical education and sports, linking these activities to the United Nations Charter, with the Declaration of human rights and affirming that physical education and sport must strengthen formative action and encourage the main human values (UNESCO, 1976).

The UNESCO document understood the plurality of the sport concept, understanding that there are manifestations of the phenomenon, namely sport, sport performance or high-yield; Leisure and sport participation and educational or social or sport for all, which are also mentioned in the Brazilian Federal Constitution and re-affirmed by several authors, as Bracht (1997), Korsakas and Rose Junior (2002) and Tubino (2010).

As Tubino (2010), in Brazil's public accountability ensured by the State, the promotion of educational/sport for all, inside or outside of school, having as purpose to democratize and generate sports culture, developing the individual in reciprocal social relations and with nature, its body training and their own potential, preparing you for the Leisure and the critical exercise of citizenship, with views to a freely organized society, cooperative and caring.

However, the report by the Brazilian Institute of research (IBOPE) pointed out that 30% of Brazilian public schools do not have space for physical education in the countryside reaches 50% and in the Northeast increases to 51% (REVISED EF, 2012). This denounces the paradox between the presumption in legislation and in Brazilian literature and reality found in the national scene.

The achievement of these sporting mega events in Brazil could be set on opening an unprecedented window of opportunity for the promotion of sports in the country. Several improvements in the promotion, construction and qualification of physical structures, equipment and sports material, training and qualification of human resources for the guarantee of the right to universal access, among many others, could be part of the set of achievements, impacts and legacy of sporting mega events, specifically the FIFA Football World Cup 2014.

It seems obvious, but it is noteworthy. Not just the sporting mega events taking place so that the changes you want, and aforesaid happen, they must be previously planned, mainly social changes. Preuss (2000) States that for a greater effectiveness of the legacies of a sporting mega event it is essential that the planning of actions starts during the application process.

The legacies of sporting mega events are inseparable elements of public policy and the primary function of the State, namely, to ensure basic social rights for all citizens, with quality, fairness and universality. This should be the basic reference of all promotion strategy of mega events and, consequently, of their legacies. The design of a socially just, democratic society, to ensure the guarantee of rights to practice of sport by citizens must be the reference for the debate about the importance of legacies of sporting mega events (FILGUEIRA, 2008).

This study aimed to verify the host cities of the FIFA World Cup 2014 planned a social legacy sports and enjoying the mega event as a strategy to promote the practice of sports and everyday at the same time present the actions of project cities of Cup which has as its purpose the national discussion on the guarantee of the right to access of all citizens to sports practices.

The World Cup Cities Project

There is no doubt that all financial investments in infrastructure, means of transport, buildings, stadiums, airports,

security and communication among many others that would drain here, are important legacies of the 2014 FIFA World Cup in Brazil. However, the Brazil needs and civil society expects and seeks social impacts in addition to infrastructure, such as health, education, housing, sanitation, security, sport and other, which belong to the set of constitutional rights of a Brazilian citizen.

In order to discuss and seek to ensure a social and sports legacy of 2014 FIFA World Cup to Brazil, the Instituto Esporte e Educação created and structured the project World Cup Cities. The project was developed in the cities of Brasilia, Belo Horizonte, Curitiba, Porto Alegre, Rio de Janeiro and São Paulo, all these hosting the sports mega-event in question.

The World Cup Cities Project is funded by Law of Incentive to the sport, the sports Ministry, and intend to from the window of opportunity created by the sporting mega events, discuss, reflect, articulate, propose and document the proposed construction of a sporting and social legacy, with the mobilization and participation of the public authorities, the private sector, third sector, universities and civil society, that transcends the aspects of infrastructure, communication and transport.

The World Cup Cities Project, is part of the movement by the Social Legacy of sporting mega events (World Cup of 2014 and the Olympics/Paralympics in 2016), supported by the REMS (network of Sport for Social change), by UNICEF (United Nations Children's Fund) and by Athletes by citizenship. Intends to contribute to the efforts of the Country under the multiyear plan (PPA) 2012-2015, to build the legacy of the 2014 FIFA World Cup, ensuring all the right to sport and, through the practice of sports, the rights to education and full development.

To do this, Governments and civil society organizations of the host cities were invited to participate in the project by means of diagnosis of sports reality and elaboration of a Municipal Action Plan for sport for all. There are four objectives that pertain to all host cities:

- Identify existing programs and projects in the municipality, diagnosing the potentialities and challenges;
- Contribute to drawing up an action plan of sport for all in each host city of World Cup;
- Support the Constitution of the Committee of the Social Legacy of the 2014 Cup;
- Build a network for discussion and dissemination of the sport as a right, in cities-World Cup venues;

Of these goals deploy some national goals:

- Prepare a Municipal plan of action sports for all;
- Conduct a public presentation of the plan;
- Double the number of practitioners of sports and physical exercises in the host city;
- Universalize access to physical education school in the host city.

