

FEDERAL GOVERNMENT

ONE YEAR TO THE RIO 2016 OLYMPIC GAMES

PRESS KIT





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August 5, 2016 will be a historical day: the first Olympic Games ever held in South America will begin in Rio de Janeiro. The Federal Government has been working on several fronts to make sure Rio and Brazil will successfully host the largest sporting event on the planet. Investments will benefit Brazilians from all five regions of the country.

More investment in sports, improvements in the tourism sector, better management of public safety, healthcare, urban mobility and other public services, incentive to sports activities in schools, valuing of culture and population diversity. These are some of the results to be achieved from the Federal Government's initiatives focused on the Rio 2016 Olympic and Paralympic Games.

While the Games only officially begin on 5 August next year, preparations began far sooner, in 2009, when Brazil earned the privilege of hosting this mega event. Besides Rio de Janeiro, five other Brazilian capitals will host competitions: São Paulo, Belo Horizonte, Brasília, Salvador, and Manaus will open their stadiums for football matches.



BUDGET SHARED BY THE PRIVATE SECTOR

Investments in the Games are divided into three distinct parts as a way to ensure greater transparency to the information provided. First is the budget of the sports tournament itself, i.e., the operating costs of events and competitions, which add up to R\$7 billion (\$2.06 billion*) and are 100% sourced from the private sector. These include expenses on athletes' meals, uniforms, lodging, transportation of teams, and sporting supplies among others. For these items, the Rio 2016 Committee relies on resources from sponsors and other private sources.

The second part is the so-called Responsibility Matrix, which includes projects such as sports facilities, i.e., projects associated with the Games that would not have been undertaken if Rio had not been chosen as the host city. The Olympic Public Authority (OPA) will update the Matrix by the end of August. It currently totals R\$6.6 billion (\$1.94 billion), with 64% private and 36% public resources.

The third part of the budget consists of projects that anticipate or increase federal, state and municipal investments in infrastructure and public policies such as Rio's BRT system, the Porto Maravilha port area renovation project, the expansion of the city's subway lines, the LRV system, and the doping control laboratory. Many of these projects are implemented through public-private partnerships (PPPs). Of the total R\$24.6 billion (\$7.25 billion) in this component, 57% comes from public funds and the remaining 43% from the private sector.

Additional information on Federal Government initiatives and investments relating to the 2016 Olympic and Paralympic Games is provided below:

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*All amounts converted at the PTAX exchange rate on 31 July 2015 (R\$3.394 = \$1).

1 | Guaranteed security/safety

Approximately 85,000 professionals – 47,000 from the areas of security/safety, national defense and planning, and 38,000 from the Armed Forces – are being trained to guarantee security in the biggest sporting event ever held in South America. Considering the country's successful experience with the Confederations Cup, the Rio + 20 Conference, the World Youth Day, and the 2014 World Cup, coupled with investments made in equipment, technology and training of security agents, it is safe to say that Rio is prepared for the new challenge. Based on strong coordination efforts between defense, intelligence and security institutions, a Strategic Plan for safety and security during the Games has been devised, which will serve as a guideline for planning the actions determined by the State Commission of Public Safety and National Defense for the Rio 2016 Games (COESRIO2016). The Commission is responsible for defining the parameters of coordinated and joint actions involving federal, state and municipal public safety and civil defense agencies, and other related entities.

MINISTRY OF JUSTICE

The actions planned by the Special Secretariat for Safety and Security at Major Events (SESSE) for the Rio 2016 Games include the coordinated planning of safety/security and national defense operations. The Ministry of Justice has invested R\$350 million (\$103.12 million) in safety/security for major events, R\$103.12 million (\$29.46 million) of which in the purchase of personal protective equipment and better training tools and in the improvement of training environments for security forces. During the Games, the safety and security of the main venues will be the responsibility of the National Public Security Force [Força Nacional de Segurança Pública].

“The investments made were not just for major events, as they will also be a legacy for every-day safety and security, such as the training of police officers, firefighters and military guards,” says the Special Secretary for Safety and Security at Major Events of the Brazilian Ministry of Justice, Andrei Rodrigues.



The Federal Police (PF) is providing training and capacity building in Counter-Terrorism and Anti-terrorism, Sea Ports Security, Civil Aviation Quality Control and Airport Security, Fraudulent Document Recognition, Command and Control, Disaster Victim Identification, Security of Dignitaries and other areas. The Federal Police will engage 3,500 officers in operations, a 350% increase compared to the World Cup 2014 in Rio de Janeiro. The teams involved will play a number of security-related roles, including: Command and Control, Migration Control, Airport Security, Intelligence, Private Security Control, Dignitary Security, Maritime Police, Inspections and Countermeasures, and Special Operations.

