



GOETHE
INSTITUT



MEGA

SUSTAINABILITY

CONFERENCE ON SUSTAINABILITY
OF MEGA SPORTING EVENTS

CONFERENCE REPORT

3.AUG.2016
Rio de Janeiro
BRAZIL



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WHAT WE CAME FOR

QR CODES & HYPERLINK

GOETHE-INSTITUT CONFERENCE WEBSITE



GOETHE-INSTITUT CONFERENCE WEBSITE
www.goethe.de/ins/br/en/ku/sup/sds/kof.html

DIRK BRENGELMANN



DIRK BRENGELMANN
www.niederlande.diplo.de/Vertretung/niederlande/de/02_Bo_GK/_Botschafter/_Botschafter.html

JOHANNES EBERT



JOHANNES EBERT
www.goethe.de/en/uun/org/prae/ebe.html

VIDEO OF OPENING



VIDEO OF OPENING
www.youtube.com/watch?v=NYZ599_3ewI&index=1&list=PL4IOL4nHX2QiwKpiIXGTg9st0XXAPZ_vE



As host city of the United Nations Conference on Environment and Development in 1992 and the Rio+20 summit in 2012, Rio de Janeiro set important benchmarks in the international endeavor on sustainability. Many of the goals developed in Rio de Janeiro made their way into the 2030 Agenda for Sustainable Development, shaping a new era of international development. Nevertheless, achieving environmental, social and economic sustainability remains a major challenge for the "cidade maravilhosa" as well as for the global community.

After hosting the World Cup 2014, Rio de Janeiro faced another mega sporting event this year: The Olympic and Paralympic Games 2016. Especially against the backdrop of political, social and economic tensions in Brazil, the Games drew even more international attention to the metropolis and fueled the debate on sustainability.

In order to give space to this debate, the Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Goethe-Institut, in cooperation with the German Olympic Sports Confederation (DOSB), the government of the State of Rio de Janeiro, as well as the Brazilian Sport for Social Change Network (REMS) held the conference **MEGA – SUSTAINABILITY** on the 3rd of August at the 'Museu de Arte do Rio' (MAR) in Rio de Janeiro. The conference built on the "Moving the Goal Posts" conference held in 2014 in Salvador da Bahia.

After opening remarks by Dirk Brengelmann (German Ambassador to Brazil until September 2016) and Johannes Ebert (Secretary General, Goethe-Institut), Dr. Tania Braga (Head of Sustainability, Accessibility and Legacy, Rio 2016) and Dr. Dawid Danilo Bartelt (Director, Heinrich Böll Foundation Brazil) sparked the debates with inspiring keynote speeches.

Afterwards, well-known experts from the fields of politics, economics, sports and culture discussed the different dimensions of sustainability of mega sporting events. In five working groups the experts dealt with inclusion and urban development, transparency and human rights, environmental sustainability as well as governance and assurance in terms of mega sporting events. Dr. Michael Vesper (CEO, German Olympic Sports Confederation 'DOSB' and Chef de Mission of the German Olympic Team) brought in the perspective of organized sports.

In a public event the results of the working groups were presented and commented by Wilfried Lemke (UN Special Adviser on Sport for Development and Peace) and Ricardo Leyser Gonçalves (former Brazilian Sports Minister and current chair of Rio's Municipal Olympic Company). The purpose of the conference was to develop recommendations on how mega sporting events can encourage sustainable development – in Rio de Janeiro and beyond. The main results are summed up in this conference report.



Dirk Brengelmann



Augusto Cuginotti



Katharina von Ruckteschell-Katte, Johannes Ebert



“We successfully managed to bring important topics up on the social political agenda of Rio, giving visibility and bringing them to debate.”

**KEYNOTE
SPEECHES**

QR CODES & HYPERLINK

**TANIA BRAGA
TWITTER**



TANIA BRAGA TWITTER
@Taniabrg

**DAWID
DANILO BARTELT**



DAWID DANILO BARTELT
www.boell.de/en/person/dawid-danilo-bartelt
VIDEO OF KEYNOTE TANIA BRAGA
www.youtube.com/watch?v=iSkdVrugXKA
VIDEO OF KEYNOTE DAWID DANILO BARTELT
www.youtube.com/watch?v=7BYhzifxR3w

**VIDEO OF KEYNOTE
TANIA BRAGA**



**VIDEO OF KEYNOTE
DAWID DANILO BARTELT**



“The Rio 2016 carbon program is the most comprehensive one in Olympic history.”

Dawid Danilo Bartelt during his speech

The keynote speeches offered two diametrical opinions on sustainability of mega sporting events and especially the Olympic and Paralympic Games 2016 in Rio de Janeiro. Given by Dr Tania Braga and Dr Dawid Danilo Bartelt, they inspired controversial discussions throughout the day.

BETWEEN BRT AND GUANABARA BAY

With Dr Tania Braga the conference received input from one of Rio 2016's main agenda-setters. As Head of Sustainability, Accessibility and Legacy, Tania Braga shaped the social, economic and environmental program of the Olympic and Paralympic Games 2016.

Talking about the economic, environmental and social achievements made during the long journey towards Rio 2016, she stressed the efforts for a balanced budget, mainly based on "some wise ways to mobilize a lot of private funds". Those private funds especially contributed to infrastructure and legacy projects. Rio 2016 also tried to move "one step ahead" in the trend of temporary sport venues: Stadiums built for former sporting competitions were reused whereas others, such as the handball stadium, will be dismantled. The gained materials will serve to construct public schools.

Regarding the environmental legacy Tania Braga mentioned the huge efforts made to balance the carbon emissions of the Rio 2016 Games. This effort was also visualized during the opening ceremony of the Olympic Games. According to Braga, the Olympics "helped to accelerate the transition towards a low-carbon economy" in Brazil. Further, she was especially proud of the work realized regarding eco-efficient transportation and mobility systems.

Social legacy programs mainly focused on Rio's deprived communities. Tourism and capacity building programs fostered income opportunities for women and youth. Other initiatives supported child protection or inclusion of people with disabilities.

Highlighting the proceedings reached in Rio de Janeiro, Tania Braga included a discussion of open tasks: Rio continues to face, as do many other metropolises of Brazil, a severe waste and sewage management problem. Another promise referred to improvements in public security. Nevertheless, urban violence remains a present problem in Rio de Janeiro. The question whether those long-time unsolved challenges are rather a problem of overdrawn expectations and promises within the bidding process of the Olympic and Paralympic Games or a consequence of weak performance of the responsible bodies was taken up in many workshop discussions during the conference.

By mentioning "governance" as a main challenge of planning and implementing mega sporting events with a positive social, economic and environmental legacy, Tania Braga inspired the topic-choice of the 'wild-card working group', who was free to select a relevant issue as focus of discussion.

Tania Braga concluded by emphasizing the importance of partnerships, especially with non-governmental organizations and international organizations, regarding any sustainable achievements made by mega sporting events.

For each Real that was spent in renovating sport venues, five Reais were spent in infrastructure and legacy projects.

What is the responsibility of the event and what are processes that already existed in the society or the economy?

