

# 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



6 month research  
in 2014  
in Rio de Janeiro

Evicted residents  
and such in high risk  
of eviction

Field work

20 qualitative  
interviews conducted

Residents of four  
different *favelas*

# 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

Economic elite



Government



Media



Mega-Events



Simplify eviction



Enrichment by property speculation

# Government

Executive

Judicial

Legislative

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



# Community

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 they 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?

Change

Implementation process

Inner structure

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