The Federal Highway Police (PRF) will deploy 2,000 staff, who will work in traffic education and enforcement actions and prevention and repression of criminal acts. They will also increase road surveillance during the Games by establishing policing belts on state borders and in the Metropolitan Area of Rio. Federal Highway Police motorcades will also ensure the safety of dignitaries and the escort of athletes.

MINISTRY OF DEFENSE

The Brazilian Armed Forces will mobilize 38,000 men for defense actions during the Rio 2016 Games, with emphasis on the Deodoro area in Rio de Janeiro. There will be a contingency reserve to meet possible needs. Planning will be completed by the end of this year. The R\$580 million (\$170.89 million) in investments for this area have been used to modernize systems, expand digital communication networks and improve and purchase equipment, particularly in the area of prevention of chemical, nuclear, biological, and radiological threats, as well as counter-terrorism and cybersecurity operations.

Preparation efforts by military units have been ongoing since the 2007 Pan-American Games and have progressively expanded since then, already with an eye on test events. Each of the activities includes training for specific tasks, such as Command and Control and Maritime Authority actions.

“We are using the same scope of actions that we had for the World Cup, but with one addition that is specific to the Rio Olympic Games: the Deodoro sector, which is the second largest Olympic sector, will have nine competitions taking place in the Vila Militar, in facilities belonging to the Armed Forces,” says the special Major Events Adviser of the Ministry of Defense, General Luiz Felipe Linhares.

ABIN

The Brazilian Intelligence Agency (ABIN) has coordinated the so-called “Security Intelligence for Major Events in Brazil” axis since the 2007 Pan American Games, aiming to anticipate and prevent threats that may jeopardize the viability of competitions and the safety of everyone involved. By December 2015, the agency will have completed more than 30 risk assessment reports. ABIN also coordinates activities related to the prevention of and fight against terrorism in major events, and will also be responsible for coordinating the spotters during competitions.

For 2016, in addition to the Games Intelligence Center in Rio de Janeiro, the National Intelligence Center in Brasilia and Regional Intelligence Centers in all host cities of football matches will also be fully operational. Rio de Janeiro will also have a Foreign Intelligence Service Center, which will be in charge of the coordination and exchange of information between ABIN and the intelligence services of over 100 participating countries.

STATE GOVERNMENT OF RIO DE JANEIRO

With current investments totaling R\$750 million (\$220.98 million), to which about R\$220.98 million (\$88.39 million) in equipment and infrastructure improvements for troops should still be added by 2016, the State Government of Rio de Janeiro will deploy a staff of 24,863, namely 18,500 Military Police and 1,822 Civil Police officers, and 4,540 firefighters and National Defense personnel throughout the Rio 2016 Games.

To train its security agents, since 2011 the State Public Security Secretariat has signed several agreements with the Brazilian Ministry of Justice and the Embassies of Spain, the US, France, the UK and Germany among others, reaching more than 13,000 beneficiaries. The main agreement was signed with the Ministry of Justice, totaling R\$13.2 million (\$3.89 million) for the 2015/16 biennium. Another 7,674 professionals – 5,636 military police officers and 2,083 civil police officers, in addition to guest agents from other institutions, are expected to be trained during the same period, in various courses such as counterterrorism, risk assessment, crowd control, tourist safety/security, and languages.

Resources have also been invested in equipment, including mobile police stations, mobile command and control centers, Elevated Observation Platforms, and aerial imagers for helicopter monitoring. The state also relies on the Integrated Command



and Control Center, which has access to images from 2,000 cameras throughout the city and another 1,500 installed in State Police cars, and will be the focal point of public security operations. “Our goal is to enhance and train professionals so they can be prepared to adequately meet the demands of an Olympic event. We have gained experience in major events and earned recognition for the excellent results achieved,” says José Mariano Beltrame, Rio de Janeiro State Security Secretary.

All amounts converted at the PTAX exchange rate on 31 July 2015 (R\$3.394 = \$1).

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2 | Improvements to services and tourism infrastructure

Through the Ministry of Tourism, the Federal Government has developed a series of tourism actions focused on the 2016 Olympic and Paralympic Games. Initiatives include aspects such as facilitated travel for tourists, integrated promotion campaigns, professional training, studies and surveys, tourist signage, sustainability, and accessibility.

TRAVEL FACILITATION

The Federal Government has been working to facilitate/waive visa requirements for travel from the main tourist markets to Brazil. The aim is to encourage the development of tourism in the country.

INTEGRATED PROMOTION CAMPAIGNS

Brazil has been working to create a coordinated management strategy to promote the country's image in the world, leveraged by the Olympic and Paralympic agenda. The effort is coordinated by the Ministry of Tourism, in tandem with other agencies and entities of the federal public administration.

