

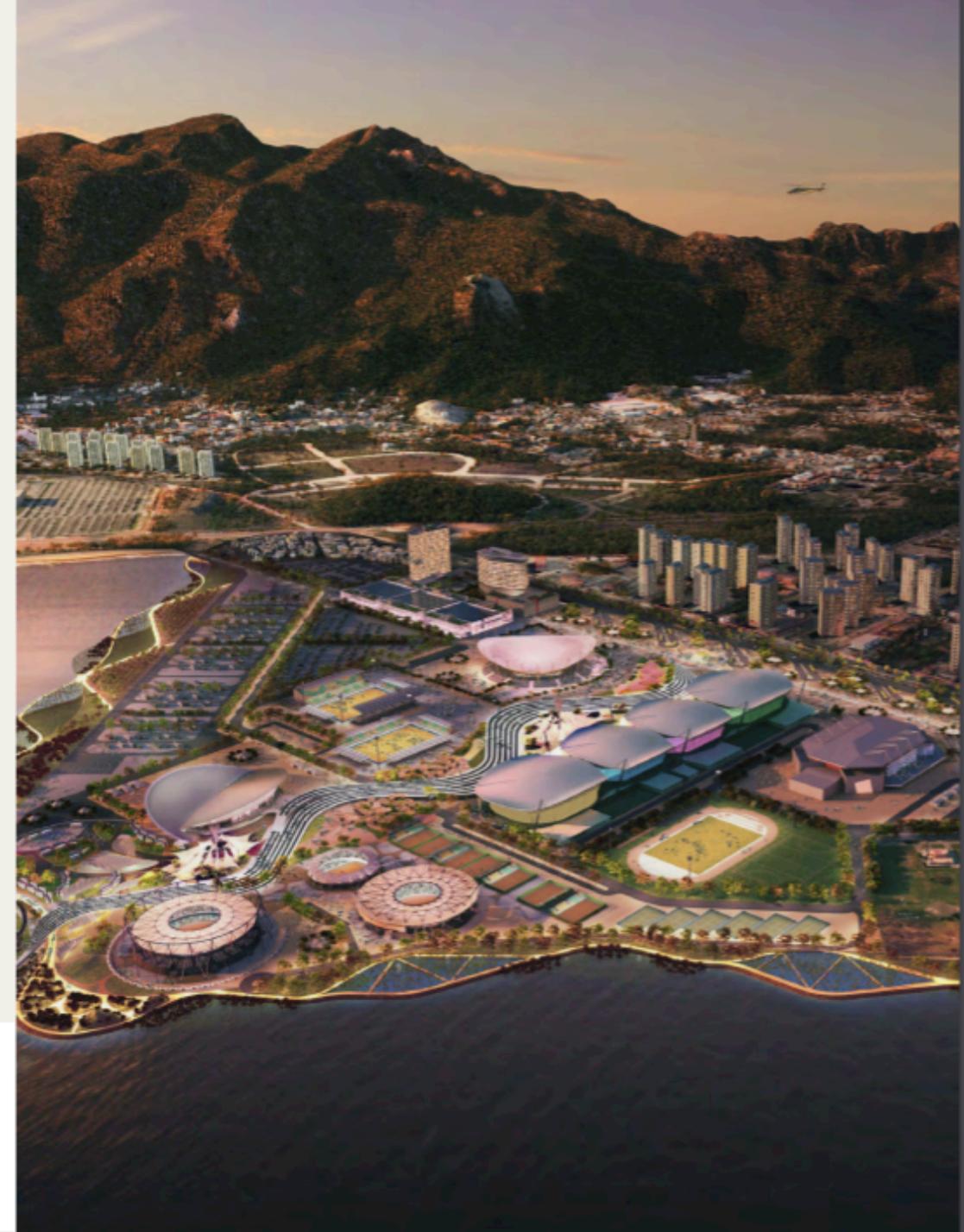
# Brazilian Bidding to Host the Olympic Games

Towards legacies and residents' perceptions

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# OBJECTIVE



Show the bidding and application process of hosting the Olympic Games and its legacy for the host city, from the residents' perspective.

