42 - Infrastructure for the practice of sports in São Paulo post – FIFA World Cup Brazil 2014

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ABSTRACT

The sports mega events can be an opportunity for the development of the sport in the host cities. However it has to be planned legacies and impacts in advance to mega events. So, the objectives of the study were identify the sports public policy of the Municipal Secretary of Sport, Leisure and Recreation of the city of São Paulo (SEME), during the administrations of mayors Kassab (2009-2012) and Haddad (2013-2016) and analyze the promotion in infrastructure for sports practices before and after the completion of the mega events in Brazil, evaluating the possible legacies of the mega event – FIFA Brazil World Cup 2014. The research methodology consisted in the documental analysis and qualitative interview with nine employees of SEME. It was noted a decrease in the promotion of the sport in the city, with the reduction of resources and poor infrastructure and inadequate to population and misguided investments in sports events. To analyze the two managements it can be realized that the sport languishing in São Paulo, already for some time, and the FIFA World Cup-Brazil 2014, that could be a boost to the recovery, did not change the picture. Proving that the mega events have many promises of development, but, are not accomplished.

Keywords: Sports Infrastructure; Legacy; FIFA World Cup; Sports Public Policies.

INTRODUCTION

The changes of society throughout history, especially in the 20th century, called Hobsbawn (1995) as the century of achievements of social rights, began to demand extension of warranty programs. The political and economic changes, with the emergence of capitalist and communist societies, set the number and forms of government intervention.

Currently, the State's role in the development of public policies can be stated that, "[...] the function of the State is to promote the well-being of society. To do so, it needs to develop a series of actions and act directly in different areas, such as health, education, environment "(SEBRAE/MG, 2008, p. 5).

Therefore the word "politics" associated with public, establishes a set of actions of the Government, by using laws, programs, and other funding lines, aiming to mediate its relationships with society. Public policies are "sistemization of State's actions aimed at achieving certain sectoral or general purposes, based on the joint between society, the State itself and the market" (PIZZOLATTI, 2001, p. 172, apud NUNES and CUNHA, 2014, p. 7). So, we can affirm that public policy is deliberating to decide what, when, how and to whom and also reflect the consequences.

The realization of sports mega-event – FIFA World Cup Brazil 2014, was part of the public policy of national sport and the host cities of the games. The mega event could set up in opening a window of unprecedented opportunities 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, impact and legacy.

It seems obvious, but it is worth mentioning. The accomplishment of sports mega events is not enough to the changes you want and aforesaid happen, they must be previously planned, specially the social changes. Preuss (2008) states that for a greater effectiveness of the legacies of a sports mega event it is essential that the planning of actions starts during the application process.

For Pires (2008, p. 175) sport's public policies should be born within social movements, "favoring those historically constituted and not only pertinent aspects to power or State, with regard to the sport as social practice relevant to social policy [...]". Soon, the State should listen to civil society organisations, attentive and respectful, to plan public policies.

However, the brazilian population was not consulted at any time on the achievement of sports mega events in the country and the formulation of public policies for these sports events.

The public policies of sport should be designed and set up to beyond seasonal interventions punctual or fragmented actions, in order to enable sports events, promote specialized training, receive specific demands of society or propagate the benefits of sports. According to Proni (2014) the public policy of sports is in lasting and abundant administrative structures, in the sense of State policy, with land-use long and medium term professional and strategic planning, laws and funding mechanisms, evaluation of programs and projects, and with guidelines and public codes established in common with the field sports performers (athletes, sportsmen, clubs, federations, State and municipal departments, associations, NGOs, trade unions and others).

To the author the public policies have to democratically create, gestate and organize sports systems that direct the functioning of the sports entities, approach and related sports manifestations (for education, leisure and high-yield) and promote the practice of sports, with the creation and maintenance of spaces, acquisition and maintenance of equipment and preparation and implementation of sports programs for all. To ensure the rights of the citizen and demands of the brazilian population, as noted in the understanding of the Brazilian law and the concept of public policy.

In this way, the objectives of the study are to identify the Municipal Secretary of Sport, Leisure and Recreation of the city of São Paulo public policies, during the administrations of mayors Kassab (2009-2012) and Haddad (2013-2016) and analyze the promotion in infrastructure for sports practices before and after the completion of the mega events in Brazil, evaluating the possible legacies of the mega event – FIFA Brazil World Cup 2014.