According to the peculiarities found due to context, expectations, capabilities, structures, equipment, financial and human resources, among others, each city draws up a set of goals and objectives of a sporting and social legacy.

The project foresees the realization of three dates.

The actions begin with media mobilization by members of Athletes by citizenship/by Brazil and local institutions to launch the World Cup Cities Project. Local authorities such as mayors, municipal secretaries, academics, athletes of international renown, UNICEF, representatives of the private sector, third sector and civil society participate in the official release, marked by the holding of a debate on the social legacies of mega events. The following are carried out discussions and trainings about the manifestations of the sport (income, recreation and education), legacy, public policies and monitoring of information about sports.

The second date is characterized by understanding of the constituent elements of a plan of action, namely, General and specific objectives, targets, strategies and evaluation mechanisms (indicators and instruments). The whole process of preparation of the document is based on the information in the diagnosis, started on the first date. At the moment are invited lecturers, representatives of clubs and federations, officials of departments of sports, health, education, construction, tourism, physical education teachers and the whole society that relates to the sports area. This stage ends with the articulation of local society to the public presentation of the next meeting.

The final step is the official delivery of the Action plan drawn up to the authorities present at the launch and, when possible, the aldermen of the host city, as an initiative of the three sectors of society in search of a sporting and social legacy of the FIFA World Cup in Brazil.

RESULTS AND DISCUSSION

By the time the World Cup Cities Project understood the cities of Southeast (São Paulo, Rio de Janeiro and Belo Horizonte), South (Curitiba and Porto Alegre) and Midwest (Brasilia). Three stages were held in all host cities, as envisaged in the project plan. When attended, in all stages, 755 people, public, private sectors, NGOs and civil society and OSCIPs **, representing 281 institutions.

Table 1: Total participants and institutions by city of 2014 FIFA World Cup

Host cities	Number of participants	Number of institutions
Belo Horizonte – BH	86	46
Brasília – BSB	239	73
Curitiba – CUR	103	29
Porto Alegre – POA	149	46
Rio de Janeiro – RJ	29	31
São Paulo – SP	149	56

A first analysis pertinent with respect to project execution data World Cup Cities. The following will be presented to the reader some interpretations that contribute to a better understanding of numbers.

The above information corresponds to the sum of the three steps. With the exception of Rio de Janeiro, in which some participants represented more than one institution, the number of institutions in all host cities is always lower than the number of participants, since there are frequent participation of more than one member per institution, although not simultaneously.

If on one hand the largest number of people participating by institution represented breadth of perspectives, diversity of interests, more views and analysis, on the other hand, meant that the discussions were always reinitialized because there is a noticeable break when replacing any participants or institutions. Much less these than those. Second Dagnino (2002), one of the main impediments involvement of civil society in the social control of public policies is the low level of technical preparation. This public churn can perpetuate the condition of segregation of people, but not of the institutions that qualify for agglutinate knowledge of all those who participated.

The first stage of the project, official launch, was marked in all cities by the presence of public managers (mayors and vice-mayors, Secretaries of State and local education, health, tourism, sports and leisure, youth, secretariats of the World Cup) entities of the third sector (Instituto Esporte e Educação, Fundação Gol de Letra, Instituto Barrichelo Kanaan, Sports Network for Social Change, SESC, SESI), the media (CBN Radio, Globo, Rede Globo de Televisão), renowned athletes (Atletas pelo Brasil – Ana Moser, Hortência, Ricarda Lima, Joao Pipoca, Ricardo Vidal, Carmen de Oliveira, Raí Oliveira, Ida), academics related to study of sport as a social phenomenon (USP, PUC, UFPE, UPE, UFMG, UNB), among other authorities.

The next step, characterized by the elaboration of the plan of Action for all sports, which provided a set of goals, goals strategies for the democratization of access to educational sport, counted with the presence of rotating representatives of the institutions, as already mentioned. The public change from first to second stage announced an initial difficulty, namely, guarantee representativeness in the document prepared. Obviously not intended that public managers, athletes and officials draw up the document in the second stage, but the remoteness of the academic/university field, the support of the press and representatives of institutions steering bracket, demanded efforts of the present to ensure the representation of all social interests at the plan.

Also this fact finds space for dialogue with the literature of Sociology of sport and demonstrates the extent of deeds, because according to Bourdieu (1983), society consumes the sport presents to them. In other words, the institutions that have developed action plans, priority, let their specificities and their technical competence in a particular area in order to then make a plural enough document that met the interests of departments, institutions, clubs and/or federations that for any reason did not present.