So there is no way to advance the sustainability of events if we do not open up for partnerships, acknowledge their importance and promote this way of working together.

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WATCH
THE VIDEO



WATCH THE VIDEO ON
www.youtube.com/watch?v=iSkdVrugXKA

EXHAUSTED CON- CEPTS

As publisher of books like *No bread but Games. Mega events in Brazil* or *Copa para que e para quem? Um olhar sobre os legados dos mundiais no Brasil, África do Sul e Alemanha*, Dr. Dawid Danilo Bartelt, Director of the Heinrich Böll Foundation in Rio de Janeiro, provided a critical view on sustainability of mega sporting events in his keynote speech.

Dawid Danilo Bartelt stated that “the current model of mega sporting events is exhausted in the three-fold sense of the term sustainability: socially, economically and ecologically.” He underpinned his argumentation with several examples from the Rio 2016 Games.

Regarding financial aspects, Dawid Danilo Bartelt criticized the opacity of the Rio 2015 calculations: The ratio of public versus private funding turns out to be 60% to 40% and thus reverse to the official numbers. Besides, the promised economic growth did not even stay out, but Brazil ended up in a financial crisis. Projects related to the Olympic and Paralympic Games like the creation of a new city center in Barra da Tijuca mainly severed a new elite. Unlike in London, the Olympic Park and the Olympic Village in Rio de Janeiro created luxury apartments rather than social housing.

Beyond ecological destruction, the Olympic constructions caused three-digit numbers of resettlements. Often carried out with disregard of minimum standards, the affected people not only lost their social environment, but also their income options – often without any compensation.

Despite recognizing the efforts realized in terms of mobility, Dawid Danilo Bartelt identified several ecological and social shortcomings regarding the public transport projects of Rio 2016. Although underground and VLT transport systems are the most ecological ones, it was the special bus system (BRT) that experienced the largest expansion. The transfer system managed to integrate the long-time neglected Western zone of Rio de Janeiro. But, due to wrong priorities, Rio's Northern zone still remains poorly connected, causing daily workers' strikes of three or more hours for millions of people every day. According to Bartelt, careful and participative planning could have leveraged a much more comprehensive transfer solution.

Both resettlement and the public transport system foster a social spatial segregation within the city of Rio de Janeiro: Pushing Rio's poor to the periphery, creating an oasis of prosperity and security in the Southern area. Many of the issues mentioned, as well as the sewage problem of the Guanabara Bay, Bartelt contributed to a lack of political will.

Dr Bartelt did not decry mega sporting events in general; he rather depicted the aberrations to which those events have given rise throughout the last decades. Many of his criticisms, like wrongly set priorities, were taken up by the conference working groups.

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WATCH
THE VIDEO

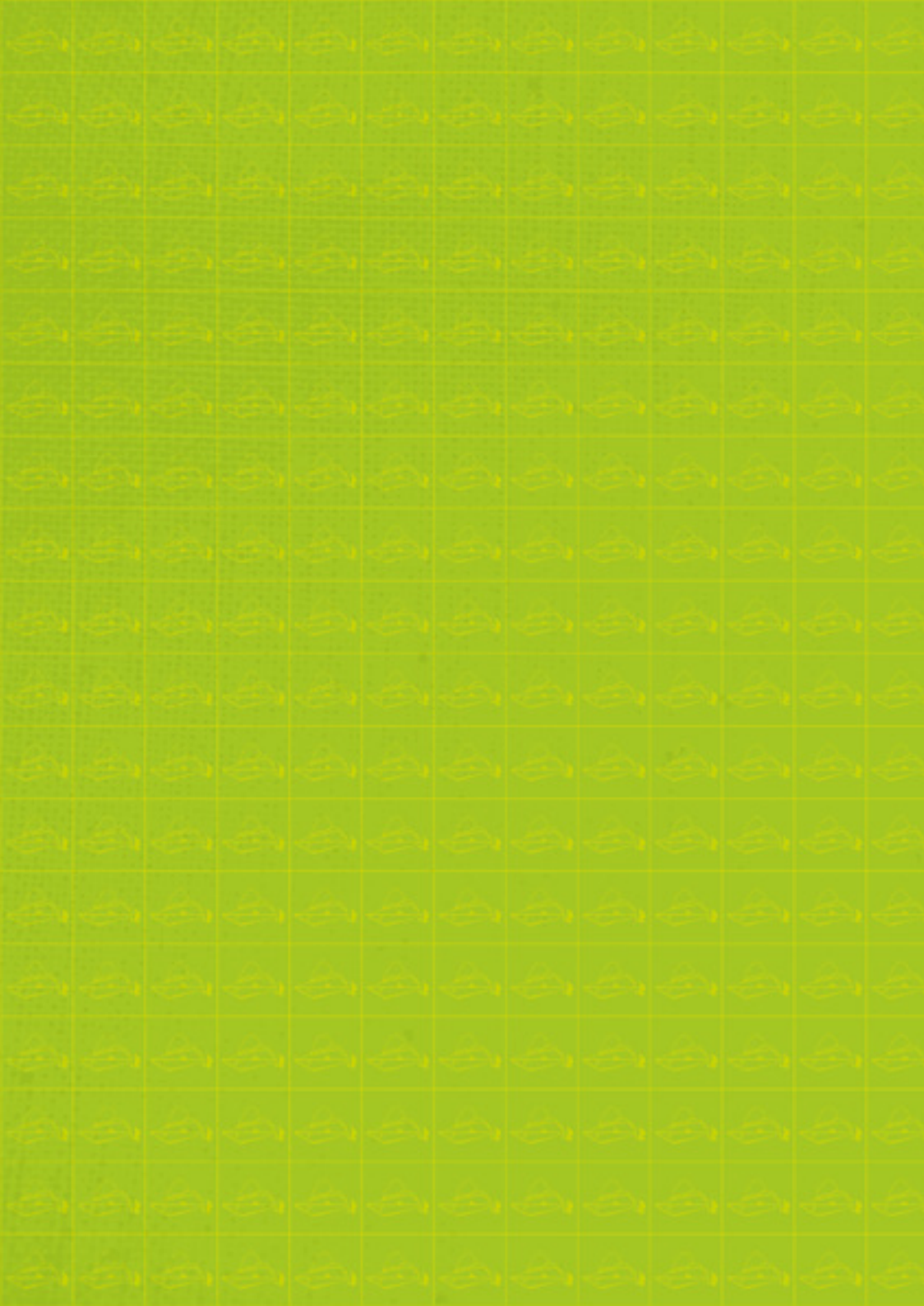


WATCH THE VIDEO ON

www.youtube.com/watch?v=7BYhzifxR3w



**RESULTS
OF THE
WORKING
GROUPS**



A World Café session invited the conference participants to discuss the outstanding aspects of the keynote speeches. In small groups they asked: "What do we want to focus on to establish a roadmap for future mega events to be held sustainably?" This initial debate offered the starting point for the working groups, to which the participants could contribute freely.