## World Cup x Olympic Games



### World Cup

**1**  
SPORT

**32**  
DAYS

**736** ATHLETES **32** COUNTRIES

**3,4MM**  
TICKETS

**15K**  
VOLUNTEERS

**12**  
HOST CITIES

**15**  
HEADCHIEFS

**12**  
COMPETITION VENUES/  
STADIUMS

### Olympic Games

**42**  
SPORTS

**17**  
DAYS

**10,5K** ATHLETES **206** COUNTRIES

**8 MM**  
TICKETS

**50-70K**  
VOLUNTEERS

**1 + 5\***  
HOST CITIES

**80**  
HEADCHIEFS

**32**  
COMPETITION VENUES

FIRST  
GAMES

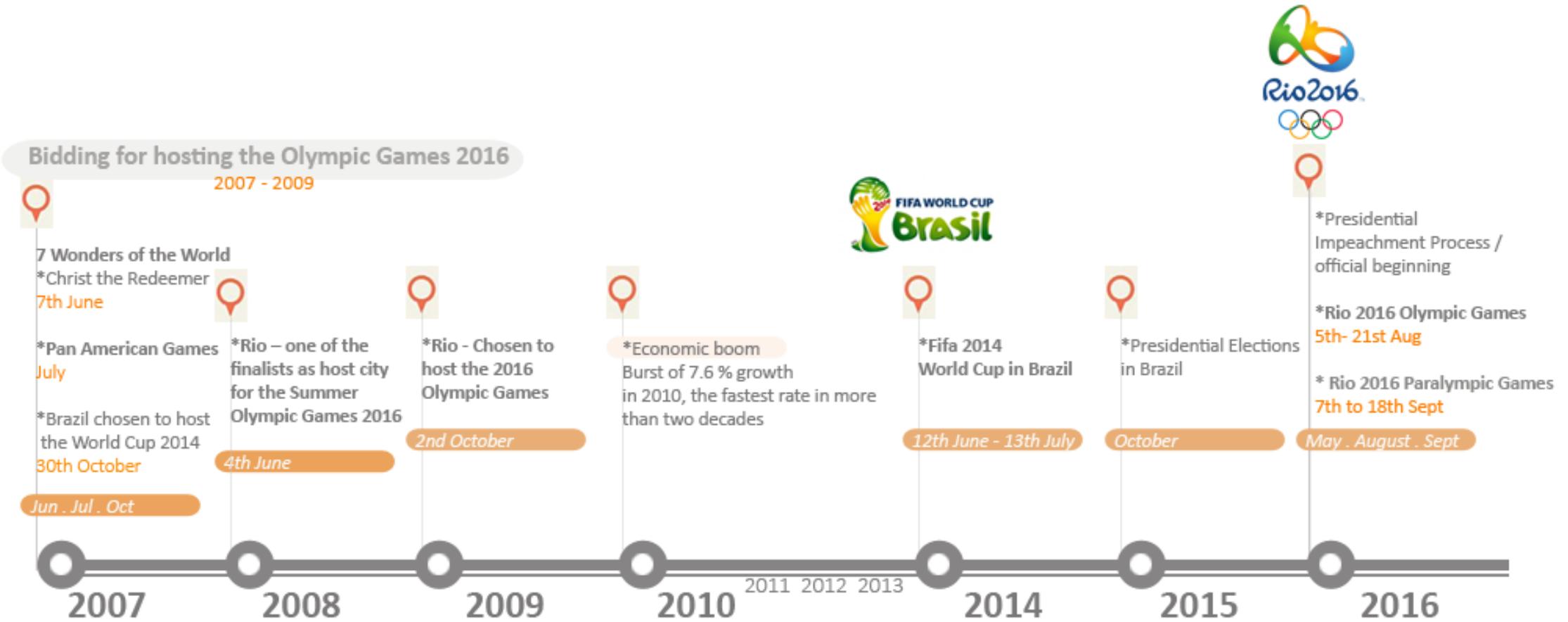


**4**  
REGIONS IN RIO

BARRA DEODORO  
MARACANÃ COPACABANA

\*RIO +  
SP, BH, BRS, SAL, MAN

# TIMELINE



# BID PROCESS

- Rio's bidding attempts to host the Games in: 1936, 2004 and 2012
- BOC's (COB) annual assembly – Rio de Janeiro was the only city in Brazil and South America which would possess Olympic-level facilities ready for an Olympic and Paralympic bid, a legacy of its upcoming hosting of the XV Pan American Games in 2007

7 applicant cities in 2007:

Baku (Azerbaijan)

Chicago (USA)

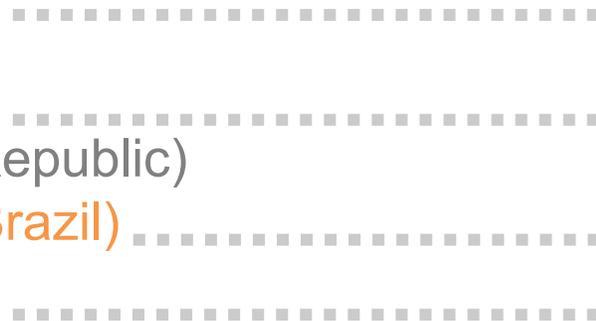
Doha (Qatar)

Madrid (Spain)

Prague (Czech Republic)

Rio de Janeiro (Brazil)

Tokyo (Japan)



4 Finalist cities in 2008

Candidature Acceptance Procedure = Fee of USD 150,000

Candidature Procedure = Fee of USD 500,000

- Contents of candidature file delivered in February 2009:
  - 2016 Candidature Procedure and Questionnaire
  - Guarantees and undertakings

## IOC Working Group

- Assessed the city's potential for staging successful Olympic Games according to eleven criteria presented in the Application File:
  - Accomodation, environmental conditions and impact, experience from past sport events, finance, general infrastructure, government support, legal issues and public opinion, Olympic Village, overall project and legacy, safety and security, sport venues, transport concept
- Inspected the four Candidate cities
- Rio's inspection between April 29 and May 2, 2009

## Results of Rio's evaluation

▶ *Highest score*  
Government support, legal issues and public opinion due to the strong government commitment

▶ *Good score*  
Experience in major events

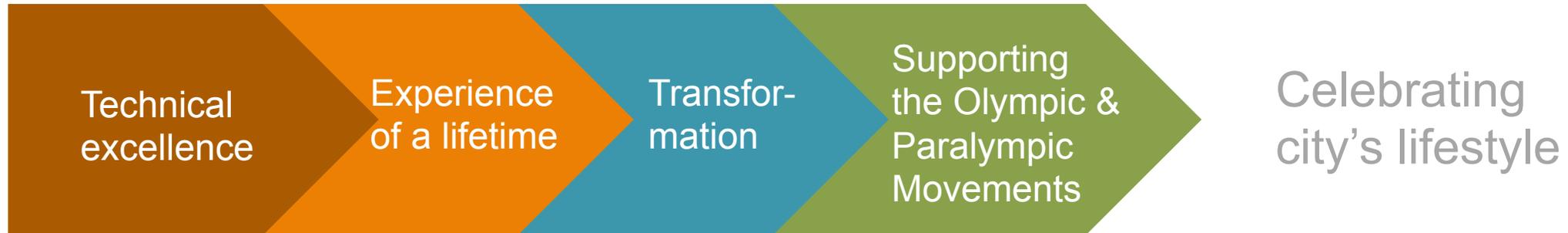
▶ *Lowest score*  
Safety and security due to the city's chronic problems of violence

▶ *Bad score*  
Accommodation due to shortage in the number of required hotel rooms

## Promoting Rio's candidature

The committee attended to several sporting events  
presenting Rio's candidature

## Based on four principles



- Catalyst: for social integration, through programs for job generation, education, community outreach, volunteerism, training and up-skilling initiatives
- Focus: on youth and 1st South America's Games
- Not tangible legacy: "self affirmation" of the Brazilian people
- Favorable conditions: good climate
- Green thinking: "Green Games for a Blue Planet"

# Rio 2016 Project



## Barra Zone: Legacies



- Metro Line 4
- Transoeste BRT - connects Santa Cruz and Campo Grande with Barra da Tijuca:

→ 59 km long

→ 68 station

→ 230,000 passengers per day

→ 50 per cent reduction in journey times

- Transcarioca BRT - links Barra da Tijuca to Tom Jobim International Airport:

→ 39 km long

→ 46 stations

→ 320,000 people benefited

→ 60 per cent reduction in journey times

## Barra Zone: Legacies



- Transolímpica BRT – connect the city’s two main Olympic clusters: Barra da Tijuca, home to the Olympic Park, and Deodoro, location of the Deodoro Sports Complex:

→ 16 km long

→ Six stations

→ 300,000 passengers per day

→ Will take 2,000 cars off the streets

- Olympic Training Center
- Handball Arena will be transformed into four municipal Schools
- New residential area will set the benchmark for the city in terms of energy efficiency, sustainability and accessibility, and it will be served by two BRT lines

## Barra Zone: Legacies



- Widening of the Joá Highway:

