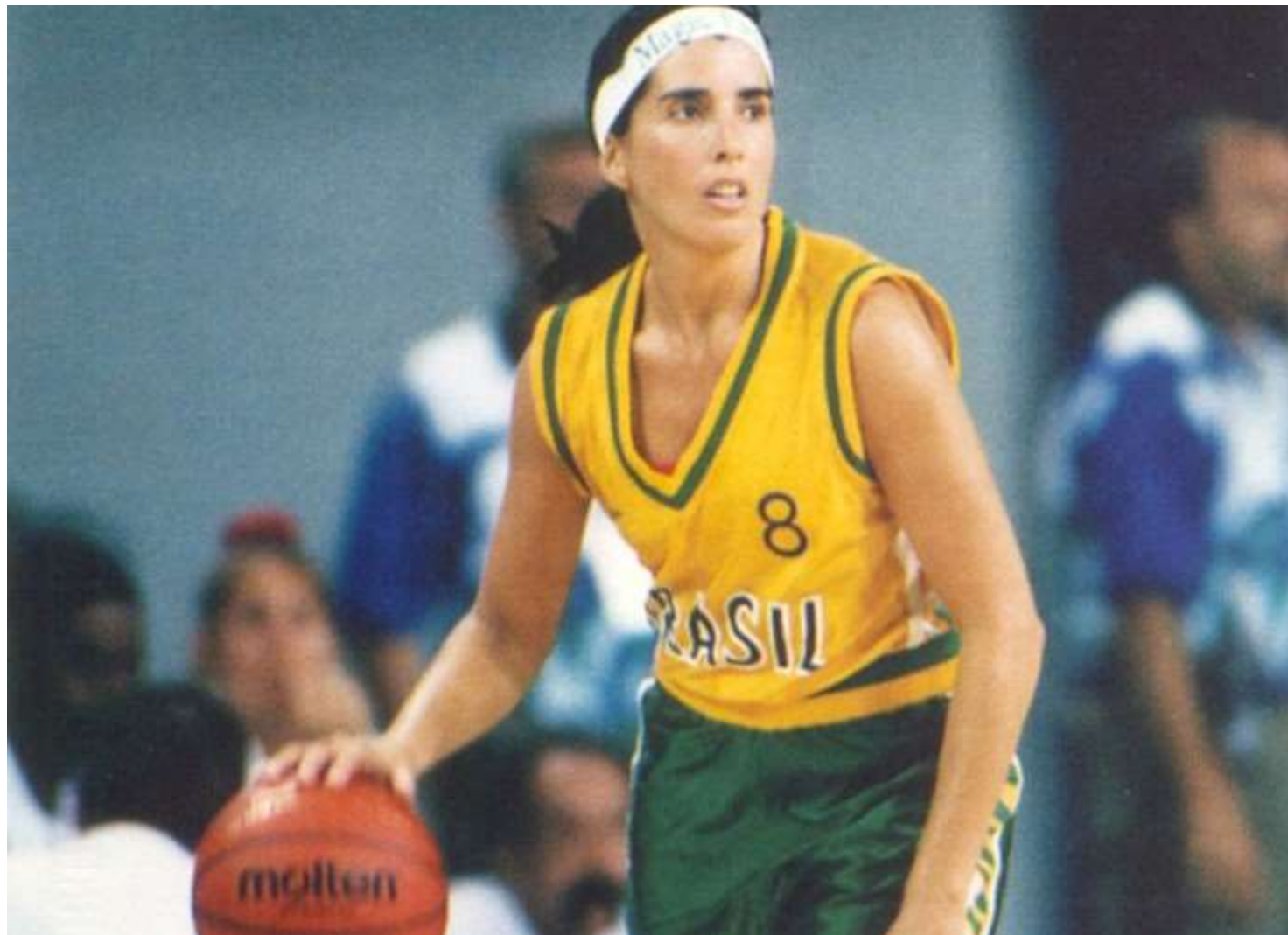


WHO WE ARE



WHO WE ARE



WHO WE ARE



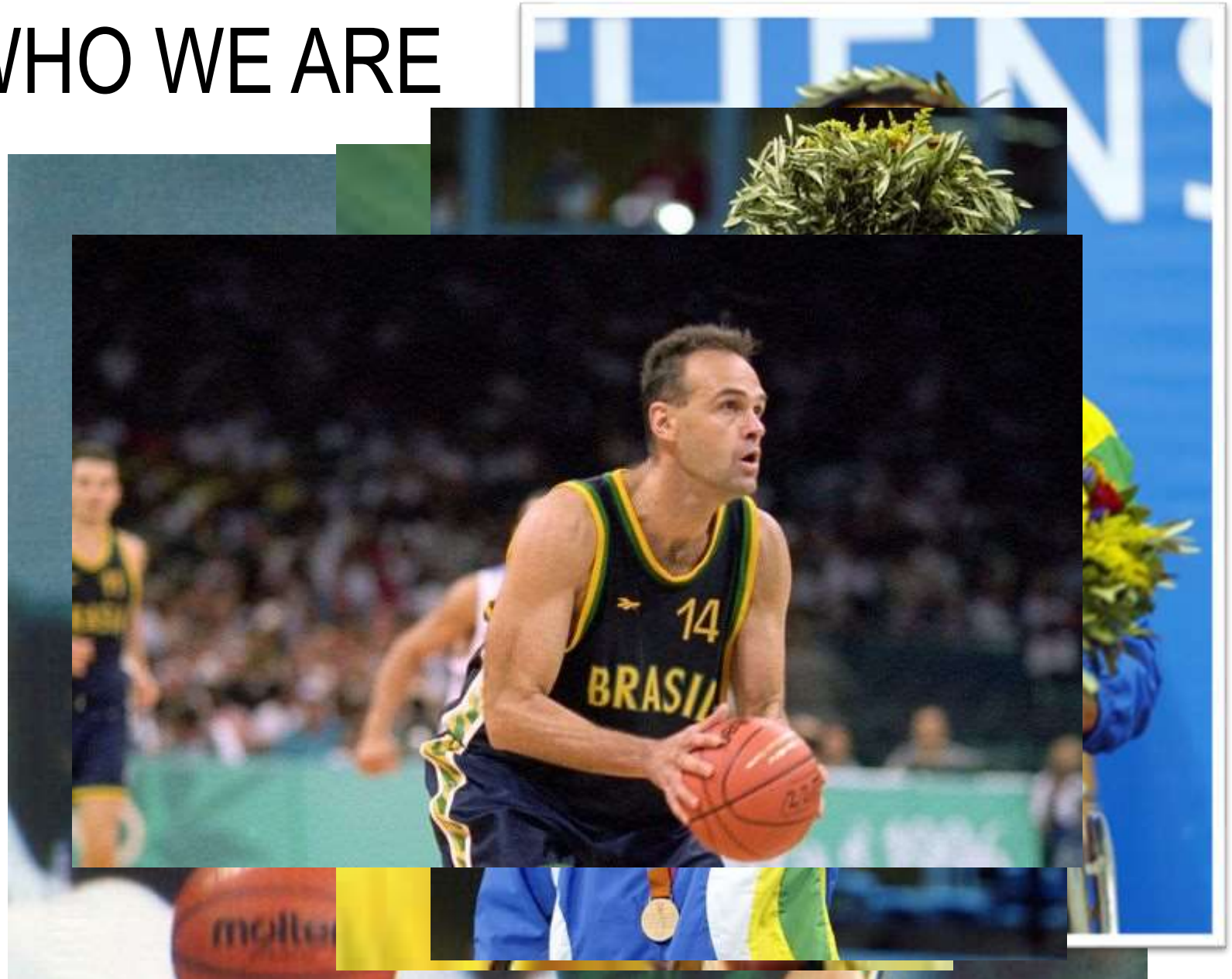
WHO WE ARE



WHO WE ARE



WHO WE ARE



WHO WE ARE



WHO WE ARE



WHO WE ARE

FOUNDED IN 2006



WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY



WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS



WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS

OUR MISSION: IMPROVE SPORTS TO IMPROVE BRAZIL



WHO WE ARE

FOUNDED IN 2006

67 ATHLETES TODAY

DIFFERENT GENERATIONS AND SPORTS

OUR MISSION: IMPROVE SPORTS TO IMPROVE BRAZIL

**OUR VISION: A COUNTRY WHERE EVERYONE CAN
HAVE ACCESS TO SPORT**





2009




WHAT WE DO



WHAT WE DO

WE INTEGRATE PRIVATE, PUBLIC AND SPORTIVE SECTORS, AND CIVIL SOCIETY, WITH THE PURPOSE OF IMPROVING SPORT AND, THROUGH SPORTS, IMPROVE THE LIFE OF THE BRAZILIAN PEOPLE.