In lively discussions the invited experts from all over the world exchanged their viewpoints and experiences to create suggestions on sustainability of mega sporting events. The following chapters contain excerpts of reports provided by the knowledge holders of each group.

ENVIRON- MENTAL SUSTAINABILITY

Mega sporting events can be of enormous benefit in promoting sustainable products and technologies, contributing to sustainable and inclusive economic growth, and calling public attention to positive environmental practices. David Stubbs, Head of Sustainability at the London 2012 Games and an internationally recognized leader in sustainability, believes: "The basis of the opportunity is the universal popularity of sport, its global scale and the media and political and corporate interests it attracts."

Since the 1990s, the organizing committees of various Olympic and Paralympic Games have emphasized different aspects of the development and implementation of their respective concepts of environmental sustainability. Subsequent host cities have generally learned and benefited from these.

In Lillehammer 1994, for the first time the environment was taken into account as an important aspect in organizing the Games and it was included in the Olympic Charter as a fundamental principle. Six years later, in Sydney, environmental considerations were incorporated into all aspects of Games management, for example using green technology when building the Olympic Village. In Turin 2006, environmental sustainability became a consideration in Games legacy planning. The Beijing 2008 Olympics sparked a public and scientific debate on environmental issues with attempts to improve air quality and public sewage systems. The organizing committee of Vancouver 2010 created a sustainability governance model to be adopted by socially responsible businesses and big sporting events.

Finally, the London 2012 Games set benchmarks regarding sustainability leading to the creation of the ISO 20121 standard on sustainable events.

The sustainability strategies of past Olympics and Paralympics, as well as those of (former or future) candidate cities (e. g. Hamburg 2024 & Paris 2024), are publicly accessible and offer a wealth of experience on how to plan, organize and run sporting events in an environmentally sound manner. Karsten Dufft, Sport and Environment Officer at the German Olympic Sports Confederation (DOSB) also recommends the web-based internet portal **GREEN CHAMPIONS 2.0**, which offers a thematic overview of practical measures for action.

Another nameable approach to improve the environmental legacy of Olympic Games is the Agenda 2020, launched by the International Olympic Committee in 2014. The Agenda 2020 shall enable future host cities to design sustainability projects that better fit their "sports, economic, social and environmental long-term planning needs" (Recommendation 1).

Despite much progress, as Sochi 2014 showed, mega sporting events still struggle to leverage environmental sustainability around and beyond the event as such. The shortcomings of Sochi highlight the importance of best practices, and of implementing these in the planning and organization of the games.

Ana Toni, executive director of the Brazilian Institute on Climate and Society (iCS), identified three main challenges on the implementation of environmental sustainability measures that can be applied at once to the Rio 2016 Games and to previous ones. First, she mentions a lack of governance, a lack of clear and transparent responsibilities between all involved stakeholder, such as the municipal, state and federal governments and the organizing committee.

Additionally, Rio 2016 faced many structural and infrastructural problems. Those problems, historically grown and of long-term nature, cannot be easily solved by a mega sporting event. So, the Rio 2016 Games were loaded with over-ambitious promises and expectations, for example regarding improvements of the sewage system or the cleaning of the Guanabara Bay. Ana Toni criticized both the International Olympic Committee (IOC) and the Brazilian Government for yielding and approving a bid, including such unrealistic aims.

Lastly, the environmental legacy of the Rio 2016 Games was narrowed strongly by a lack of dialogue and participation. Ana Toni did not perceive any measures to include and encourage Rio's civil society in sustainability planning and implementation.

Nevertheless, she still believes, that mega sporting events are an important opportunity to give visibility to key environmental issues. Not only by positioning environmental sustainability in the centre of the opening ceremony, but also Rio 2016 fostered the prioritization of environmental issues in general and climate change in particular in politics and civil society. For example, the urban mobility agenda was strengthened by the Games and some projects would not have been implemented without the Games. Brazil also saw several civil society campaigns, leveraging a public debate on sustainability. Unfortunately, many positive efforts got lost due to the political polarization and the economic crisis Brazil faced.

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**GREEN
CHAMPIONS 2.0**



www.green-champions.de/

RECOMMENDATIONS TO RIO DE JANEIRO

a. **TRANSPARENT DATA PROVISION**

The Organizing Committee, the city and the state of Rio de Janeiro should make primary environmental data (i. e. water quality data on Guanabara Bay, transport data, procurement laws/practices) and improvements in data gathering and management more transparent (i. e. system of data gathering and improvements over time).

The collected amounts of previously unknown environmental data should be made available in a comprehensive way to the public and others. This is an essential part of the legacy of the Games.

b. **PRIORITIZE SUSTAINABLE TRANSPORT SOLUTIONS**

The city of Rio should prioritize and build upon public mobility and active transportation solutions initiated during the Olympic and Paralympic Games.

c. **IMPROVE ENVIRONMENTAL GOVERNANCE**

The Organizing Committee, the city and the state of Rio de Janeiro should improve communication and decision-making regarding environmental issues. A clear governance and accountability for environmental goals and targets is needed, during and beyond the Olympic and Paralympic Games.

RECOMMENDATIONS TO FUTURE HOST CITIES

a. **STAKEHOLDER ENGA- GEMENT**

Future bidders, the host city governments and delivery partners should foster a better and more thorough stakeholder engagement with civil society, the private sector, government and local communities by the bidder and the host city governments.

b. **ACCOUNTABILITY & DATA**

Full, comprehensive and publicly accountable auditing of all environmental data is essential to ensure credibility and accuracy.

Following a bottom-up approach, sustainability efforts of sport and civil society organizations could be supported and scaled up. The Organizing Committee, the city and the state of Rio de Janeiro should improve communication and decision-making regarding environmental issues. A clear governance and accountability for environmental goals and targets is needed, during and beyond the Olympic and Paralympic Games.

c. **COMMUNICATION STRATEGY ON ENVIRONMENTAL AGENDA**

Future hosts should establish a communication strategy on environmental issues, challenges, innovations and performances throughout the life cycle of the mega sporting event.

RECOMMENDATIONS TO OTHER STAKEHOLDERS

a. STAKEHOLDER ENGAGEMENT

Future host cities should consequently be required by the event owners to enter into community consultation to develop detailed, specific and measurable environmental goals for each mega sporting event based on the important environmental issues specific to each. The goals should be made publicly available.

b. PRIORITIZATION

The event owners (such as the IOC) must have a robust prioritization of environmental goals and innovations throughout the event life cycle.

c. IMPROVE ENVIRONMENTAL GOVERNANCE

The event owners (such as the IOC) should implement a comprehensive, transparent and independent process to monitor the compliance of the event holder on sustainability and environmental guidelines and environmental programs during all phases of bidding, planning and staging the mega sporting event. It must therefore increase its capacity to advise, direct and pressure host cities to ensure that their environmental commitments are met.

The event owners should expand auditing, assurance and verification on mega event sustainability performance by a third party. This independent auditor should execute public reporting and be endowed with sanction possibilities in case of non-compliance.