→ *35 per cent increase in road capacity*

- Environmental rehabilitation of Baixada de Jacarepaguá region

→ *350,000 residents benefited*

→ *12 km of watercourses restored*

→ *1,220 m of the São Francisco*

*River revitalized*

→ *2 km of the Itanhangá*

*River restored*

→ *850 m of the Papagaio*

*River revitalized*

## Deodoro Zone: Legacies



Summer in the X-Park (Parque Radical)

- Second largest public park in the city
- The X-Park
- BRT Transolímpica
- Sanitation in West Zone

→ 20 million sq m area will have treated sewage

→ 232,000 residents benefited

→ 200 km network of sewage pipes being installed

## Maracanã Zone: Legacies



➤ Flood control in Greater Tijuca: 4 flood buffer tanks

➤ Urban renewal of the surroundings:

→ 50,000 sq m of sidewalks  
upgraded

→ 404 trees planted, including  
13 Zagallo palm trees  
(named for the Brazilian who  
won four World Cups  
as player and coach)

→ 2,4 km of bike paths

➤ Expansion of the Sambadrome

## Copacabana Zone: Legacies



- Implementation of existing initiatives to clean up the water around the neighborhood and protect other local environmental resources
- Environmental legacy is still a promise

## Tangible Legacies → Changes in the city

Besides the sports facilities, the city undergone through several changes in these areas:

Infrastructure

Mobility

Urban  
Renovation

Environment

- Those projects are not exclusively related to organizing and holding the Olympic event.
- They are important to the population and they are being implemented thanks to the staging of the Games.

## Tangible Legacies → Changes in the city

### Mobility

- *BUS BRT - Bus Rapid Transport:* BRT Transoeste, BRT Transolímpico & BRT Transcarioca
- *TRAIN Supervia:* refurbishing of 8 stations and 100 new trains
- *SUBWAY Enlargement of the line* (Barra da Tijuca — Ipanema) 16km aprox, 6 news stations
- *LRV Light Rail Vehicle (VLT) & express way tunnel:* Bus terminal & Santos Dummont airport, Port region. 18 stations, integrating to other public transportation. 28kms
- *Widening of Joá Highway:* connecting São Conrado and Barra/ west zone
- *Tom Jobim/Galeão Intl. Airport:* new improvements and enlargement

## Tangible Legacies → Changes in the city

### Urban Renovation

### Infrastructure

➤ *Projeto Porto Maravilha/ Marvelous Port Project:*

recovery of the urban infrastructure, transport and historic & cultural heritage in the Port region; remodelling Praça Mauá/ Mauá Square and its surroundings.

➤ *Extension of the Sambadrome*

➤ *Marina da Glória:*

structural refit that included a new roof, event areas, new restaurants and a temporary pier for spectators for watching the sailing competition in the Guanabara Bay.

➤ *Hotel network:*

Attracting new hotels, hostels, and widening the hotel capacity in town.

## Tangible Legacies → Changes in the city

Environment

Infrastructure

- *Sanitation in West Zone*
- *Flood control in Greater Tijuca*
- *Closure of Gramacho Landfill*
- *Seropédica Waste Treatment Center*
- *Integrated management of the city*

## Intangible Legacies

- Population self esteem
- Advertisement of “cariocas” lifestyle
- Increase of interest in sports
- Better quality of life
- Cultural interchange
- Patriotism / proud of being Brazilian
- Promoting of work experience for youth and volunteers

## Social, economical and political overview

- Political crisis: impeachment process, corruption investigation
- Economical crisis: economic desacceleration, high inflation and unemployment rates, high prices
- Zika virus
- Social turmoil
- Violence

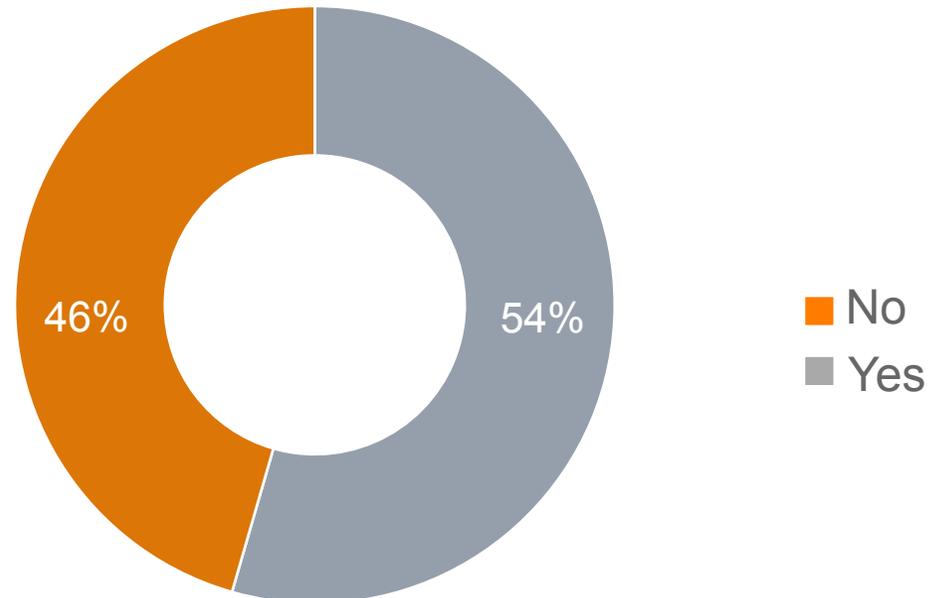
# RESIDENTS' RESEARCH



- Pre-Olympic Phase
- Methodology – Quantitative research, face to face
- Sample – 404 interviewees / residents of Rio de Janeiro
- Where – City of Rio de Janeiro
- When – 03rd to 28th August 2015