A second point that must be analyzed with respect to the systematization of sport data in each host city. The transition from the first to the second meeting was marked by the preparation of a diagnosis, even if partial, of the data relating to sports in the municipality, such as, physical structure, investment, human resources, financial, material, structural, events and projects.

The results showed that the municipalities do not have a reliable set of data on attendances, projects and sports plans or other items assessed. In this sense, the drafting of the document left the tacit knowledge of the members present and the effects of information obtained in diagnoses. It should be noted that this aspect does not demonstrate the fragility of a city in particular, but denounces the urgency of systematization of sport-related information and the creation of a municipal system of evaluation of the sport.

From this information, or even the absence of them, began the elaboration of specific objectives and goals in all seats.

In the elaborate plans in six host cities, considering the goals that if repeated in at least three cities was as follows:

1 - Hiring people in emergency regime: in virtually all the cities that receive the mega event World Cup there is pressing need to increase the number of professionals working with sport in multiple instances. Since physical education teachers to work in schools, clubs, parks, community centers, training teams, managers, administrative technicians. The institutions also indicate very difficult to qualify and expand your potential customer due to shortage of human resources. Note-If a bottleneck that prevents systemic expansion of care: human resources. In the case of the public sector hiring process is extremely complex. Requires much anticipated planning, since the year Directors Plans until the multiannual plans with destinations precisely detailed annual budget laws (LOA) and of budgetary guidelines (LDO). After certain budgetary lines begins the process of elaboration of the public notice for conducting tenders. What if there is notably a long, bureaucratic process and extremely intricate that pervades managements.

2 - Qualification of professional sport in all instances: the continuing education of trainees, monitors, community sports agents, teachers, technicians and managers appears to be a fundamental factor for the improvement of the municipal system of sports. The institutions indicate need for support; the municipalities need more partners; the physical education teachers have little time or incentive to undertake continuing training courses. Sometimes the training programs are sporadic, as courses and lectures, but not contribute effectively to the pedagogical qualification of the teaching staff.

3 - Monitoring and evaluation of the sport: the realization of the project in six host cities showed that one of the main activities required on each one of them is the systematization of data availability and sports infrastructure. The cities hold events, sports programs and projects. Sports departments perform various attendances. Secretariats of education school physical education classes offer. The health promoting actions of quality of life through programs of physical activity, among many other actions. However, these data are not systematically evaluated, unified, organized.

4 - Increased funding for the sport: the actions set out in the action plans indicate many ways of expanding the practice of sports, but without investment. Articulation between institutions and secretariats, inter-institutions and inter-secretariats, methodological changes, concurrent events, among many others. However, it was found that the appeal for the sport in the municipalities is bleak at best. The goals stipulated in the municipal, State and national conferences, for disposal of 1% of the municipal budget for the sports folder not found in any host city. There are small advances. But still very incipient.

5 - Sporting goods and qualification acquisition of equipment: the assumption of this goal is especially paradoxical. On the other hand, the absence of systematic enough data about equipment, features and sports material, identified from the precariousness of diagnostics, signals the infeasibility of the exact definition of how much would be needed to build, renovate, buy or restore. On the other, the national scenario denounces the urgency of broadening and qualification of equipment, physical structures and materials, when they exist. What can be said is that notably offering sports structures are inadequate to most users.

The action plans and participation data corroborates the perception of Rubio (2008), it is crucial to involve civil society in the discussion about what legacy is intended when performing a sporting mega event.

Arguably, if the host cities of mega events planning in advance social and sports legacies will be most likely to reap the fruits of intentionality. On the other hand, in the absence of any prospect of legacy previously planned the possibility that it occurs is dwindling, or at most idealistic.

FINAL CONSIDERATIONS

The results have denounced the lack of advance planning of sports social legacy in the cities visited. It is noteworthy that these data do not criminalize the managements in any instances, once when the beginning of realization of the project World Cup Cities all were willing readily to prepare documents and architecting supra presented objectives implementation strategies.

Legacy doesn't mean only positive things. I mean inheritance resulting from human action. Therefore, if the aim is a

positive legacy, a country that take advantage of the window of opportunity created by the sporting mega events and adopt the practice of sports and physical exercise as citizens ' everyday behavior is to be expected that at least the cities hosting one of the biggest sporting events on the planet if set up as true showcases to encourage adoption of these habits.

