



THE
NETHERLANDS
OLYMPIC
STUDY
NETWORK

Rio 2016
Between National and
Olympic Challenges

Play The Game, Eindhoven

@Paul_Hover

THE STORY OF RIO 2016

DE MAATSCHAPPELIJKE
BETEKENIS VAN DE
OLYMPISCHE EN
PARALYMPISCHE SPELEN 2016



Paul Hover & Koen Breedveld (redactie)

The story of *London 2012*

DE MAATSCHAPPELIJKE BETEKENIS
VAN DE OLYMPISCHE EN
PARALYMPISCHE SPELEN 2012



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Met medewerking van
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Intention

- Realistic description of Rio 2016
- To help understand what is going on in the field of the Olympics and Paralympics
- To raise the quality of the debate



Rio 2016: the apotheosis

Pan & Parapan American Games (2007)

Confederations Cup (2013)

Military Games (2014)

WC soccer (2014)

Previous recent bids: 2004 en 2012

First time in South-America!

'Ultimate legacy Games'?

Accommodations

Infrastructure

Environment

Sport participation

Social cohesion



Change of political and economic context

“We won the right to hold the games in what was the best time for Brazil in 50 years and are delivering it in the most complicated during the past 50 years.” (OCOOG)

Concerns population Brazil ('14):

Rising prices 85%

Crime 83%

Healthcare 83%

Corruption 78%

Unemployment 72%

Source: Pew Research Center (2014)

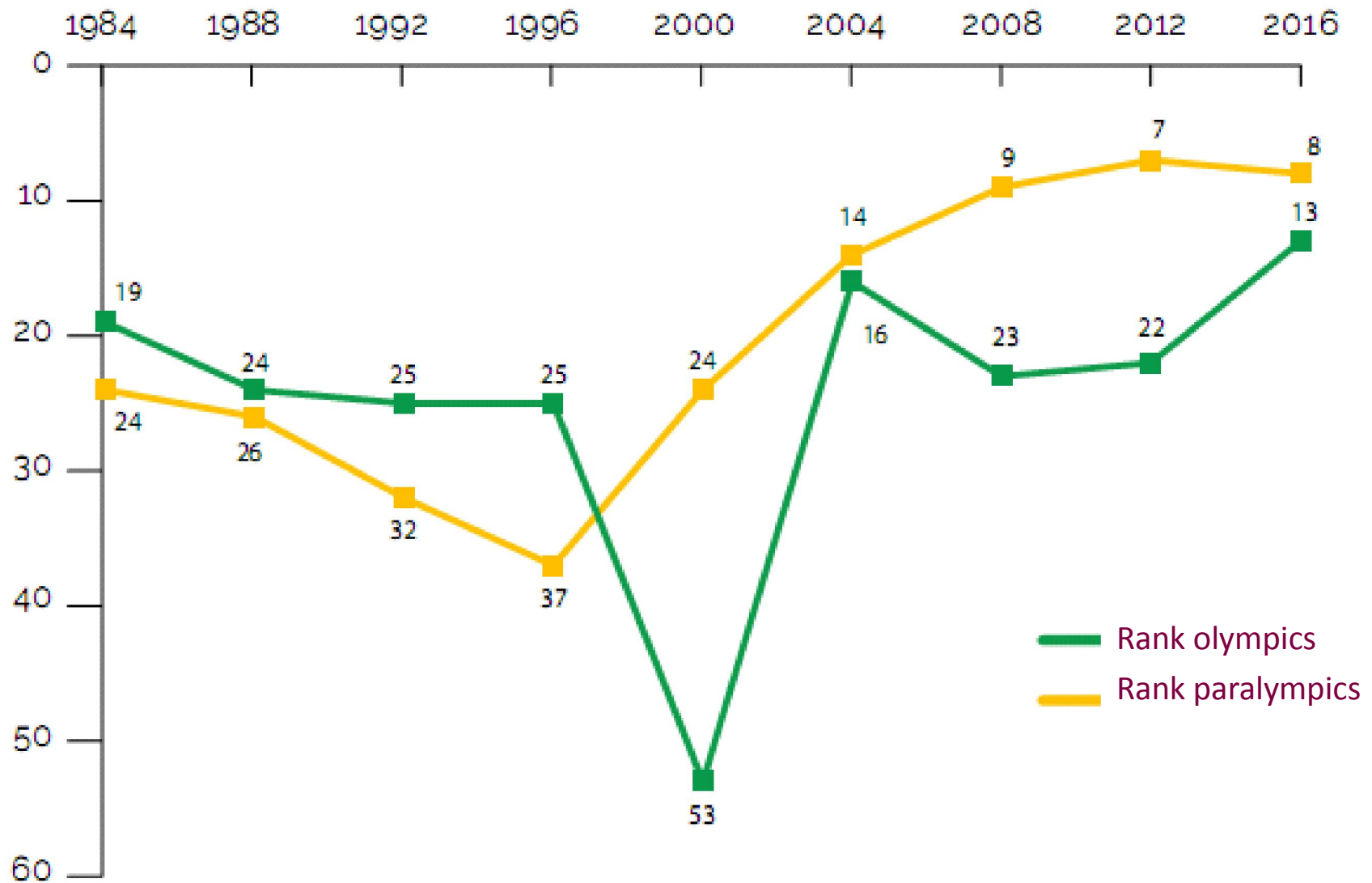
'Most perfect imperfect Games'