Better stakeholder engagement: civil society private sector government (BID INPUT)



ONGOING Independent environmental monitoring ONGOING Transparency (e.g. water pollution)

e.g. Public Mobility + Active Transport

KNOWLEDGE HOLDERS

ANNA TONI

INSTITUTO CLIMA E SOCIEDADE (ICS)

KARSTEN DUFFT

GERMAN OLYMPIC SPORTS CONFEDERATION (DOSB)



INCLUSION, URBAN DEVELOPMENT & BROADER IMPACT

BACKGROUND

Over the last five years, public referenda in Graubünden, Vienna, Munich, Krakow, and Hamburg expressed a 'reserved attitude' of well-established, democratic, and transparent urban societies towards the Olympics. Taking the perceptions of modern urban societies as a starting point, the working group around Professor Wolfgang Maennig, expert on sport economics, and Professor Renato Cymbalista, expert in urbanism, discussed the nexus of mega sporting events and urban development.

A main concern was about the overstated role of the Olympic and Paralympic Games as a 'catalyst' for urban development. The Olympics were not intended to be an engine of economic growth or urban renewal. It is about time to rethink the role of the Olympics in urban development: The IOC may regard the Games as a coronation for cities which – independent of the Olympics – have successfully created urban structures, including transport and sporting facilities which ensure an outstanding quality of life for their civilians.

The idea of Olympic and Paralympic Games as a catalyst for urban development – often supported by many decision makers in politics, business, and architecture – is closely related to aberrations regarding finance and democratic decision making procedures in urban settings.

Since 1992, the Barcelona case of urban regeneration on the occasion of hosting the Olympics served as a franchising model. Policy makers of cities all over the world were no longer applying for the Olympics because they wanted to host the best athletes of the world, but instead because they wanted to position themselves to blackmail their national governments for trillions of dollars for investments in infrastructure which otherwise would have never come or would have only come much later. Typically, underused locations (i. e. Barcelona coast line, Sydney Homebush Bay, London east end, Rio Barra zone) were used to locate stadia and /or housing and to connect to other areas with transport facilities. "Olympic" investments costs increased up to 50 trillion USD (Sochi).

A sequence of public debt crises has contributed to a rethinking about public spending. It became obvious that the Games do not lead to growth in income, employment, or tax income. The people are now aware of opportunity costs: a dollar spent on a stadium cannot be spent on a hospital.

Regarding democratic decision structures, the Olympics and Paralympics seem to provide an exceptional imperative for bypassing established procedures in urban regeneration by 'fast-tracking' decisions which restrict the established rights within the decision processes. Over decades, multilayered democratic decisions, including bottom-up participation, potentially challenged by

juridical decisions evolved – because civilians experienced that decisions of formal elites may be based on wrong assumptions and targets, and lead to undesirable societal outcomes. If the decision structures are not perceived as wrong, a (mis)use of the Olympics and Paralympics to break-up the usual democratic and juridical processes in urban planning is problematic.

Besides this general argument, it is questionable whether central state urban planning, as often provoked by mega sporting events, is convincing. It is mostly connected with large entities for housing etc. In only a few cases, it leads to small-scale constructions which diversify the cityscape, and which seems to be preferred by civilians.

Since Barcelona 1992, the world has changed in two other connected respects: First, there seems to be a growing distrust of formal elites and of an elitistic decision-making process. This distrust does not only hit policy makers, but also elite athletes and sporting officials, among others.

Second, the world of information and communication has changed. Today, the internet and social media form powerful platforms for each and everyone to deliver (true and false) information, which may easily disseminate locally and abroad. There is a new quality of transparency, connected to instant publicity. The new techniques influenced large parts of civilians in their perception that their voice makes a difference.

Potentially heavily formed by social media, in a growing number of milieus, participation fairness is now as important as equality before the law, and equal opportunity. The 'information control' by elite decision makers in politics, business, and media has been lost. The costs of passive and active information are reduced near to a perceived cost of zero. Better informed individuals and modern communication techniques led to the fact that economically speaking, the participation of individuals to multiple distinct (urban) decisions is connected to sharply decreased costs. In combination with the distrust in elites, the consensus on representative democracy is challenged. For the Olympics and other (urban) developments, a change is needed towards effective participation instead of adopting models and strategic plans that were developed for earlier social realities.



RECOMMENDATIONS TO RIO DE JANEIRO

a. ACCOUNTABILITY

In order to promote quality discussion, the city, state and federal governments of Rio de Janeiro should provide a full accounting of the costs and benefits of the games including security.

b. DATA AVAILABILITY

The authorities should make as much data publicly available as possible and inform the public also via internet and social channels.

RECOMMENDATIONS TO FUTURE HOST CITIES

a. REALISTIC EXPECTATIONS

Future host cities should not expect mega sporting events to be an engine of economic growth or urban renewal. With new technologies, the urban population must be included in the decision for a city-specific host concept.

b. MAXIMIZE PRIVATE FINANCING

If nevertheless additional "Olympic" investment is needed, private financing should be maximized. The cases of the privately financed Olympic Games in L. A. 1984 and Atlanta 1996 may serve as role models.

RECOMMENDATIONS TO OTHER STAKEHOLDERS

a. ENABLE DEMOCRATIC INFLUENCE

The Olympic family should allow citizens to decide about bidding for the Olympics, be it by public referenda or through other digital means of decision-making. The techniques should also allow to shape the Olympic concepts and to select from different, albeit city-specific concepts.

b. PRIORITIZATION

The Olympic family should reduce its ambitions in relation to the size and endowment of stadia and also allow more transportable, reusable constructions. It should allow for more flexibility, which better fits the specific conditions of the bidding cities. Not every Olympic and Paralympic Games needs to fully transform the city.



Better matching
who pays &
who benefits

○ Do not remodel city,
Just adapt it!

○ As much data
publicly available
as possible

maximize private financing

○ Choose cheap
but good construction
for the games.
more modest approach

○ Spread out
venues
(more cities)

KNOWLEDGE HOLDERS

WOLFGANG MAENNIG

DEPARTMENT OF ECONOMICS AT
HAMBURG UNIVERSITY

RENATO CYMBALISTA

SCHOOL OF ARCHITECTURE
AND URBANISM AT
THE UNIVERSITY OF SÃO PAULO

TRANSPARENCY AND HUMAN RIGHTS

BACKGROUND

The working group on transparency and human rights chose the following question as the starting point for its discussion:

Preventing the negative impacts of mega sporting events and supporting social change as legacy – WHOSE ROLE IS IT?

Mega sporting events often cause corruption, human and child rights abuses as well as breaches of labor standards. The international sport system and organizations saw several wrong doings respectively like doping, corruption or even human rights abuses. Avoiding negative impacts and securing a positive social legacy of mega sporting events needs to start from the very top.

To effectively prevent these violations all stakeholders – sport organizations, host governments, media, sponsors and non-governmental organizations (NGOs) – have to join their efforts regarding the transparency and accountability of mega sporting events. IOC, FIFA and associated federations have to work on their credibility and legitimacy to restore trust.