It is understood that the realization of the project World Cup Cities is already a World Cup impact, by enabling the discussion and reflection on the guarantee of the right to practice sports and to draft a proposal for a policy of sport for the largest municipalities of the country. Soon, if the project is no longer the only initiative of articulation and discussion in every city for the prospecting of social and sports legacy and pass to compose the stock group pressing the authorities and legitimate social interests, with the aim of a positive legacy for the whole society, certainly will have fulfilled its main objective. The legacy will have already begun.

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ABSTRACT

The 2014 FIFA World Cup is one of the sporting mega events and is configured as an exceptional opportunity for the promotion of sports in the host cities. For this positive legacy to happen it must be previously planned, executed and monitored. This study aimed to present the national structure of the World Cup Cities Project and analyze the results obtained in six host cities of the FIFA World Cup 2014. The results showed that the social and sports legacy was not planned by public managers and there are no systems of control and evaluation of sport in any of the host cities, until the realization of the project World Cup Cities. It is understood that the realization of the project World Cup Cities is already a World Cup impact, by enabling the discussion and reflection on the guarantee of the right to practice sports and to draft a proposal for a policy of sport for the largest municipalities of the country.

KEYWORDS: Sporting mega events; FIFA World Cup 2014; Sporting legacy.

HÉRITAGE DE LA COUPE DU MONDE 2014: PROJET DES VILLES DE COUPE

RÉSUMÉ

Le 2014 Coupe du monde est l'un des événements sportifs méga et est configuré comme une opportunité exceptionnelle pour la promotion du sport dans les villes hôtes. Pour cet héritage positif se produise, il doit être précédemment planifié, exécuté et surveillé. Cette étude visait à présenter la structure nationale du programme villes Coupe du monde et d'analyser les résultats obtenus dans les six villes-hôtes de la Coupe du monde FIFA 2014. Les résultats montrent que le social et l'héritage sportif n'était pas prévu par les gestionnaires publics et il n'y a aucun système de contrôle et d'évaluation du sport dans l'une des villes hôtes, jusqu'à la réalisation du projet villes de coupe du monde. Il est entendu que la réalisation du Projet Villes de Coupe du monde est déjà un impact de la Coupe du monde, en permettant la discussion et la réflexion sur la garantie du droit de pratiquer des sports et de rédiger une proposition pour une politique du sport pour les plus grandes municipalités du pays.

MOTS-CLÉS: Mega manifestations sportives; Coupe du monde FIFA 2014; Héritage sportif.

LEGADO DE LA COPA DEL MUNDO FIFA 2014: PROYECTO CIUDADES DE COPA

RESUMEN

El 2014 FIFA World Cup es uno de los megaeventos deportivos y se configura como una oportunidad excepcional para la promoción del deporte en las ciudades anfitrionas. Para este legado positivo a pasar debe ser previamente planeado, ejecutado y supervisado. Este estudio pretende presentar la estructura nacional del proyecto ciudades Copa del mundo y analizar los resultados obtenidos en seis ciudades anfitrionas de la Copa del mundo FIFA 2014. Los resultados mostraron que el social y legado deportivo no fue planeado por los administradores públicos y no existen sistemas de control y evaluación del deporte en cualquiera de las ciudades sede, hasta la realización del proyecto ciudades Copa del mundo. Se entiende que la realización del proyecto ciudades Copa del mundo es ya un impacto mundial, al permitir la discusión y la reflexión sobre la garantía del derecho a practicar deportes y a elaborar una propuesta para una política de deporte para los municipios más grandes del país.

PALABRAS-CLAVE: Deportivo mega eventos; Copa Mundial 2014; Legado deportivo.

LEGADO DA COPA DO MUNDO FIFA 2014: PROJETO CIDADES DA COPA

RESUMO

A Copa do Mundo FIFA 2014 é um dos megaeventos esportivos e se configura como uma oportunidade excepcional para o fomento de práticas esportivas nas cidades-sede. Para que este legado positivo aconteça é necessário que seja previamente planejado, executado e monitorado. Este estudo teve como objetivos apresentar a estrutura nacional do Projeto Cidades da Copa e analisar os resultados obtidos em seis cidades-sede da Copa do Mundo FIFA 2014. Os resultados demonstraram que o legado social e esportivo não foi planejado pelos Gestores Públicos e não existem sistemas de controle e avaliação do esporte em nenhuma das cidades-sede, até a realização do Projeto Cidades da Copa. Entende-se que a realização do Projeto Cidades da Copa já é um impacto da Copa, ao possibilitar a discussão e reflexão sobre a garantia do direito a prática esportiva e de rascunhar uma proposta de política de esporte para os maiores municípios do país.

PALAVRAS-CHAVES: Megaeventos esportivos; Copa do Mundo FIFA 2014; Legado esportivo.