A hand is visible in the bottom right corner, holding a piece of white chalk and drawing a diagram on a dark chalkboard. The diagram consists of several white lines forming a central circle with a vertical line through its center, and two rectangular boxes on either side. There are also some red dots and other faint markings on the board.

HOW WE WORK: ADVOCACY



HOW WE WORK: ADVOCACY

LOBBY



HOW WE WORK: ADVOCACY

LOBBY



HOW WE WORK: ADVOCACY



HOW WE WORK: ADVOCACY



LOBBY



**RESEARCH
AND
CONTENT
PRODUCTION**



HOW WE WORK: ADVOCACY



2013: 18A - THE GAME CHANGER



2013: 18A - THE GAME CHANGER

NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:



2013: 18A - THE GAME CHANGER

NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:

PRESIDENTS WITH 4-YEAR MANDATE AND 1 RE-ELECTION



**ESPORTE TRANSPARENTE
E DEMOCRÁTICO**

2013: 18A - THE GAME CHANGER

NEW RULES FOR SPORT ENTITIES ACCESS TO PUBLIC FUNDING:

PRESIDENTS WITH 4-YEAR MANDATE AND 1 RE-ELECTION

**TRANSPARENCY - PUBLICATION OF BALANCE SHEETS;
STATUTORY DOCUMENTS AND ACCOUNTABILITY**



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PARTICIPATION OF ATHLETES IN THE ELECTORAL COLLEGE



**ESPORTE TRANSPARENTE
É DEMOCRÁTICO**

2015: SPONSORS TAKE ACTION



2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT



2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT

27 COMPANIES TODAY



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SAME RULES OF 18A FOR SPONSORSHIP CONTRACTS