METHODOLOGY

Initially, literature review was used in studies on legacies of sports mega events of Preuss and public policies. Later documentary analysis was conducted, focusing on the Budgetary guidelines and Laws of the city and SEME documents with the purpose of analyzing the public policies of sport, when you look at the budgets, infrastructure, programs, projects and sports events of SEME in São Paulo, the managements of mayors Kassab (2009-2012) and Haddad (2013-2016). Also, qualitative interviews were conducted with nine employees of the SEME, called with the names of the planets: Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune and Pluto, in search of information that demonstrate the sports policies of the two administrations and the legacy of the FIFA Brazil World Cup- 2014.

RESULTS AND DISCUSSION

Infrastructure of SEME

The infrastructure covered all sports and leisure equipment managed by SEME. In 2016 the SEME has had the following equipment for the practice of sports and Recreation: Sports Centers, 284 47 sports clubs of the community an Olympic training center and research and a NAR-high-performance Sports Core of São Paulo.

Sports Centers

Currently the SEME is responsible for the management of 47 sports centers throughout the city of São Paulo. Sports clubs or sports centers (EC), are public, administered directly by the SEME, offering many helath and well-being activities, leisure and recreation of population of all the regions of São Paulo. The EC, in General, are structured with football pitches, sports gyms, sports courts, gyms, swimming pools, tennis courts and bocce ball courts.

The sports structure in the city also has three municipal stadiums. Estádio Municipal da Aclimação – Stadium Jack Marin – Founded on 25 October 1974, has first municipal soccer School of America. The Municipal Stadium of Baseball-Stadium Mie Nishi, opened in 1958. And the Pacaembu Stadium-Municipal Stadium Paulo Machado de Carvalho, opened in 1940, in addition to the stadium, runs a sports complex that includes Olympic-size swimming pool; ginásio; gym and tennis courts; sports courts; clues to Cooper; exercise rooms and medical.

Information about sports equipment are laid on different lines, the majority of respondents reported decrease in quantity and two talked about increase. Thus, the data discussed by Neptune, whose acts in Coordination of Strategic Management, responsible for the management of the structure and of the equipment and that it was necessary and thorough information. To Neptune occurred an increase in the number of Sports Centres, before managing 46 Kassab and now in Government Haddad, 47, are confirmed with Sports centres operating in Web site informed SEME. Despite the Sporting Centre transformed into Sky-unified Education Center – the EC São Miguel, EC, EC Garden Park do Carmo and EC Guaianases on, which decreased the SEME, some clubs from the Community (CDC) were incorporated into the SEME and sports centers, with direct management of SEME. So, IF management were incorporated the new CEs: Turkeys, Ermelino Matarazzo, Modelodromo and Tietê and, also, was built and opened the center of Radical Sport, in Bom Retiro.

However, Neptune warned that there are six sports centers in the process of transition to the Municipal Secretary of education and also will be transformed into Heaven. The transformation of CEs and CDCs in CEUs or hospitals are indications that Earth and Mars alert, to reduce the scope of activity of the SEME, a result of the reduction of financial and human resources, to be addressed later.

The problems of the infrastructure of equipment are also emphasized by Jupiter, in saying that "the conditions of the Sports Centres are very poor and has been deteriorating in the current management, with bathrooms without conditions, lack of exercise equipment and materials for sports" and is still hard-hitting in saying that only the "EC Jardim São Paulo, located on the north side, has exercise room equipped" enough. Uranus is in line with the precariousness of equipment, stating that currently occurs reduction of sports equipment reforms of the city ".

Earth is more vehement about the conditions of the equipment, "Haddad management is awful, decayed and abandoned equipment maintenance".

Employees' perceptions of the SEME justified by observing and comparing actual expenditures with works in the two municipal administrations, because the Kassab Government invested R$ 103,000,000 and current management Haddad until the end of 2015 spent R$ 53,000,000, soon to match the application in reforms and constructions of the previous management would have to apply R$ 50,000,000 in 2016, which must be very difficult, since the average cost of this management was R$17,800,000 year. In this way, the maintenance, renovation and expansion of the equipment shall be leaving something to be desired.

Community Clubs

The 284 Community Clubs (CDCs) have different management system of sports centers, as are sports on land municipal units, but the Administration is indirect, performed by local community entities, legally constituted in the form of Community Association or/and informally "elected" by the population of the neighborhood.