Several charters and guidelines from within the sport system as well as from political institutions give guidance on how to secure the social sustainability of mega events. Apart from the principles and values enshrined in the Olympic Charter and FIFA Statutes, the UN Guiding Principles on Human Rights and Business (UNGPs) state the responsibility of sport governing bodies to respect human rights. The Ruggie Report, commissioned by FIFA and launched in April 2016, adapts the UNGPs to the specific context of mega sporting events. In sum, there are plenty of documents presenting concrete policy examples that should be implemented by sport governing bodies in order to prevent human, child and labor rights abuses.

The working group agreed that the Rio 2016 Games caused forced removals of the local population, the destruction of the environment and the increase in police violence. Despite the ongoing failures to reform at top level, some argued that Brazil has witnessed a process of social change influenced by the FIFA World Cup 2014 and the Olympic Games 2016. It was pointed out that there was an improvement in transparency that stipulated developments. Long-term efforts by governmental and non-governmental programs that use sport as a tool to promote development also benefited from the named mega events.

The working group stated that mega sporting events should, at least, do no harm. All negative impact on human and child rights has to be avoided or comprehensively remedied. Therefore, it is indispensable that, at a minimum, a detailed mapping of risks has to be accomplished at an early stage of bidding to develop an appropriate mitigation plan. The group also mentioned other steps such as monitoring and remedy.

RECOMMENDATIONS TO RIO DE JANEIRO

a. PROMOTE SPORT FOR DEVELOPMENT

The city of Rio de Janeiro should stimulate the Network for Social Change on Sport for Development beyond the Olympic and Paralympic Games 2016 to ensure a positive social legacy.

b. ONGOING SUPPORT AND IMPLEMENTATION

The city of Rio de Janeiro should provide ongoing support to institutions such as the Guanabara Watershed Committee beyond the Olympic and Paralympic Games 2016.

RECOMMENDATIONS TO FUTURE HOST CITIES

a. REALISTIC GOALS

Future host cities and committees of mega sporting events should set realistic goals in their bids regarding the social legacy. Risks and opportunities should be stated transparently.

b. STRUCTURED DIALOGUE WITH CIVIL SOCIETY

Future host cities and committees of mega sporting events should enter into a structured and constructive dialogue with national and/or local civil society before bidding for a mega sporting event. The dialogue needs to be continued throughout the entire life cycle of the event.

c. ADHERE TO THE SET GOALS

Host cities and the organizing committees should adhere to the goals set in the bid to regain credibility of mega sporting events, politics and sport organizations alike.

RECOMMENDATIONS TO OTHER STAKEHOLDERS

a. IMPROVE GOVERNANCE

International sport organizations should improve their governance: Put policies, procedures and the right instruments (e. g. compliance program) in place. National sport organizations shall act accordingly.

b. STRUCTURED DIALOGUE WITH CIVIL SOCIETY

International sport organizations should enter into a structured and constructive dialogue with civil society (NGOs, impacted communities, including children, and others) on human rights, child rights, working standards, anti-corruption at an early stage of the bid in order to understand the risks related to hosting the event. Those processes and the empowerment of civil society need to be anchored as mandatory in the host contract by the IOC.

c. MEDIA AND SPONSORS' POWER

Companies (especially sponsors) and broadcasters should hold their partners (sport organizations, host cities/countries, organizing committees) accountable with regard to human rights, working standards and anti-corruption. Another task is to share good examples.



○ Global Sport Federation
put right instruments,
policies and procedures
in place

○ Capital Stakeholders
(mainly construction companies,
tourism, broadcasting)
must improve themselves

hold partners and
suppliers accountable

Transparency &
Informed Communications
(instead of Public Relations)

○ Use Business Experience
on sustainability models

○ Civil Society

Participation
as requirement
in Host City Contract
(structured & constructive)

KNOWLEDGE HOLDERS

SYLVIA SCHENK
TRANSPARENCY INTERNATIONAL GERMANY

ANDREA FLORENCE
TERRE DES HOMMES

GOVERNANCE & ACCOUNTABILITY

BACKGROUND

Drawing on the discussions held in the World Café session, the 'wild card' working group around Laura Sobral chose 'Governance and Accountability' as its focus. The current bidding standards and processes provoke competition between candidate cities resulting in unrealizable promises. Due to exaggerated IOC criteria, the listing of realistic benefits would lead to a denial of the bid. Besides a fundamental change in the bidding specifications, participatory processes are necessary to create a mega sporting event concept that includes the citizens' opinions and expectations. By doing so, the cultural diversity of host countries can be represented in the bid.

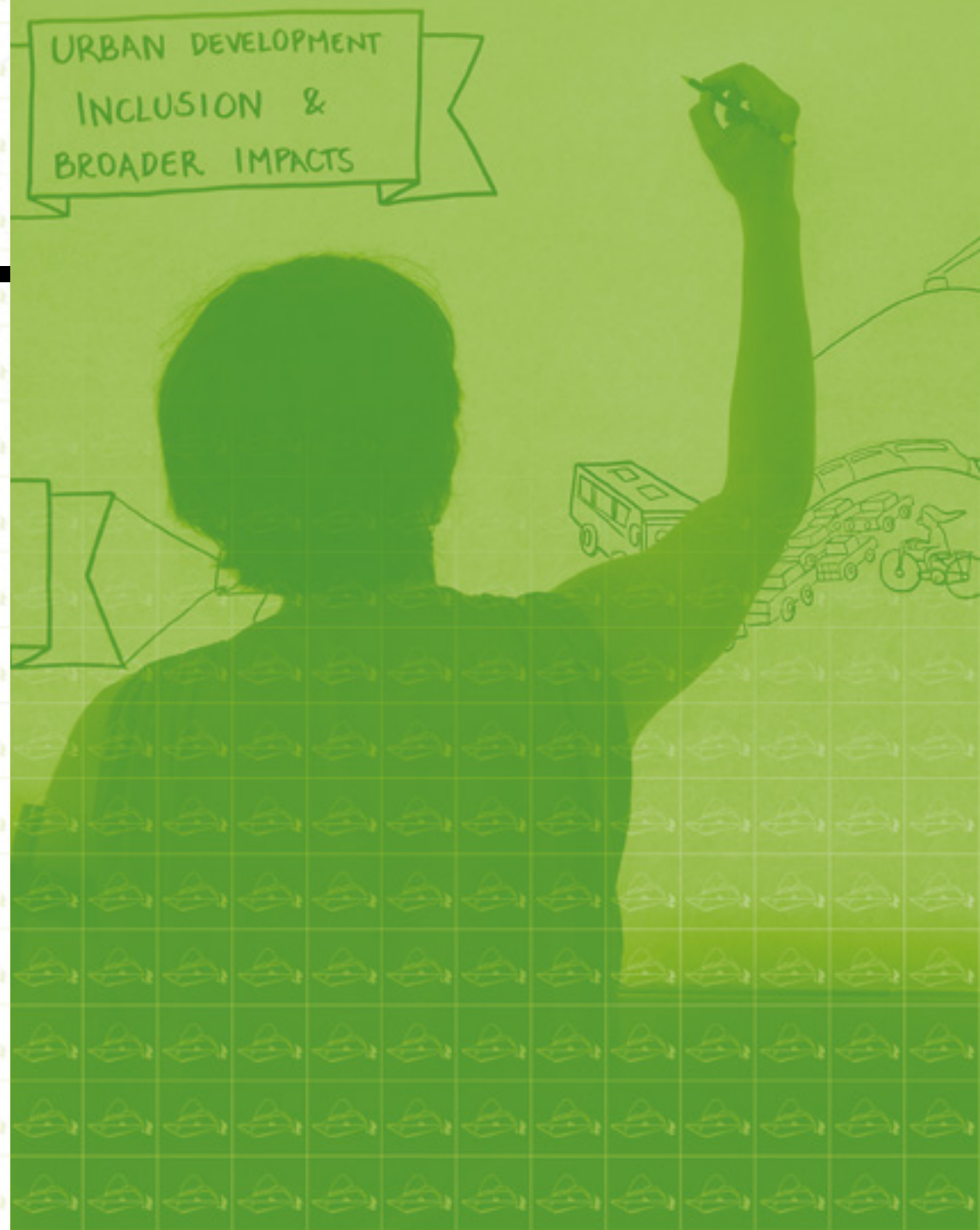
Whereas the IOC strongly revises the bid, no attention is given on how the bid is created. Further, once a city is awarded the hosting of the Olympics, there is a lack of bodies and instruments to assure the compliance to the promises made regarding social, economic and environmental sustainability.