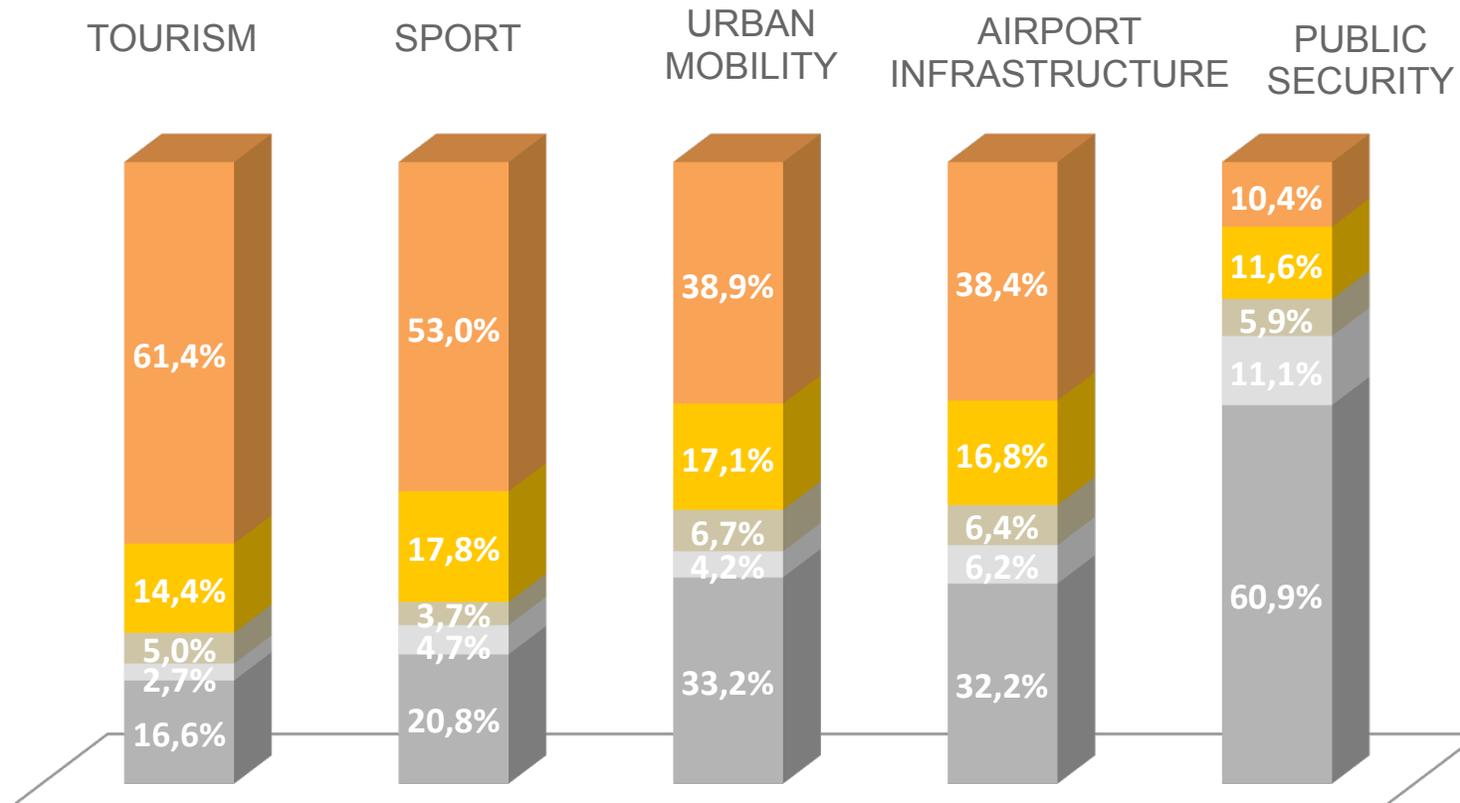


Was it a good choice for the city of Rio de Janeiro to host the 2016 Olympic Games?





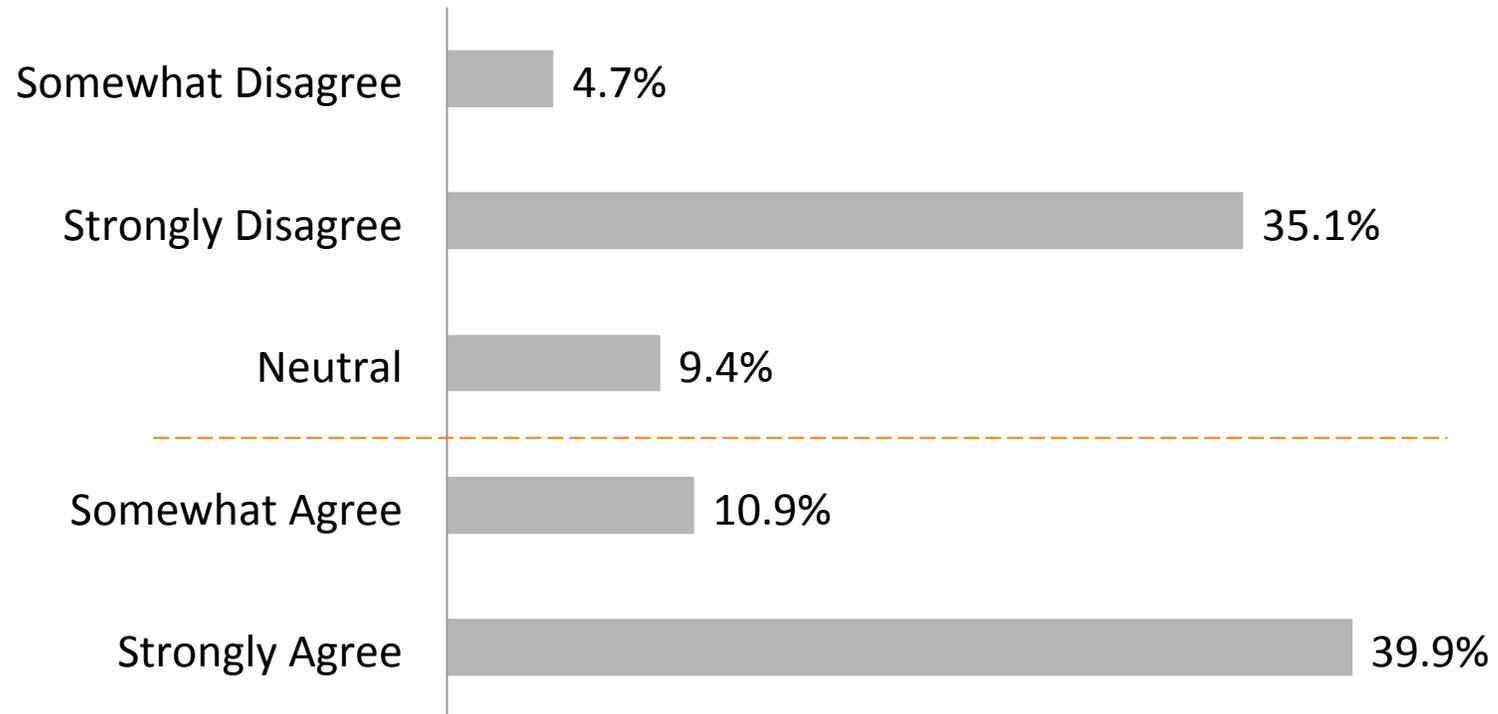
## Will the 2016 Olympic Games bring long term improvements?