The CDCs are scattered in every borough of the city of São Paulo 31: Aricanduva; Butantã; Campo Limpo; Capela do Socorro; Green House; Ademar City; Cidade Tiradentes; Ermelino Matarazzo; Freguesia do Ó/Brasilândia; Guaianases; Ipiranga; Itaim Paulista; Itaquera; Jabaquara; Tremembé/Jaçanã; Lapa; M'boi Mirim; Mooca; Parelheiros; Penha; Turkeys; Pine trees; Pirituba; Santana/Tucuruvi; Santo Amaro; St. Matthew; São Miguel Paulista; Sé; Vila Maria/Vila Guilherme; Vila Mariana and Vila Prudente/Sapopemba.

In previous management there were 298 CDCs in the city of São Paulo, however, today there are 284, as Neptune, some are being unsubscribeds by lack of documentation and disabled by SEME. Mercury introduces concern with this reality by saying that "the CDCs of the city of São Paulo, which already are few, are decreasing, being ceded by SEME for health and education. The current management relented three CDCs, which are SEME spaces, for education and health ".

It was noted, too, that the conditions of the vast majority of CDCs is not proper, which is explained in the assertion of Neptune, "the previous management happened a plan of works and reforms of the CDCs, already in the only thing that was made was putting synthetic grass in 40 CDCs in Pubic Partnership with AMBEV, without costs for the SEME.

Interesting to reflect that the current policy of the SEME with the CDCs requires that only the local association responsible for the equipment, which is made up of residents of the region, participate in the public calls for implementation of agreements for the development of sports practices, strengthening the empowerment of the community. However, at the same time, does not perform the proper management of these places, with problems of cleaning, maintenance, security, diversity of sports activities, number of met, and others. In the management Kassab there were two models of CDCs: the first was management of the homeowners ' Association, responsible for the maintenance, cleaning, etc. and were authorized by SIMILAR institutions with competence to develop sports practices; in the second model, which worked only in three CDCs as pilot program, the city hired a Social organization of sport (the) for who was passed on the entire management of the CDCs, the homeowners ' Association and others made up the Board of interviam users in the management. In this way, the was responsible for the operation of the CDCs, with recruitment, organization, maintenance, security, cleaning, reforms and teachers to develop the sports activities.

Olympic Training Center and Research - COTP

The Olympic Training Center and research was created in 1976, working initially with four modes: athletics, basketball, boxing, and volleyball, COTP athletes were, among others: Montanaro, Amauri, Hydrangea and Ricardo Prado. COTP currently is a reference not only in the training of top athletes, in their 10 modes, athletics, basketball, boxing, volleyball, football, handball, gymnastics, wrestling, judo and swimming, but also for its excellence in sports medicine and receive national and international selections.

The management Kassab entered in the multi-year plan and Annual cost budget law (a) to reform and maintenance of the Ibirapuera Olympic Center and construction of four other Olympic Centers in the city, which would form the Olympic Network, so much so that the coordination of High-performance sport, however the new COTP weren't out of paper.

In managing Haddad (2013 to 2016) budgeted costs are in the PPA (2014-2017) and LOA for reform and construction of more COTPs and SEME plan goals period are: objective 1) to expand and modernize the Olympic Training Center and research and build an initiation and Olympic Training Center and 2) construction of five sports initiation Centers (CIE) , but also were not beyond planning.

From the presented we can see that the two managements share very similar perspectives, namely, great promotion to high-performance sport at the expense of the democratisation of the sport practice for population, because of the five targets, current management (Haddad), registered in the municipality of São Paulo no refers to construction and/or expansion of sports centers for the practice of sport as a leisure and education.

NAR - High-performance Sports Core of São Paulo

The High-performance Core was created in 2011, is a centre of excellence in study, evaluation, prescription of sports training and training of coaches and physical trainers, focused on high-performance athletes and professional teams. The NAR has the structure to develop new methodologies, as well as the scientific literature on the subject.

The current management resources, including inflation in the period from January 2009 until July 2016 lies at 63.75% of the previous, are likely to be smaller than the previous one, even if they are larger in absolute terms. However, the larger question is neither the amount of investments, but they are poorly applied the funds. All employees surveyed point for prioritization of point events by current management, which do not favor the development of the habit and pleasure for the practice of sports. Earth shows focus on events: "The SEME invests many resources in large sporting events such as UFC, Formula 1, Formula Indy, biketour and other small events, which are usually carried out by parliamentary amendments to promote Alderman, without promotion to sports practices and benefits to the population". Bourdieu (1983) has already warned that sporting events are a great strategy for political promotion.