Analyzing the Rio 2016 games, peoples' rejection of the Games emerged from a mix of the failure to follow through with promises, like providing a solution to the Guanabara Bay pollution problem, the impression that realized infrastructural measures do not benefit the majority of Rio de Janeiro's population and a large information deficiency.

In its 'Olympic Agenda 2020' process, the IOC notices that there is a need "to rethink the bidding procedure in order to reduce complexity and increase transparency and flexibility for potential bid cities." Nevertheless, the commission identified public and politicians' fears of high costs as main concerns about hosting the Olympics – without mention of citizens' doubts regarding the legacy and promised benefits of the event.

Even counting on a participatory designed strategy to deliver mega sporting events, a main challenge faced by host cities and organizing committees is to translate local values and expectations into tangible projects and action.

To sum up, public engagement, not only in the decision on whether a mega sporting event should be held in a certain city, but rather on how the event should be delivered, with which investments and benefits, is key to ensure credibility in both the Olympic movement and the positive legacy of mega sporting events. Whereas those processes can be initiated by the host city, it needs the reinforcement of the event owners to ensure their ongoing execution and success. Non-committed controlling bodies, monitoring the fulfilment of sustainability agendas and publishing reliable data are indispensable.



RECOMMENDATIONS TO RIO DE JANEIRO

a. LONG-TERM SUPPORT

Rio de Janeiro should ensure cost-effective support for ongoing legacy commitments that reflect the aspirations and benefits valued by the citizens of Rio.

b. ASSURANCE PROCESS

Rio should establish an effective process for assuring the delivery of legacy commitments. A neutral institution should be set up to control the implementation before, during and after the Olympic and Paralympic Games.

RECOMMENDATIONS TO FUTURE HOST CITIES

a. PUBLIC ENGAGEMENT

Potential hosts should develop comprehensive processes for engaging the public in shaping a vision and concept for the event that reflects aspirations and benefits valued by the host community.

RECOMMENDATIONS TO OTHER STAKEHOLDERS

a. GOVERNANCE STRUCTURES

In the bid phase potential hosts should be required by event owners to set out processes and structures for independent assurance and good governance of delivery.

Post-award, the role of the assurance body is to: Check adherence to bid commitments. Ensure that aspirations and benefits expressed in the bid are translated into realistic outcomes.



○ Engage public to shape vision and concept (reflect aspirations of host community)

○ Define independent assurance processes in BID phase

○ Engage public to shape vision and concept (reflect aspirations of host community)

Ensure aspirations are translated into realistic outcomes

○ Check adherence to commitments

KNOWLEDGE HOLDERS

LAURA SOBRAL
INSTITUTE 'A CIDADE PRECISA DE VOCÊ'

MAIN RECOMMEN- DATIONS

Aligning the results of the working groups, some central recommendations to likewise foster social, economic and environmental sustainability of mega sporting events, can be identified.

CIVIL PARTICIPATION

Comprehensive processes to assure public participation from the bidding process throughout the event delivery to its evaluation need to be ensured. People need to have a say.

AVAILABILITY AND TRANSPARENCY OF DATA

Sound data on all aspects of sustainability must be collected and made public, including the underlying processes. The emission should occur in a comprehensive manner, allowing the people to understand, comment and influence further measures.