Strongly Disagree    
  Somewhat Disagree    
  Neutral  
 Somewhat Agree    
  Strongly Agree



## There is a financial loss to the host city

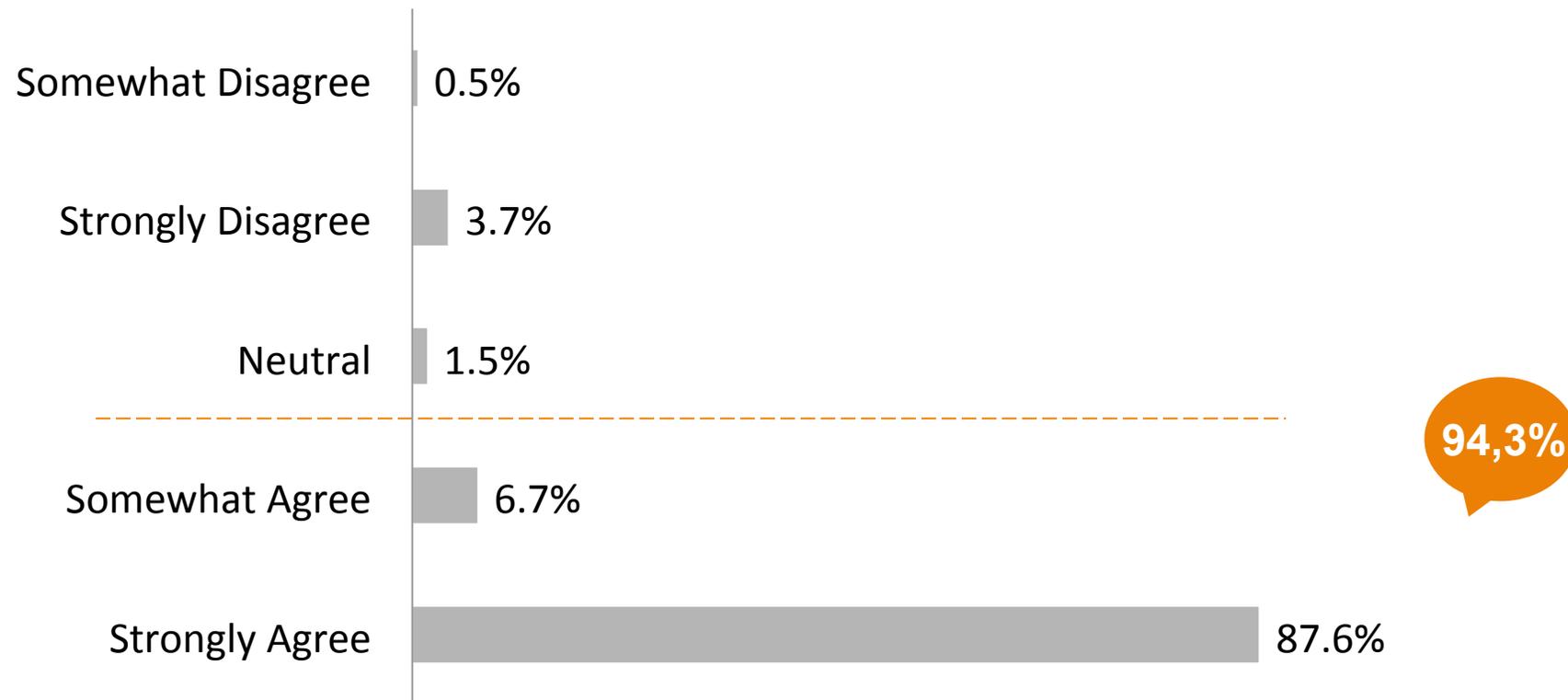


50,8%

# RESIDENTS



## The Olympic Games promote the touristic activity in the host city

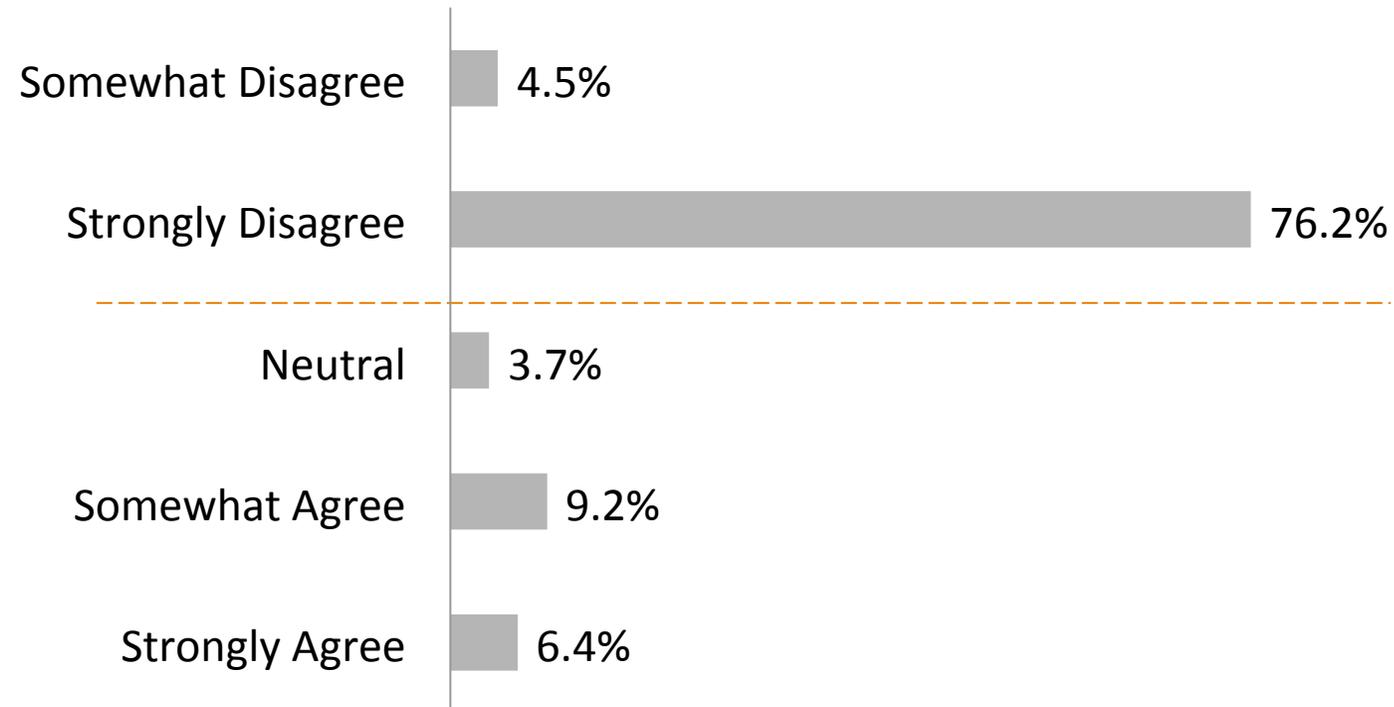


Base: 404 valid surveys

# RESIDENTS



The population will show some resistance to the tourists who will come to the Games

