Sport mega-events and the attitude towards government

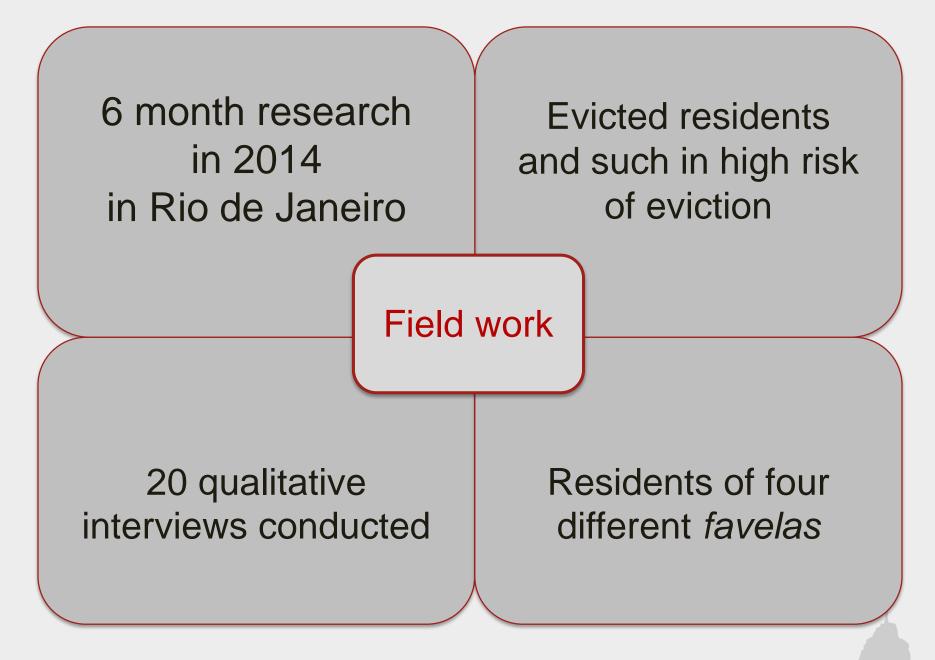


The perception of Rio de Janeiro's forced evicted

Forced evictions in Rio de Janeiro

- The largest number of evictions and displacements in the City's history
- Over 67.000 people from 2009 to 2013
- Evictions of over 13.000 families directly linked to mega-events



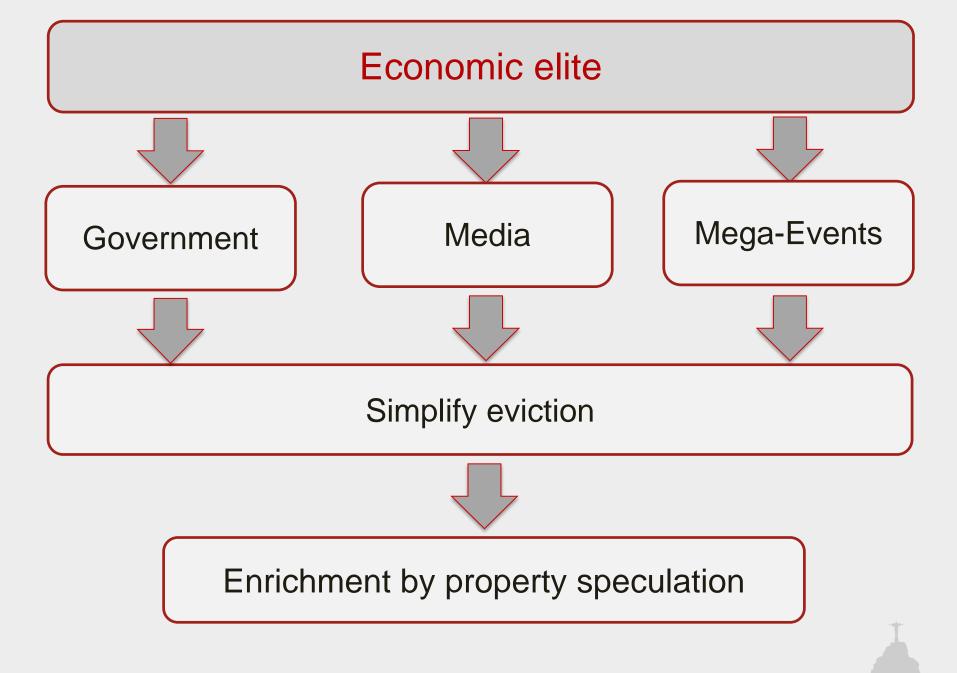


Main questions

- How do they perceive these changes and who do they hold accountable?
- What strategies do they develop to fight back, resist and gain visibility?

Accountable Parties

- Economic elite and event operators
- Local and national government
- Established media
- Their own community





Not independent

Guided by economic interest

Not a constant that applies to all

Can be bought or forced by public

pressure

Established media

- Leads the public discourse with their coverage
- Stirs up society against favelas by bias reporting
- Public opinion is easily manipulated



Sport mega-events not the reason for evictions

Justification

• Intended time pressure

Avoid public consultation



Communitiy

Not as serious, ignore it, have resigned

Fully dedicated to the resistance

Internal disagreement has a huge impact on the resistance: it complicates the communication between the residence and a collective mobilization

Implementation of the resistance

Disclose argumentative inconsistencies

Public relations and image care

Publicity friendly and media effective events

Self published on different internet platforms

Implementation of the resistance



 Create own logos, slogans, *favela* specific battle cries, "merchandise" (like stickers and t-shirts)

Difficulties with Resistance

- No adequate information, transparency and possibilities of participation
- Impossible to contact responsible players and institutions
- No possibility of a meaningful counter-argument, the actual motives are not presented openly
- Energy and resources are wasted to (legally, publicly, scientifically) argue against "false allegations"

Resume

- Democracy does not work in their favor
- Justice system does not treat them equally
- Media tries to manipulate the public
- Only a broad social support could prevent a planned eviction, that's what the worked on

Conclusion

- They lost their trust in the different parts of government, formal society and media.
- Magnitude of exclusion more severe than expected
- Hidden ambiguity main point that discourages residents

Conclusion

- How much responsibility do consumer and audience have?
- How can they influence this development?
- Might boycott be the right answer?



Conclusion

• Create sport mega-events with positive impact?



 Is change intended or are the unwanted side effects not as unwanted as suggested, but rather the true objectives?