2015: SPONSORS TAKE ACTION

PRIVATE SPORT SPONSORS AGREEMENT – PACT FOR SPORT

27 COMPANIES TODAY

SAME RULES OF 18A FOR SPONSORSHIP CONTRACTS

RATING OF SPORTS ENTITIES – TO BE LAUNCHED IN 2018



PACT FOR SPORT - TODAY



THOSE COMPANIES ACCOUNT FOR APPROX 60% OF PRIVATE RESOURCES INVESTED IN SPORTS IN BRAZIL

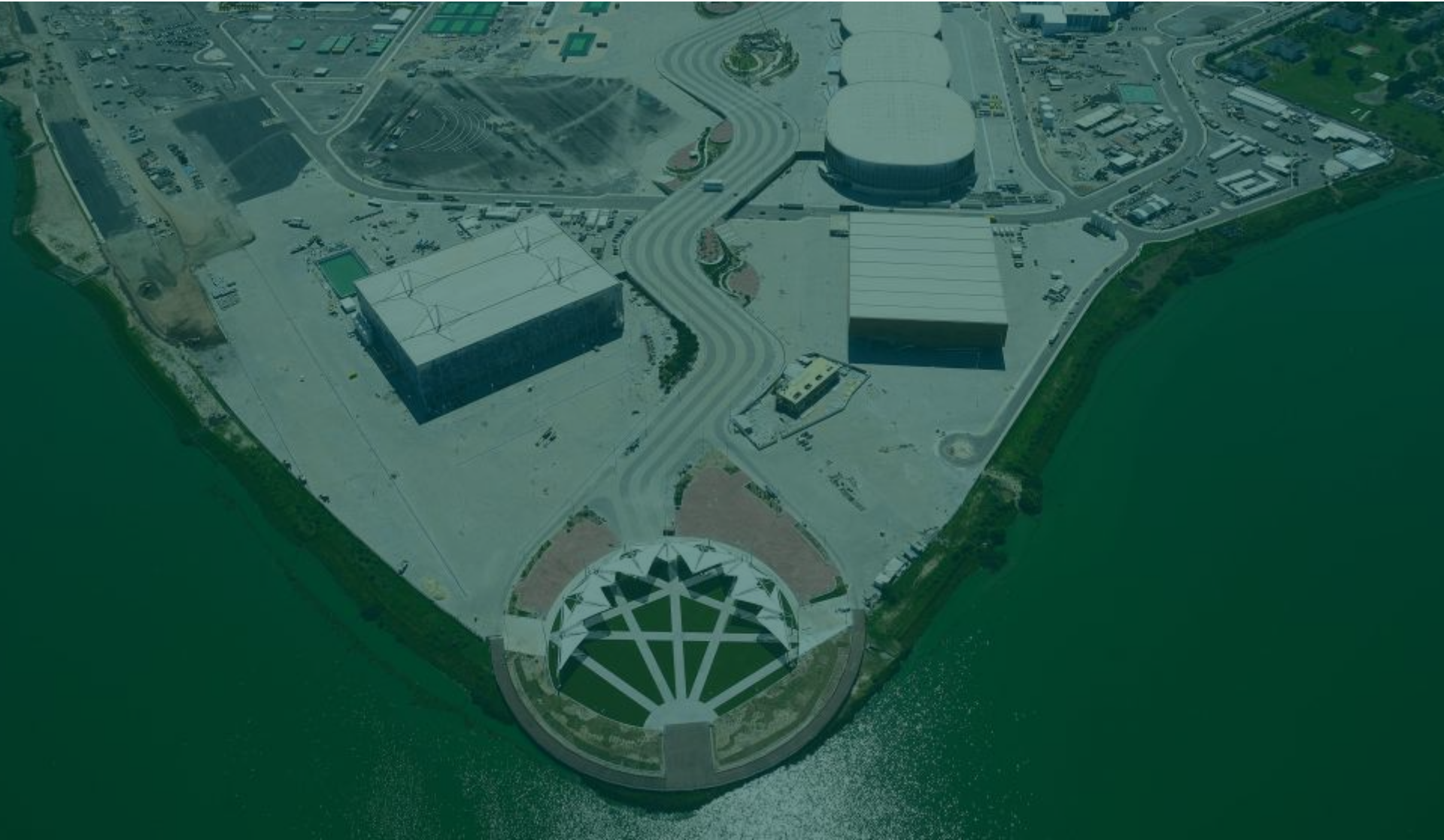


2016

2017: PUBLIC LEGACY?



2017: PUBLIC LEGACY?



2017: PUBLIC LEGACY?

ABONDANED OLYMPIC VENUES

An aerial photograph of an Olympic venue complex, likely the Sochi 2014 venues, showing several large, modern buildings and a distinctive circular stadium with a white, geometric roof structure. The complex is situated on a peninsula or near a large body of water. The image is overlaid with a semi-transparent green filter. The text "ABONDANED OLYMPIC VENUES" is superimposed in white, bold, sans-serif font across the middle of the image.

2017: PUBLIC LEGACY?

ABANDONED OLYMPIC VENUES

LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES





2017: PUBLIC LEGACY?



ABANDONED OLYMPIC VENUES

LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES

DECREASE OF PUBLIC RESOURCES FOR SPORTS



2017: PUBLIC LEGACY?



ABANDANED OLYMPIC VENUES

LACK OF PLANNING FOR THE NEXT OLYMPIC CYCLES

DECREASE OF PUBLIC RESOURCES FOR SPORTS

NEW SCANDALS INVOLVING RIO 2016

2017: THE GAME GOES ON



2017: THE GAME GOES ON



2017: THE GAME GOES ON

APPROVAL OF THE NATIONAL SPORTS PLAN

OLYMPIC LEGACY EVALUATION COMMITTEE

**NEW LEGISLATION FOR INCREASING ATHLETES PARTICIPATION
IN CONFEDERATIONS, FEDERATIONS AND CLUBS**

DIA CHABALGOITY
Atletas pelo Brasil

2017: CRISIS IN THE BRAZILIAN OLYMPIC COMMITTEE



ARQUIVO



2017: **REFORM** IN THE BRAZILIAN OLYMPIC COMMITTEE

PARTICIPATION OF ATLETAS PELO BRASIL AND SOU DO ESPORTE IN THE REFORM OF THE STATUTE

- **ADVISORY BOARD**
- **ETHICS COMMITTEE**
- **GENDER BALANCE**
- **INCREASE OF ATHLETES 'REPRESENTATION IN ELECTION AND MANAGEMENT**

