





Mission:

Transform Brazil into a sports nation.

Vision:

To be the driving force of good practices in the sports enviroment, encouraging, in a positive way, the actions of all sectors of this industry.

Values:

Ethics, transparency, Teamwork and Responsibility with himself and the others.



Expertise:

- GOVERNANCE APPLIED TO SPORT
- SUSTAINABLE SPONSORSHIP NETWORK
 - QUALIFIED CONTENT GENERATION
- SOCIAL DEVELOPMENT OF COMMUNITIES



1 year before the Footbal World Cup

Initially our work did not catch the attention of sports and government entities.

SCENARIO

- Brazilian sports basically financed by public funds:
 - ✓ Ministry of Sports
 - √ 8 state-owned companies
 - ✓ Sport Lottery

SCENARIO

- Guaranteed resources for the entities
- Little need for relationship outside the sporting environment
- Much interest form the media in general

2015 – LAUNCH OF THE SOU DO ESPORTE GOVERNANCE AWARD



A Sou do Esporte believes that change comes through valorization of good conduct and the inspiration that provokes society in celebrating them.





Conf. com melhor Governança – Rugby com Eduardo Mufarej & Sami Arap



Atleta de Valor para André Heller – Vôlei



Atleta de Valor para Clodoaldo Silva – Natação Paralímpica



To whom it may concern

In three years of the award we have,

International Recognition



Aarhus, 26 August 2016

Declaration of interest in sports governance research by Sou do Esporte.

Having observed the initial research into the governance standards of Brazilian sports organisations carried out by Sou do Esporte, Play the Game would like to confirm our interest in this initiative.

The winds of change are sweeping with unseen force through international sport today. Global sports events are increasingly facing skepticism, rejection or revolt. Many sports competitions are watched with suspicions of doping or manipulation. Leaders of sport are perceived as corrupt, even in cases where

In everyday life, millions of people turn their backs on the sports clubs in order to pursue their desire for play and physical activity in parks, private gyms or other settings far from traditional sport.

Better sports governance is fundamental if these challenges are to be overcome, at the national and international level.

Play the Game is a non-profit initiative aiming to strengthen the basic ethical values of sport and encourage democracy, transparency and freedom of expression in world sport. Through its nine world conferences since 1997 and numerous communication and research initiatives, Play the Game has become a unique platform for unrestricted and constructive debates about the main challenges to modern sport, gathering experts and stakeholders across professional and geographical boundaries.

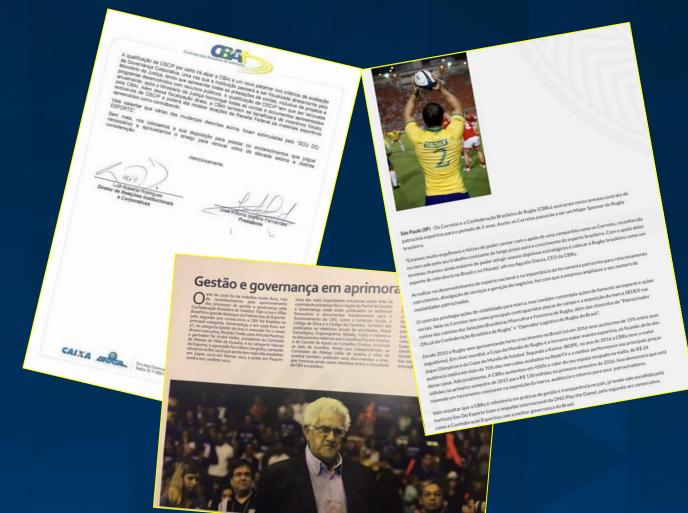
Play the Game is a part of the Danish Institute for Sports Studies (Idan) and receives support from The Danish Ministry of Culture. Read more about Idan at http://www.idan.dk/about.aspx

At www.playthegame.org and www.sportsgovernanceobserver.org you can find much more information about Play the Game and our work.

In cooperation with six European universities, Play the Game has developed the sports governance benchmarking tool Sports Governance Observer which was for the first time applied in 2015 to all 35 international Olympic federations in a report authored by Dr. Arnout Geeraert from KU Leuven, Belgium.

AND

National Recognition by Sports Organizations





New Strategic Partners











1 year after the Rio de Janeiro Olympic Games

We are being consulted daily by some Confederations and developing an evaluation tool for the Ministry of Sports of Brazil together with the Federal University of Paraná - UFPR

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Brazilian sport seeking a new form of financing:

- Ministry of Sports, 80% lower budget
- 1 state-owned company continues to operate in the same way
- Lottery Sports decreased by about 15% in the last year.

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- Entities need to complement annual Budget;
- Search for a better position with the private sector and other external stakeholders;
- Less interest in conventional media and exposure via digital media;



THANKS FOR YOUR ATTENTION

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