TRAINING

The Government intends to provide professional training to 10,000 people linked to the tourism sector, especially those in Rio de Janeiro and the football host cities (Brasília, Manaus, São Paulo, Salvador and Belo Horizonte).



STUDIES AND SURVEYS

The Ministry of Tourism will conduct three surveys during the Olympics, one with international tourists, one with domestic tourists and one with foreign journalists. These surveys are designed to provide an understanding of the national and international tourism demand and investigate Brazil's image as seen by press professionals.

In 2014, when Brazil hosted the World Cup, a survey by the Ministry of Tourism pointed to quite positive results regarding the experience of foreign tourists in the country. Among the more than 6,600 respondents, 95% said they would like to return to Brazil; 61% said it was their first time in the country and praised the infrastructure and tourist services; 92% positively evaluated public security; 98% considered customer service and responsiveness to be positive; and for 92.3% the main reason for traveling to Brazil was the World Cup.

SUSTAINABILITY AND ACCESSIBILITY

In partnership with the Ministry of Social Development and Fight against Hunger (MDS), the Ministry of Tourism will leverage the 2016 Games to promote the Organic & Sustainable Brazil project aimed at promoting products from family farming. And together with the United Nations Environment Programme (UNEP), the Ministry will help promote the Green Passport project, which focuses on sustainable production and consumption patterns. It is also considering participation in tourism-related accessibility initiatives, specifically with the aim of promoting the social inclusion and access of persons with disabilities or mobility impairment to tourism attractions in Rio de Janeiro.

TOURIST SIGNAGE IN RIO DE JANEIRO

The Federal Government, through the Ministry of Tourism, has been working to improve tourist signage in Rio de Janeiro in order to facilitate the mobility of visitors and improve tourist experience in the host city of the 2016 Olympic and Paralympic Games. From a total of 500 signs provided for in the project, 119 have already been installed.

“Tourism and the Olympics are inseparable. For the Ministry of Tourism, the Olympic and Paralympic Games, although concentrated mostly in the city of Rio de Janeiro, are national events. Just as it was done with the World Cup, we have to strengthen our message about how the tourist infrastructure of Brazilian destinations has improved, how our training programs have advanced and how our products and services intended for Brazilian and foreign tourists have gotten better,” says Tourism Minister Henrique Eduardo Alves.

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3 | More tourists throughout Brazil

Since Brazil was announced as the host of the 2016 Olympic and Paralympic Games, EMBRATUR (Brazilian Tourism Institute) has been developing operational strategies aimed at promoting the country as a host of major sporting events. Between 300,000 and 500,000 foreign tourists are expected to visit Brazil during the competitions.

The president of EMBRATUR, Vinicius Lummertz, estimates that, similarly to what happened with the FIFA World Cup 2014, there will be an increase in the inflow of tourists throughout Brazil. “As hosts of this mega event, we must endeavor to increase the number of international visitors throughout the country. Rio de Janeiro will be the ‘gateway’, but we will work to encourage tourists worldwide to visit other Brazilian cities during the Games,” he says.

Between the second half of 2015 and the first half of 2016, EMBRATUR is expected to hold the Visit Brazil Olympic, a set of events specifically conceived to promote the country and attract investment in priority markets. Another event planned is Brazil Day, to be held in London. In partnership with the Brazilian Embassy in the UK, EMBRATUR will support the event and promote Brazil and Rio de Janeiro as hosts of the next Olympics. The Brazilian festival, scheduled for 8 August in Trafalgar Square, will feature live concerts, including a performance by the percussion section of a samba school, and interactive sports activities open to the public. Brazilian cuisine will mark its presence in kiosks typical of Rio’s seafront.

Similar to what it did at IMEX Frankfurt, held in May this year, EMBRATUR plans to hold a street run at IMEX America (in Las Vegas) in the second half of the year. During the race, EMBRATUR will promote not only Rio de Janeiro, but the whole country as an Olympic destination.

“Brazil’s global exposure during the 2016 Olympic and Paralympic Games will lead to immediate impact on the country’s tourism, as was the case with the FIFA World Cup 2014. This is an opportunity for Brazil to show itself as a tourist destination not only for leisure, but also for business and events,” highlights the president of EMBRATUR, Vinicius Lummertz.

THE INTERNET AND EXPO MILANO 2015

With a view to strategically position Brazil in the events segment and exalt the country’s diversity and features that led it to win the bid for the Olympic and Paralympic Games, the MICE portal (www.visitbrasil.com/mice) has gone through a significant overhaul. From now on, the public will have detailed information on the Brazilian cities that will be hosting Olympic events. Now easier to navigate, the platform provides data on events that have already taken place and info on related research centers, accessibility, infrastructure and weather. MICE is the international acronym for Meetings, Incentives, Conferencing and Exhibitions.