ARQUIVO



YESTERDAY: MOBILIZED ATHLETES WIN

CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS



YESTERDAY: MOBILIZED ATHLETES WIN

CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS

EXTENSIVE MEDIA COVERAGE



YESTERDAY: MOBILIZED ATHLETES WIN

CAMPAIGN ON THE NETWORKS WITH HUNDREDS OF PARTICIPATIONS

EXTENSIVE MEDIA COVERAGE

RESULT: NEW ASSEMBLY TO DEFINE 1/3 OF ATHLETES IN THE ELECTORAL COLLEGE



THE FUTURE: 2018 AND BEYOND



THE FUTURE: 2018 AND BEYOND

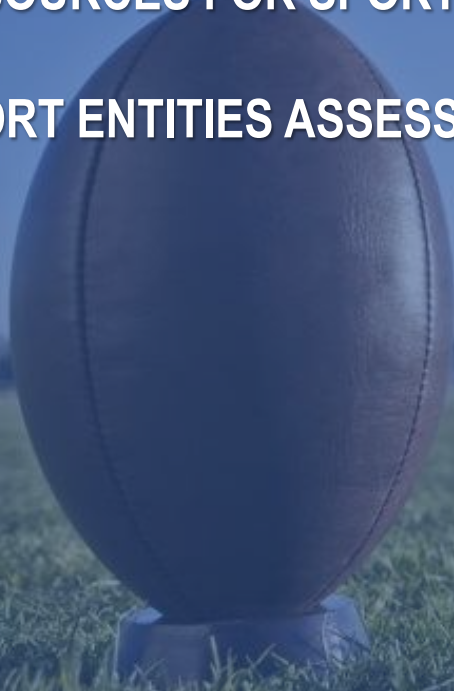
CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS



THE FUTURE: 2018 AND BEYOND

CREATION OF INDEPENDENT AGENCY FOR THE DISTRIBUTION OF PUBLIC RESOURCES FOR SPORTS

SPORT ENTITIES ASSESSED BY RATING = MORE PRIVATE FINANCING

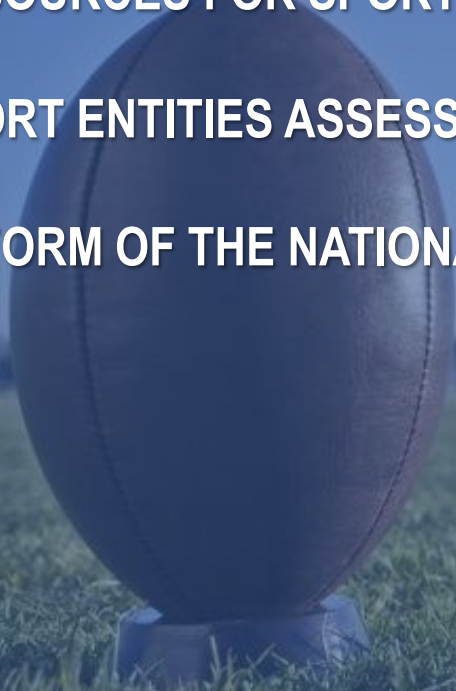


THE FUTURE: 2018 AND BEYOND

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REFORM OF THE NATIONAL SPORTS SYSTEM



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INTEGRATED WORK AMONG THE MINISTRIES OF SPORTS, HEALTH AND EDUCATION

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THE DREAM:

SPORT AS A VEHICULE REDUCING INEQUALITY



THE DREAM:

**SPORT AS AN EXAMPLE OF PUBLIC POLICY FOR
SOCIAL JUSTICE**