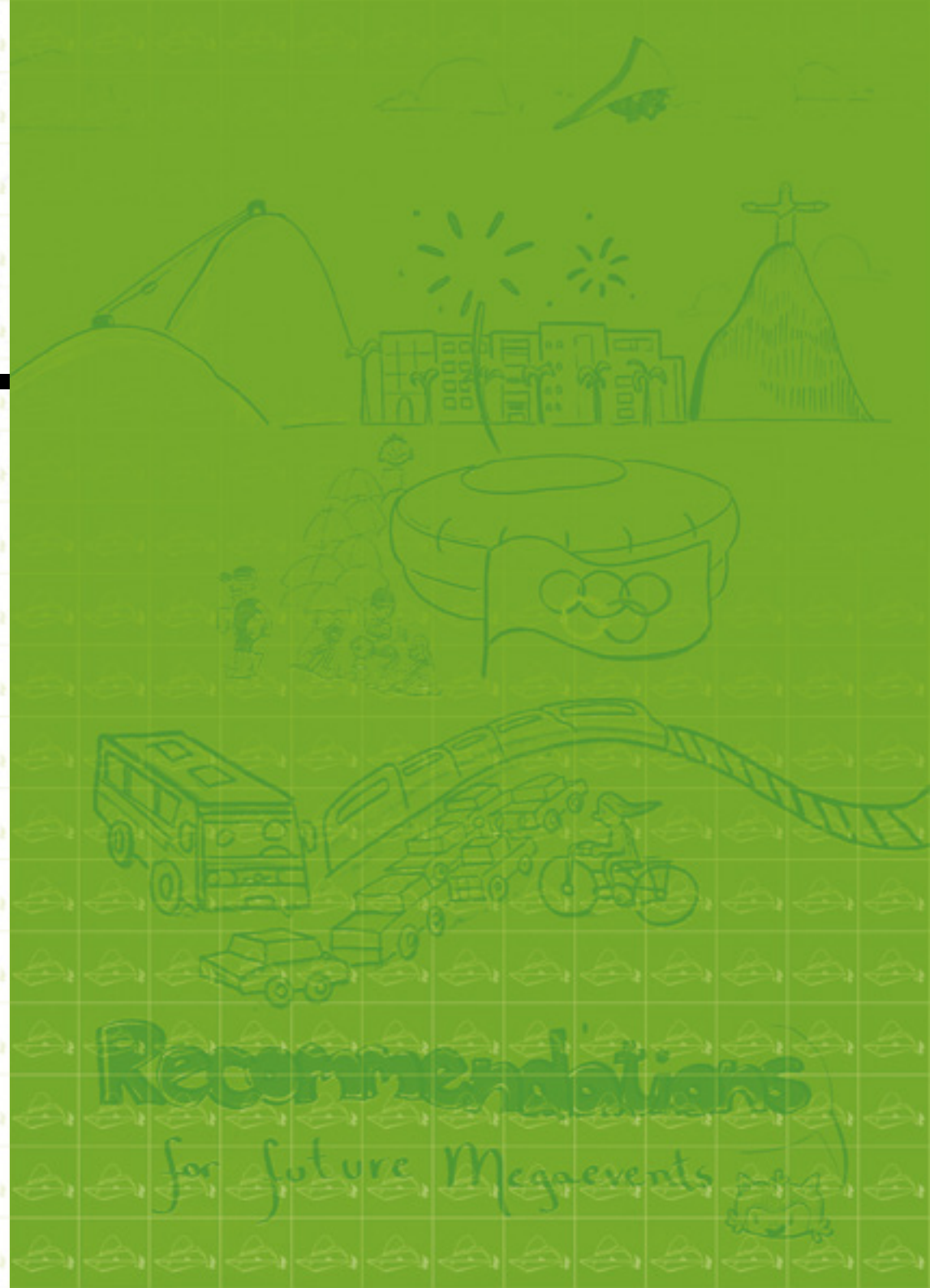
REALISTIC AND SPECIFIC BIDS

The event owners need to adapt their bidding criteria to allow host cities to develop a sustainability concept that suits the specific demands of their city and citizens. The bids should be designed through participatory processes, representing the diversity of the urban population.

GOVERNANCE AND ACCOUNTABILITY

Institutions to ensure the commitment to legacy agendas before, during and after mega sporting events need to be established.

Sound data on all aspects of sustainability must be collected and made public, including the underlying processes. The emission should occur in a comprehensive manner, allowing the people to understand, comment and influence further measures.







**FROM
WITHIN
A SPORTS
CONFEDERATION**



Honoring the debates led during the morning session of the conference, Dr. Michael Vesper (CEO, German Olympic Sports Confederation 'DOSB' and Chef de Mission of the German Olympic Team) contributed by responding to some central questions on the role of sports organizations.

WHY IS SUSTAINABILITY A TOPIC THAT IS OF IMPORTANCE TO THE GERMAN OLYMPIC SPORTS CONFEDERATION (DOSB)?

The UN and the Olympic Family joined forces for the shared ideals of sustainability, universality, solidarity, non-discrimination as well as the fundamental equality for all people.

We believe in sport as a powerful tool to contribute to the United Nations Sustainable Development Goals (SDGs). Sport fosters education, health, social inclusion. It empowers women and young people, individuals and communities, promotes respect and tolerance, and therefore contributes to peace and sustainable development.

Sustainability has a long tradition within the DOSB and its preceding organizations. Since the 1970s a variety of nationwide Sport for All-programs were launched, including programs for special target groups (such as immigrants) and projects addressing the social dimension of sustainability. Already 30 years ago we started environmental initiatives that continue until today. Today the DOSB covers all three dimensions (social, environmental, economic) of sustainability in its daily work and we implement international and national sustainability guidelines.

Also, for many years, we have been working closely with the Federal Ministry of Economic Cooperation and Development (BMZ) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to get people active, raise awareness and foster social and economic integration to create long-lasting and sustainable sport structures and social change – on a national and international level.

As the largest citizens' organization in Germany with more than 27 million memberships in about 90,000 sports clubs it is our duty and our inherent commitment to act socially responsible and sustainable on all levels.

IN THE AFTERNOON SESSION OF THE CONFERENCE WE ARE GOING TO COVER DIFFERENT ASPECTS OF SUSTAINABILITY OF MEGA SPORTING EVENTS IN SMALL WORKING GROUPS. WHAT SEEMS PARTICULARLY INTERESTING FOR YOU?

Sustainability in regards to mega sporting events has always been a challenge. However, I strongly believe that it is possible to "green" the Games and make them sustainable on all levels and in all dimensions. We should not forget that the environmental dimension is the third dimension of the Olympic Movement. We should also focus on best practices such as Lillehammer 1994 or London 2012, evaluate the good examples and develop recommendations for future events.

We should not only focus on Olympic and Paralympic Games or the FIFA World Cup exclusively. We have very good examples of sustainable sporting events from smaller events (e. g. IBU World Championships 2012 in Ruhpolding/ Germany or even the Swiss "Turnfest" in Biel 2013).

Furthermore, sustainability is one of the key pillars of the Olympic Agenda 2020, the strategic roadmap for the future of the Olympic Movement. Recommendation 4 ("Include sustainability in all aspects of the Olympic Games") and recommendation 5 ("include sustainability within the Olympics Movement's daily operations") directly address sustainability in all its dimensions. I further want to highlight recommendations 11, 23 and 39 that ask the Olympic movement to foster gender equality, engage with communities, foster dialogue with society and within the Olympic Movement. To strengthen the principles of good governance and ethics is another aim of the Agenda, that we take more than seriously

THE CONFERENCE WILL RESULT IN RECOMMENDATIONS FOR FUTURE MEGA SPORTING EVENTS. HOW CAN THE DOSB OFFER SUPPORT SO THAT THESE RECOMMENDATIONS GET HEARD?

Two years ago the DOSB in cooperation with the NOC's of Austria, Switzerland and Sweden developed recommendations, e. g. :

- MORE FLEXIBILITY FOR COUNTRY SPECIFIC CONCEPTS
- MAKE TECHNICAL EVALUATION AN INTEGRAL PART OF HOST CITY ELECTION
- ENHANCE THE IMPORTANCE OF LEGACY CONCEPTS
- ESTABLISH A MONITORING PROCESS TO MAKE SUSTAINABILITY A BINDING CRITERION IN THE BIDDING PROCESS
- DEVELOP A SUSTAINABILITY AND ENVIRONMENT PROGRAM AND INCLUDE IT IN THE HOST CITY CONTRACTS

Such recommendations are still "up-to-date" and should be included in future concepts.

Further, the DOSB shares German experiences as well as our scientific and analytical results and findings with everyone interested. We recently updated our guide "Green Champions in Sport and Environment" and published it on the internet in German and English (www.green-champions.de).

Finally, sustainability is often seen as a "soft tool" - but it has to play a more important role within the bidding and organizing stages of all sporting events. A sustainability and environment program should therefore not only become a mandatory and constantly monitored part of the bid documents, but should also be included in the legal framework (i. e. Host City Contract) of all sporting events.