Delayed building of accommodations
Start up problems Olympic village
Absence of large scale incidents
Long queues visitors, traffic jams
No days off for Brazilians (as opposed to WC soccer '14)

Paralympics:

Budget cuts
The people's Games
Some improvements accessibility bus, subway, taxi
Momentary change of attitude towards people with disabilities?

Brazil's elite sport success



Costs > 17 billion euro's

	Euro's	% public
Operational costs	2,7	0
Accommodation and infrastructure	14,4	62

Rio 2016: at least 34% over budget

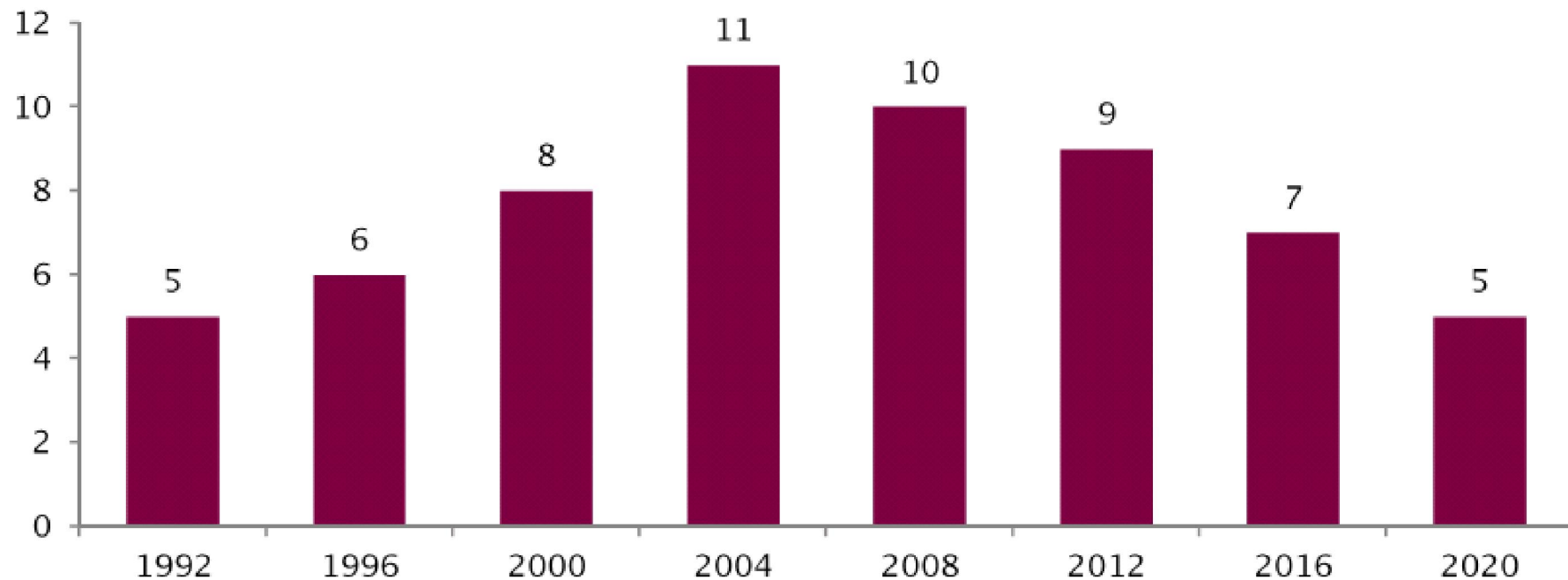
Idem Pan American Games '07 & WC soccer '14

Profits are privatized, costs are socialized

(European Commission, 2016)

Rio reveals weaknesses Games concept

Number of candidate cities 1992 – 2020



Source: Chapelet

Legacy

Imbalance:
Legacy of inequality

Positive:

Investments grassroots sports, millions reached
Temporary improvement quality of life in some favela's
Millions of trees planted, Guanabara Bay somewhat cleaner
Rio 2nd Global Sports Cities Index

Negative:

Selective selection of favela's (e.g. not based on crime rates)
Forced evictions, lack of sufficient compensation
Targets planting trees and cleaning Guanabara Bay not met
Inadequate knowledge development as regards legacy
Long term effects unclear

Future directions Olympics

New balance required:

The Games that serve the city - the city that serves the Games

1. More city oriented requirements of IOC
2. Realistic budget estimates of cities
3. Increase share of private investments
4. Games investments in line with policy goals
5. Appoint professionals for meeting legacy goals
6. Sufficient tickets with fair prices for local population

Enough opportunities, changes require time

Thank you!

mulier instituut



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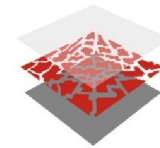
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BUREAU NIEUWE GRACHT



Hogeschool van Amsterdam



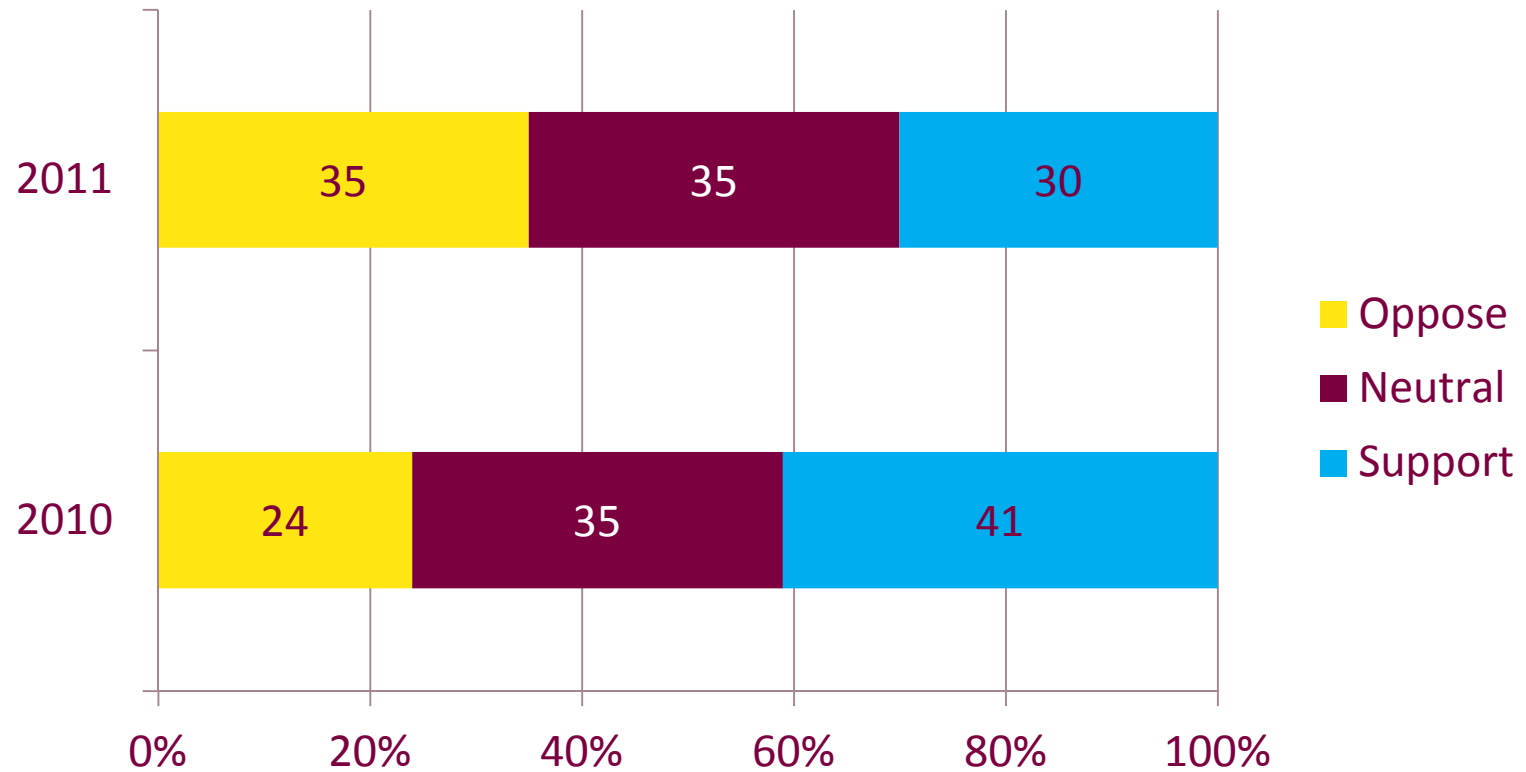
MORE **2** WIN
changing the world of sports events