FINAL CONSIDERATIONS

After the analysis of information from documents and interviews of officials of SEME, it was noted that the sport in São Paulo is dying. The factors for the decline of SEME shares, among others, are the reduction of employees effective in SEME, with several retirements and no new hires, there is no teachers in some sports centers. Nowadays there are less teachers teaching sports than in the 1990.

Another factor that indicates the shrinkage of the sport in the city is the perception of officials interviewed about the smaller number of institutions contracted for the provision of services of the SEME, which entails the reduction of SEME. Also, with the decrease of residents in projects and programs and events.

The resources intended for the SEME were always few, never reached 1% of the general budget of the municipality, claim former actors in sport. Therefore, the amounts are minimal for the sport, a fact that explains what the value that the rulers are meant to the sport. The previous management reached 0.72% in only one of the years (2012) and the current 0.6% in 2014, the average is 0.4%, very little if compared to political speeches of the sport as a factor in education, health, morals, justice, ethics, and many others.

Even worse is thinking that most part of those few resources are invested in training programs for high-yield, as Olympic training and Research Center, high-performance teams, athletes and sporting spectacle events. Especially when it turns out that the program of educational, School Club Sport, was what else shrank, with diminished resources, activities, events, participants, etc.

The heard's speech is vigorous and sharp as the lost opportunity of the SEME leverage the sport with the creation of the FIFA World Cup. It didn't happen any political movement, the Secretaries and the employees of the SEME, to plan and achieve a legacy for sport in the city. The decade of sport happened in Brazil and in São Paulo and there wasn't any advance.

Clear example can be the increase of the population of the city in 440,000 inhabitants and there was no increase in the number of sports equipment. Projects and programs are replaced and not increased. In fact, the prospect is of reduced spaces and equipment, due to some CDCs and until CEs being transferred to Ministry of education and Ministry of health. Others are the numbers of attendances do not appear on the site, when disseminated not represent reality, for example the number of served in Turn approximately 4,000,000 Sports, almost half of the population, which is impossible to happen.

Thus, it seems that the SEME walks in the direction of that Trautwein (2008) determines how public management quality threats, such as the lack of public procurement, which makes the insufficient State to the demands; the lack of integration in the sports system, which does not favor the dialogue between SEME, clubs, NGOs, federations, confederations, associations, universities, athletes and professional councils and other sporting actors in town; the discontinuance of programs and projects in the governmental changes; disregard studies and documents of seminars, congresses and seminars and no investments in quantitative and qualitative evaluation system that allows the control and planning of actions.

To analyze the two managements realize that the sport languishing in São Paulo, already for some time and the FIFA World Cup, which could be a boost, boost to the recovery, did not change the picture. Proving the contention Pillay and Bass (2008, apud ALMEIDA, MEZZARDI and MAGAL, 2009) that the mega events have many promises of development, but, are not met.

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ABSTRACT
The sports mega events can be an opportunity for the development of the sport in the host cities. However it has to be planned legacies and impacts in advance to mega events. So, the objectives of the study were identify the sports public policy of the Municipal Secretary of Sport, Leisure and Recreation of the city of São Paulo (SEME), during the administrations of mayors Kassab (2009-2012) and Haddad (2013-2016) and analyze the promotion in infrastructure for sports practices before and after the completion of the mega events in Brazil, evaluating the possible legacies of the mega event – FIFA Brazil World Cup 2014. The research methodology consisted in the documental analysis and qualitative interview with nine employees of SEME. It was noted a decrease in the promotion of the sport in the city, with the reduction of resources and poor infrastructure and inadequate to population and misguided investments in sports events. To analyze the two managements it can be realized that the sport languishing in São Paulo, already for some time, and the FIFA World Cup-Brazil 2014, that could be a boost to the recovery, did not change the picture. Proving that the mega events have many promises of development, but, are not accomplished.
Keywords: Sports Infrastructure; Legacy; FIFA World Cup; Sports Public Policies.