Victor Matheson



Sylvia Schenk



Ana Toni



Ricardo Leyser Gonçalves



Wilfried Lemke



Mike Weed



THE CONFERENCE LEGACY

QR CODE & HYPERLINK

WATCH
YOUTUBE VIDEO



WATCH YOUTUBE VIDEO

www.youtube.com/watch?v=luwzKvSTbnM&feature=youtu.be&list=PL4IOL4nHX2QiwKpiIXGTg9st0XXAPZ_vE



The conference **MEGA--SUSTAINABILITY** ended with a public event. Against the splendid setting of Rio's Future Museum (Museu do Amanhã), representatives of the working groups presented their results to an interested audience in a panel debate. They asked those responsible for the Rio 2016 Games to collect and make publicly available as much data as possible. In order to foster the credibility of sports and sporting mega events, the work on promised sustainability aims has to go on beyond the Olympics. Looking ahead at upcoming events, the experts also highlighted the aspect of a third party verification on legacy commitment. The civil society should be engaged in the central processes to ensure that the plans made around mega sporting events fit the people's needs and are valued by the host community.

Ricardo Leyser Gonçalves, former Brazilian Sports Minister and current head of Rio's Municipal Olympic Company, and Wilfried Lemke, Special Adviser to the UN Secretary-General on Sport for Development and Peace, commented the experts' recommendations. The former commended the high quality of the discussions held during the day and especially welcomed the suggestions regarding the Rio 2016 Games. Regarding transparency and accountability, Ricardo Leyser Gonçalves promised to publish all data gathered during the course of the games. Mr Lemke again highlighted the role of sport for development and peace, emphasizing its potential for children and youth – an effort that has to start at grass roots level.

Merging the knowledge of many international experts in politics, economics, sports and culture, the conference resulted in thorough suggestions for the city of Rio de Janeiro, future hosts of mega sporting events, international sport organizations and other stakeholders. An early, active and sustained integration of local people in the application process, as well as the formulation of realistic sustainability goals were main aspects discussed during the day. The invited guests agreed on the challenges that emerge from heightened requirements set by event owners.

As the conference also constitutes appeals to future host cities, the results will be handed over to representatives of PyeongChang and Tokyo in a separate workshop next year.

WE THANK ALL PARTICIPANTS FOR THEIR CONTRIBUTIONS!

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ANNEX A IN- VOLVED ORGANI- ZATIONS



GOETHE-INSTITUT RIO DE JANEIRO

The Goethe-Institut is the Federal Republic of Germany's cultural institute, active worldwide. It promotes the study of German abroad and encourages international cultural exchange across the globe.



GERMAN OLYMPIC SPORTS CONFEDERATION (DOSB)

The German Olympic Sports Confederation is the non-governmental umbrella organization of German sport. The DOSB stands for performance, health, joy of living and the conveyance of values. Embracing sport for all and high level sport, the DOSB contributes to international understanding and development.



GERMAN FEDERAL MINISTRY FOR ECONOMIC COOPERATION AND DEVELOPMENT (BMZ)

The German Ministry for Economic Cooperation and Development develops the guidelines and the fundamental concepts on which German development policy is based. It devises long-term strategies for cooperation with the various players concerned and defines the rules for implementing that cooperation. These are the foundations for developing shared projects with partner countries and international development organizations.



DEUTSCHE GESELLSCHAFT FÜR INTERNATIONALE ZUSAMMENARBEIT (GIZ) GMBH

As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

IN COOPERATION WITH:



THE GOVERNMENT OF THE STATE OF RIO DE JANEIRO



THE BRAZILIAN SPORT FOR SOCIAL CHANGE NETWORK (REMS)

ANNEX B CONFERENCE SCHEDULE

WEDNESDAY, 3RD OF AUGUST
MUSEU DE ARTE DO RIO (MAR)
PRAÇA MAUÁ, 5 - CENTRO
RIO DE JANEIRO

08:45h
REGISTRATION

Entrance / Ground Floor

09:00h
OPENING REMARKS

Foyer / 5th Floor

Dirk Brengelmann (German Ambassador to Brazil) Johannes Ebert (Secretary General, Goethe-Institut)

KEYNOTE SPEAKERS

Tania Braga (Head of Sustainability, Accessibility and Legacy, Rio 2016)
 Dr. Dawid Danilo Bartelt (Director, Heinrich Böll Foundation Brazil)

10:30h
COFFEE BREAK

Foyer / 5th Floor

11:00h
CREATING COMMON GROUND

Conference rooms / 2nd Floor

Joint plenary session to prepare for in-depth discussions in the working groups in the afternoon.

12:15h
LUNCH RESTAURANT MAUÁ

Restaurant Mauá / 6th Floor

13:30h

Conference rooms / 2nd Floor

CONFERENCE / WORKING GROUPS

The participants choose a working group based on the topics to which they would like to contribute:

1. 1) INCLUSION, URBAN DEVELOPMENT AND BROADER IMPACT

Wolfgang Maennig (Professor at the Department of Economics, Hamburg University)

Renato Cymbalista (Professor at the Department of History of Architecture and Urbanism, USP, São Paulo)

How can investments related to sporting events be made to benefit the general public afterwards?

In which way is the local population involved in decision-making?

How can sporting events be used to promote inclusion, and to address other social issues?

1. 2) TRANSPARENCY AND HUMAN RIGHTS

Sylvia Schenk (Chair of Working Group Sport, Transparency International Germany)

Andrea Florence (Campaigner, Terre des Hommes International Federation, Switzerland)

Preventing the negative impacts of mega sporting events and supporting social change as a legacy - whose role is it?

1. 3) ENVIRONMENTAL SUSTAINABILITY

Ana Toni (Executive Director, Instituto Clima e Sociedade, ICS, Rio)

Karsten Dufft (Officer Sport & Environment, German Olympic Sports Confederation DOSB)

How environmentally sustainable are the games, particularly regarding energy efficiency and transport systems?

What will be the legacy of the new infrastructure for the ecological future of the city?

1. 4) WILD CARD

Laura Sobral (Urbanist and Architect, Instituto A Cidade Precisa de Você, São Paulo) The topic(s) of this working group will be chosen by the participants themselves.

17:00h

COFFEE BREAK

Foyer / 5th Floor

17:30h

DISCUSSION PANEL (in Portuguese and English, with simultaneous translation)

Wilfried Lemke (UN Special Adviser on Sport for Development and Peace)

Ricardo Leyser Gonçalves (former Brazilian Sports Minister and current chair of Rio's Municipal Olympic Company)

Dr. Michael Vesper (CEO, German Olympic Sports Confederation DOSB)

1 Expert from each Working Group.

Foyer / 5th Floor

18:30h

COCKTAIL

Foyer / 5th Floor

19:30h

END OF EVENT

ANNEX C LITERA- TURE

LITERATURE

WORLD HEALTH
ORGANIZATION
(2016) LINK



WORLD HEALTH ORGANIZATION (2016). Q&A ON RECREATIONAL WATER QUALITY IN RIO DE JANEIRO, BRAZIL. WHO/FWC/WSH/16. 43.

DOWNLOAD AT www.who.int/water_sanitation_health/water-quality/recreational/rio-water-quality-qa-julyupdate.pdf

INTERNATIONAL OLYMPIC COMMITTEE (2014). OLYMPIC AGENDA 2020. RECOMMENDATIONS.

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