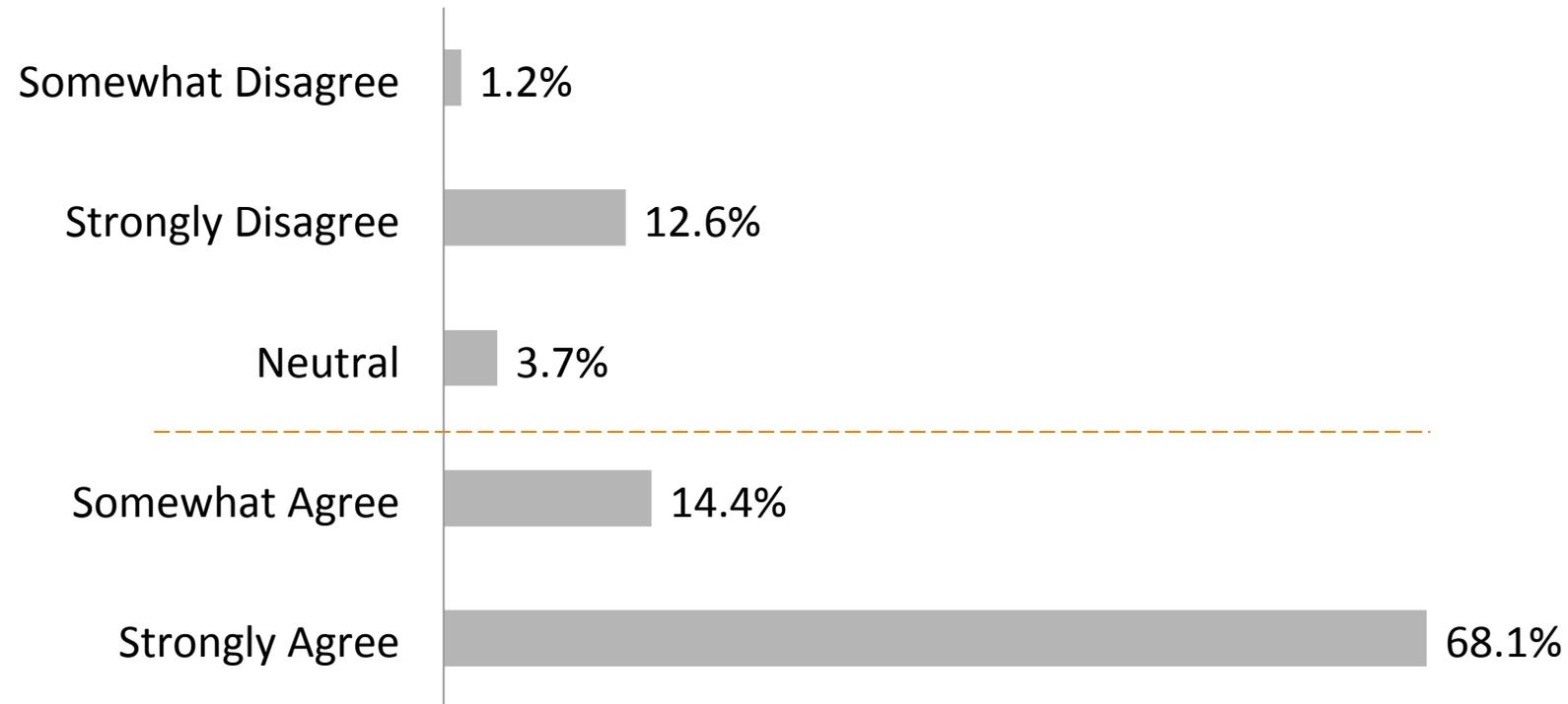


80,7%

# RESIDENTS



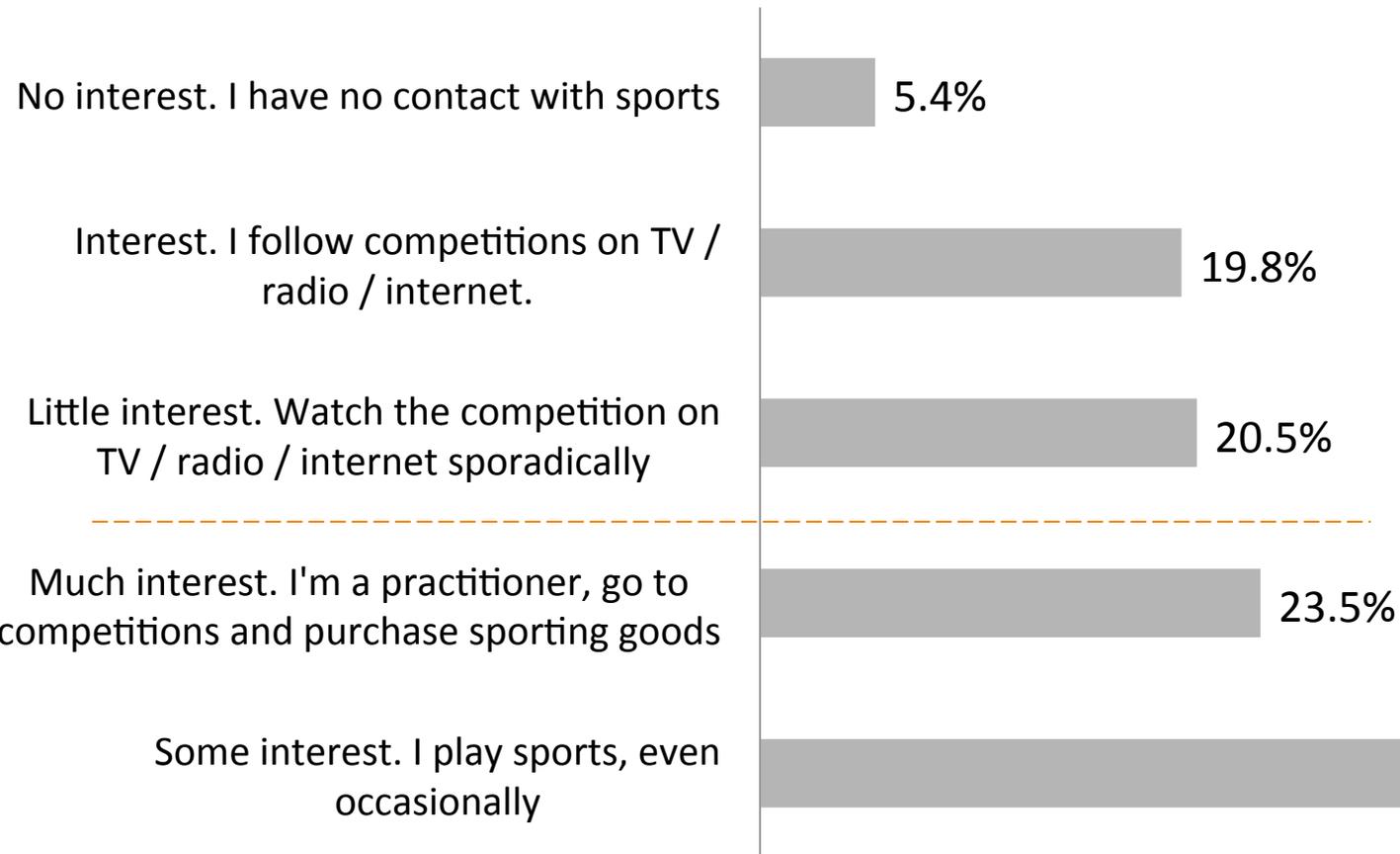
The Games are a distraction to hide the problems the country faces