Infrastructure pour la pratique du sport à São Paulo post FIFA Coupe du monde Brésil 2014
RÉSUMÉ
Les événements sportifs de mega peuvent être une chance pour le développement du sport dans les villes hôtes. Cependant il faut des impacts prévus et hérités à l'avance aux méga événements. Ainsi, les objectifs de l'étude étaient d'identifier les politiques publiques du Secrétaire Municipal de Sport Sport, des loisirs et des loisirs de la ville de São Paulo (SEME), durant les administrations des maires Kassab (2009-2012) et Haddad (2013-2016) et d'analyser la promotion dans l'infrastructure pour les pratiques sportives avant et après l'achèvement des méga-événements au Brésil, en évaluant l'héritage possible de la méga-événement – Coupe du monde FIFA Brésil 2014. La méthodologie de la recherche a consisté à l'analyse documentaire et l'entrevue qualitative avec neuf employés de SEME. Il a été noté la baisse dans la promotion du sport dans la ville, avec la réduction des ressources et les infrastructures insuffisantes et population insuffisante et investissements peu judicieux dans des manifestations sportives. Pour analyser les deux directions se rendent compte que le sport qui dépérissent à São Paulo, déjà pour quelque temps et la FIFA World Cup-Brésil 2014, qui pourrait être un coup de pouce, Poussée à la récupération, ne modifiait pas l'image. Prouvant que les méga-événements ont beaucoup de promesses de développement, mais ne sont pas remplies.
MOT-CLÉS: sportifs infrastructures ; Héritage ; La Coupe du monde ; Politiques publiques pour le sport.

Infraestructura para la práctica de deportes en São Paulo post – FIFA World Cup Brasil 2014
RESUMEN
Los eventos deportivos de mega pueden ser una oportunidad para el desarrollo del deporte en las ciudades sede. Sin embargo necesitan ser impactos previstos y el legado de antemano para mega eventos. Por tanto, los objetivos del estudio fueron identificar la política pública de la Secretaría Municipal de deporte del deporte, recreación y esparcimiento de la ciudad de São Paulo (SEME), durante las administraciones de alcaldes Kassab (2009-2012) y Haddad (2013-2016) y analizar la promoción de infraestructura para prácticas deportivas antes y después de la terminación de los mega eventos en Brasil, evaluando el posible legado de mega evento – FIFA Copa del mundo Brasil 2014. La metodología de investigación consistió en el análisis documental y la entrevista cualitativa con nueve empleados de la SEME. Se observó la disminución en la promoción del deporte en la ciudad, con la reducción de recursos y deficiente infraestructura y población inadecuada y equivocadas inversiones en eventos deportivos. Para analizar las dos gerencias dan cuenta de que el deporte languidece en São Paulo, ya por algún tiempo y la FIFA Mundial-Brasil 2014, que podría ser un impulso, impulsan la recuperación, no cambió el panorama. Demostrando que los eventos de mega tienen muchas promesas de desarrollo, pero, no se cumplen.
PALABRAS-CLAVES: deportes infraestructura; Herencia; La Copa Mundial de fútbol; Políticas públicas para el deporte.

INFRAESTRUTURA PARA A PRÁTICA ESPORTIVA EM SÃO PAULO PÓS COPA DO MUNDO FIFA – BRASIL 2014
RESUMO
Os Megaeventos esportivos podem ser uma oportunidade de desenvolvimento do esporte nas cidades-sede. Entretanto precisam ser planejados impactos e legados com antecedência aos megaeventos. Assim, os objetivos do estudo foram identificar as políticas públicas de esporte da Secretária Municipal de Esporte, Lazer e Recreação do município de São Paulo (SEME), durante as gestões dos prefeitos Kassab (2009-2012) e Haddad (2013-2016) e analisar o fomento na infraestrutura para as práticas esportivas antes e após a realização dos megaeventos no Brasil, avaliando os possíveis legados do megaevento Copa do Mundo FIFA – Brasil 2014. A metodologia da pesquisa consistiu na análise documental e entrevista qualitativa com nove funcionários da SEME. Constatou-se a diminuição do fomento ao esporte na cidade, com a redução de recursos e infraestrutura precária e inadequada a população e investimentos equivocados em eventos esportivos. Ao analisar as duas gestões percebe-se que o esporte definha em São Paulo, já a algum tempo, e a Copa do Mundo FIFA-Brasil 2014, que poderia ser um alento, impulso para a recuperação, não alterou o quadro. Comprovando que os megaeventos têm muitas promessas de desenvolvimento, mas, não são cumpridas.
PALAVRAS-CHAVE: Infraestrutura esportiva; Legado; Copa do Mundo FIFA; Políticas Públicas de esporte.