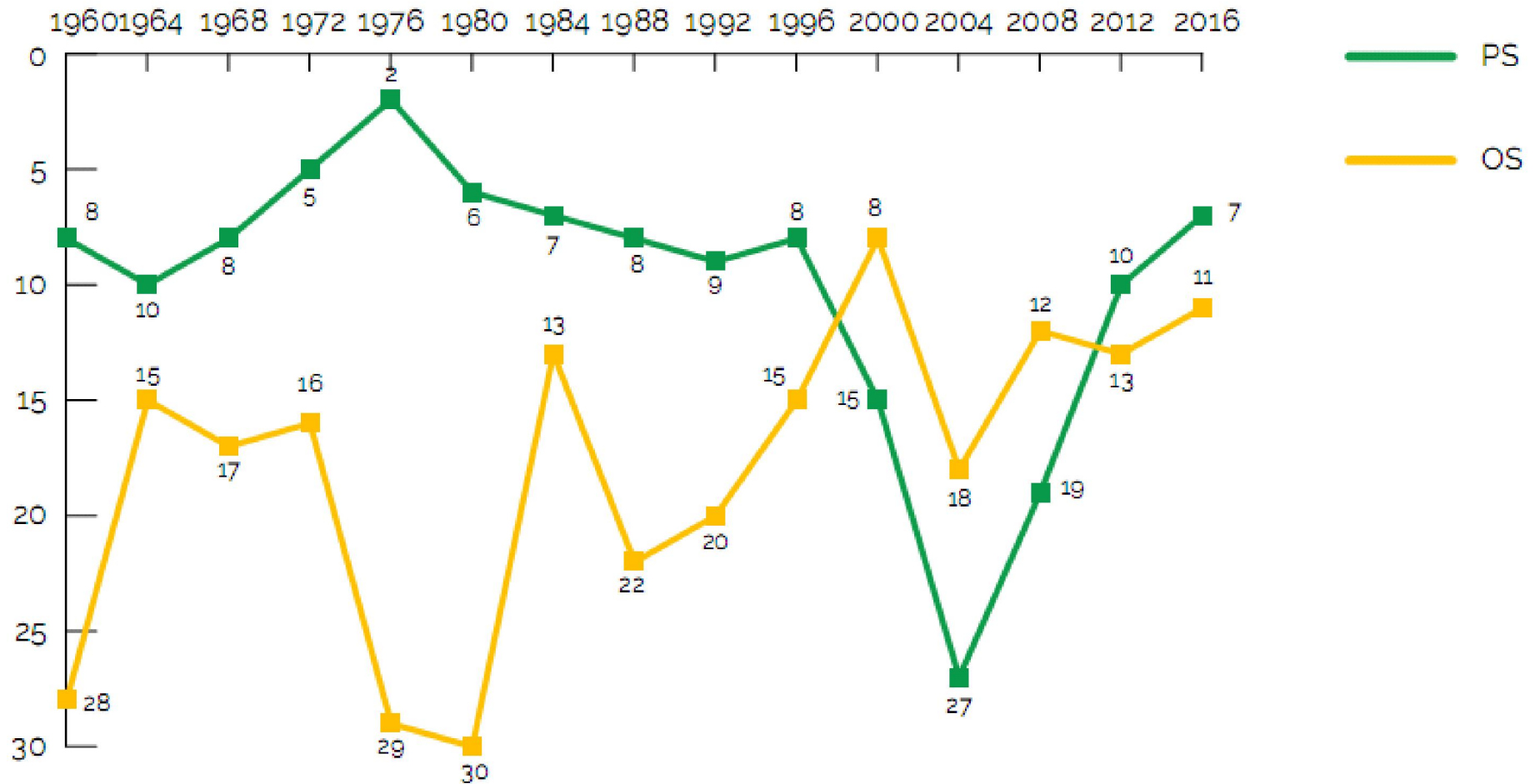
uOttawa

Appendix 1

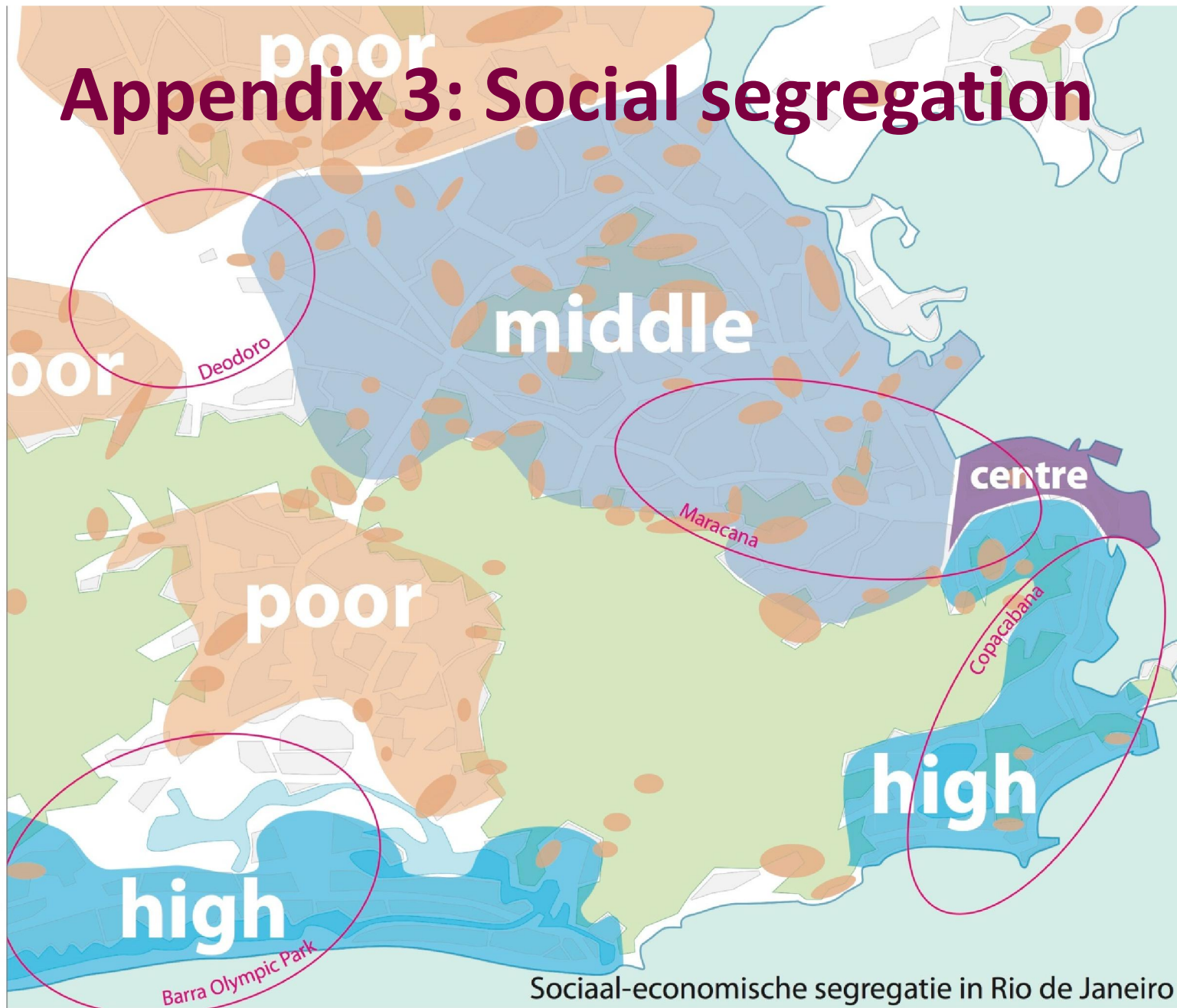
Support for Olympics, population The Netherlands (%)



Appendix 2: Medal table NL



Appendix 3: Social segregation



Appendix 4: Brazil & Rio

Brazil

Troubled political history

Slow decision-making processes

Corruption

Emerging economy until recently

Bolsa familia: government funding underprivileged children

Rio de Janeiro

UNESCO World Heritage status

Loss of status of capital in 1960

6.5 million inhabitants

1/5 Cariocas live in 1,000 favelas

Sport events for city marketing

Appendix 5: Social legacy programs

'Tweede helft' (meer sport op school)

Budget 95 miljoen euro, 3,5 miljoen kinderen in 19.600 scholen bereikt, nationaal programma

'Meer onderwijs' (impuls sportinfrastructuur op scholen)

Budget 371 miljoen euro, 3 miljoen kinderen in 60.000 scholen bereikt, nationaal programma

'Sport in de stad' (sportstimulering in openbare ruimte)

Budget 97 miljoen euro, 314.000 personen bereikt op 779 locaties, nationaal programma

'Transforma' (olympische sporten op school + waarden)

Met cursussen en evenementen 60.000 personen op >9.000 scholen bereikt, lokaal programma (enkele staten)