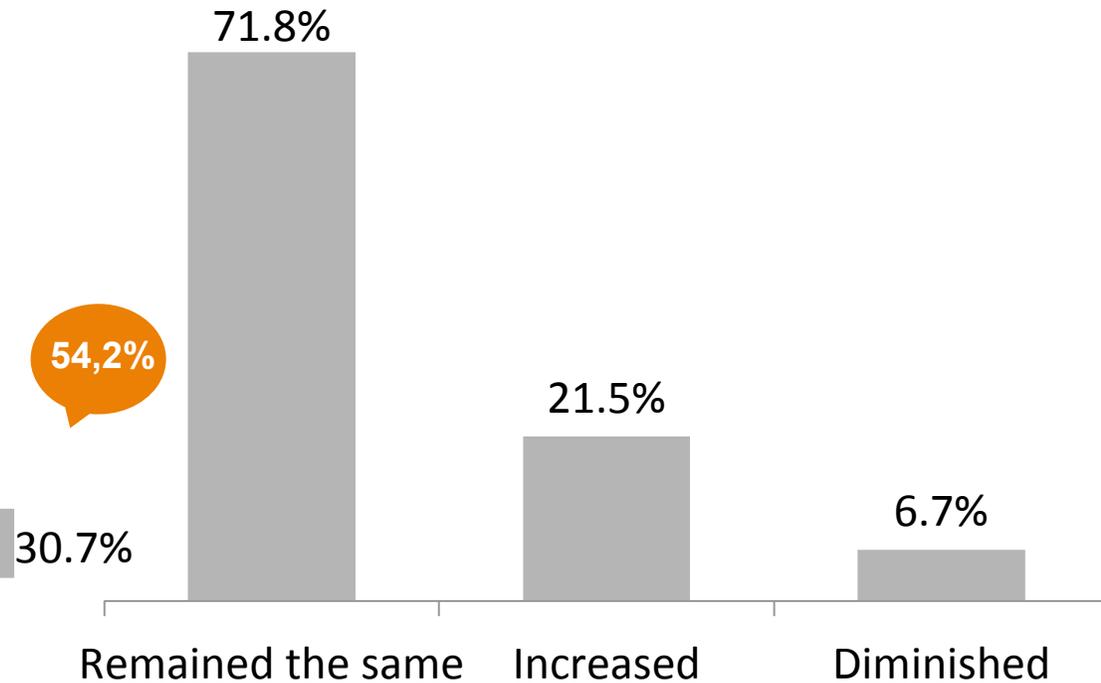
82,5%



## What's your interest in sports?

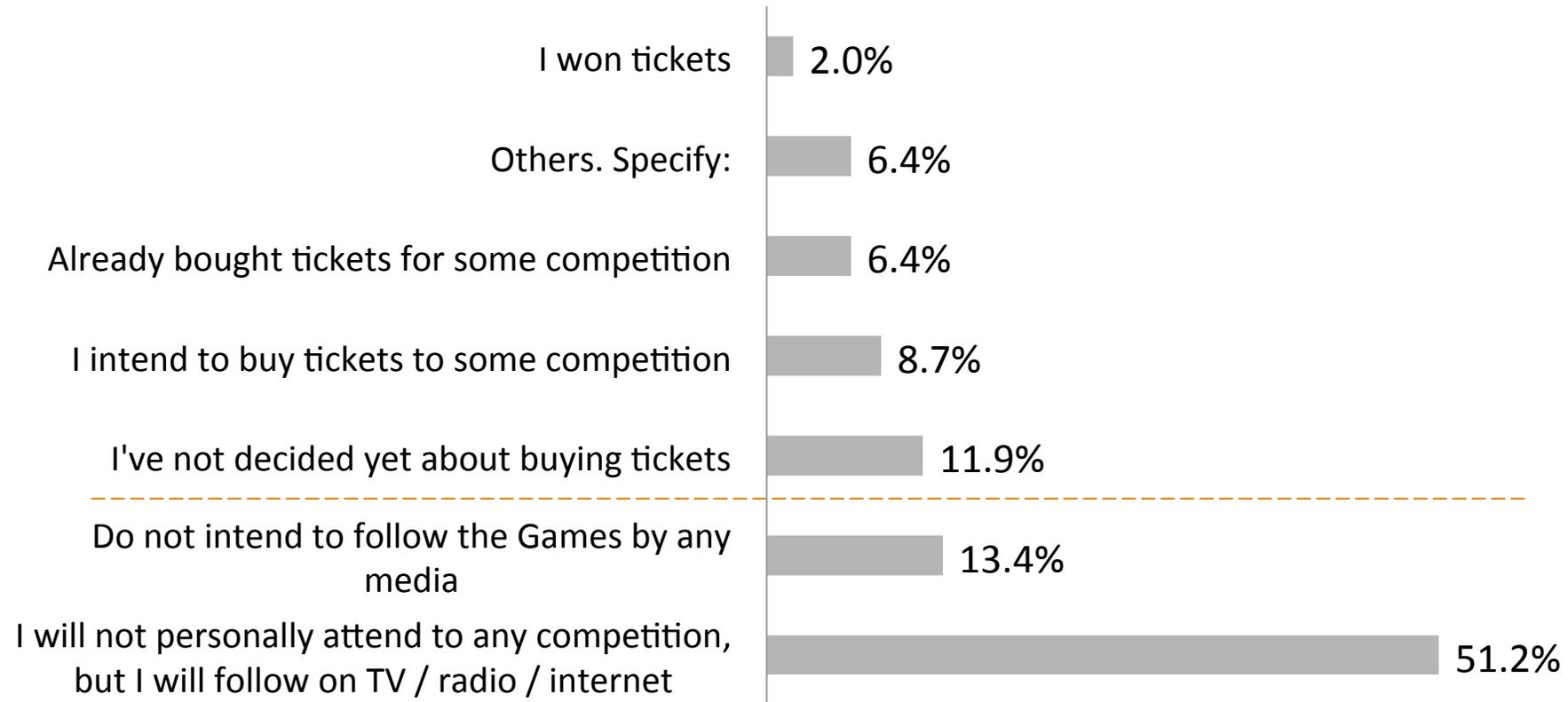


Considering last year, you believe your interest in sports has:





## Regarding the Olympic Games Rio 2016:

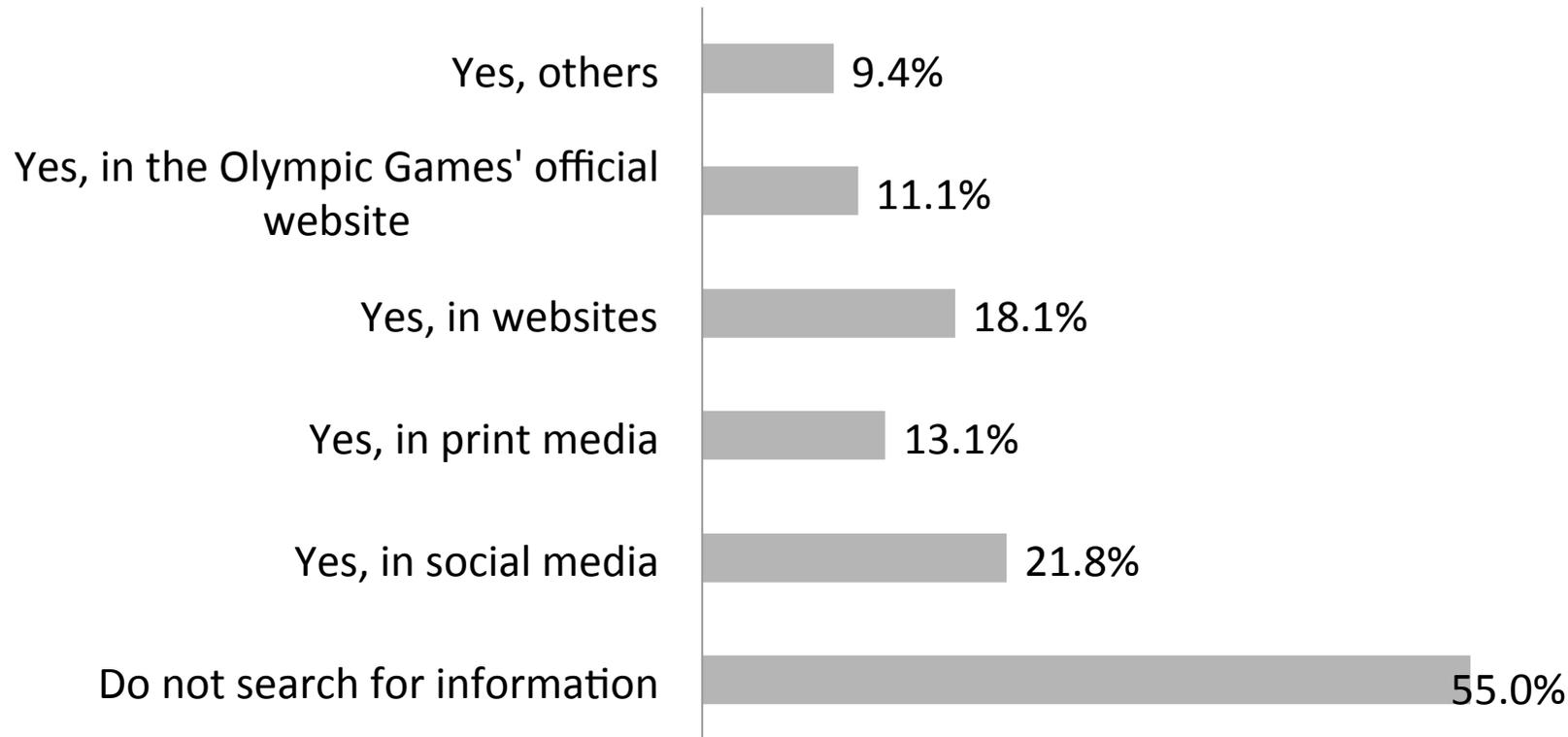


64,6%

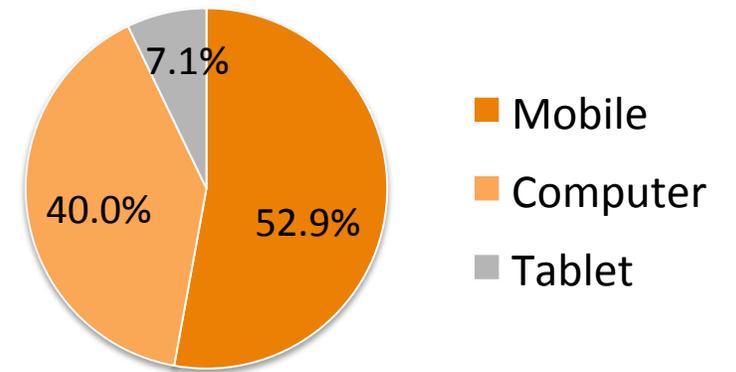
# RESIDENTS



Do you search for information about the Games? If yes, where?



Rather make the research:



Base: 404 valid surveys



Main Positive Aspects  
on the completion of Olympic Games to Rio de Janeiro

**Improvements**

**Nothing**  
**Infrastructure**  
**Tourism**  
**Visibility**  
**City Works**  
**Encouraging sport**  
**Transport Investment**  
**Economy**  
**Jobs**  
**Legacy**  
**Guests**  
**Income**  
**Works**  
**Tourists attraction**  
**Disclosure**  
**Works**



Main Negative Aspects  
on the completion of Olympic Games to Rio de Janeiro



# CHALLENGES



- More population engagement
- More information
- Improving urban mobility
- Traffic in destination
- Signaling in the city
- Improving city flows
- Holidays
- Control and transparency of spending
- Inflated prices
- Real estate speculation
- Opportunity costs
- Usage of facilities / “white elephants”
- Language barriers
- Access to communication
- Event organization success
- Accessibility
- Safety
- Cleaning and remediation activities

# NBC welcomes the American Olympic Athletes

NBC Video



**Welcome to Rio2016!**



THANK YOU!

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