Another activity developed by EMBRATUR focused on the Rio 2016 Games was offered at Expo Milano 2015, which runs until 31 October. The Institute developed an interactive touch screen placed in the Brazil pavilion of Expo Milano 2015. Users of the system could explore ingredients that are representative of the country’s different regional cuisines and have access to tourist information on several Brazilian cities, with special focus on those that will host the Olympic and Paralympic Games. In order to extend the relationship beyond interacting with the screen, visitors can receive their final ‘recipe’ via e-mail together with other tourist information, thus reinforcing the issue of sustainability.

“All our initiatives seek to contribute to the legacy that will remain for future generations: Brazil’s image consolidated as a nation ready to be one of the five largest economies in the world,” says Lummertz.

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4 | Support for foreign visitors and international cooperation

In order to better serve the tourists who will visit Brazil for the Games, the Brazilian Ministry of Foreign Affairs has strengthened the structure of its 227 representations abroad. The goal is to expedite the issuance of visas and cooperate with foreign security agencies and consular services. In addition, foreign nationals linked to the Games duly accredited by the International Olympic Committee are not required to obtain a visa to enter the country (Olympic Act, Law 12,035/2009). Furthermore, the Ministry of Foreign Affairs is responsible for organizing protocol and ceremonial activities to support the hosting of Heads of State and Government, the Olympic Family and other authorities.

In the context of the one-year countdown for the beginning of the Olympic Games, the Brazilian Ministry of Foreign Affairs has been distributing audiovisual material and periodically updated information to diplomatic representations and the media worldwide. Another noteworthy effort is the Ministry's close coordination with the Rio 2016 Organizing Committee, not only regarding communication and institutional matters but also to ensure that the granting of visas for Games participants, especially athletes and other members of the so-called "Olympic and Paralympic International Family" (members of the IOC, National Olympic and Paralympic Committees and National Federations) can be expedited. This effort has been underway since the second half of this year as the test events calendar for the Rio Games begins, with competitions in over 40 sports.

One important aspect regarding the hosting of mega sports events in Brazil is the strengthened cooperation between Brazil's government and foreign policy agents and their partners. Brazil currently has about 60 sports cooperation agreements in effect, involving both large Olympic powers such as Russia and China and developing countries in Latin America, Africa and Asia. Brazil has entered into cooperation agreements specifically targeted at the hosting of mega sports events with South Africa, Germany, Australia, Canada, the US and the UK.

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5

Healthcare: reinforced infrastructure and ongoing monitoring

The Brazilian Ministry of Health has been working in partnership with the states and municipalities where competitions will be held (Rio de Janeiro and football host cities) to improve the infrastructure and organization of public healthcare services focusing on the 2016 Olympic and Paralympic Games. Initiatives include the installation of an operations center (to act in emergency situations and assist in organizing the healthcare network) and the delivery of new ambulances, which will be re-purposed after the event to renew the fleet of the “SAMU” (Mobile Emergency Service) in Rio de Janeiro and other cities in the country.

An Integrated Center for Joint Healthcare Operations (CIOCS) will also be deployed in August 2015 for the test events. The Center was crucial during the 2014 World Cup, monitoring information provided by the states and municipalities and data on how the healthcare network was organized. The CIOCS, created in 2011 by the Ministry of Health, is used to detect risk situations, monitor the demand for healthcare and health surveillance activities and coordinate response efforts with local health authorities during major events. The center was operational during events like the Confederations Cup, the World Youth Day and the World Cup.

The Minister of Health, Arthur Chioro, assesses that major events are a chance for healthcare services to become better organized. “The greatest legacy is the organizational capacity created for those involved in healthcare services, which allows them to provide the best standard of care possible in these cases,” he says.

APP

Building on the success of the “*Saúde na Copa*” (Health in the World Cup) project, the Ministry of Health is developing a collaboration-based healthcare surveillance app in partnership with the American NGO Skoll Global Threats Fund (SGTF). The

NGO focuses on gathering efforts to eradicate pandemics in modern times. The tool will enable the public to help monitor health events, receive healthcare guidance and locate the nearest healthcare services available. In the first half of 2016, the app will gain a themed section focused on the Olympics.

The tool is intended for all Brazilians and foreigners willing to help the technical staff of the Brazilian Unified Healthcare System (SUS) map the occurrence of symptoms of similar diseases in specific localities, thereby allowing the SUS to more quickly take the necessary measures to inform and protect the population. The app will be available for all major mobile platforms (iOS, Android and Windows Phone). Developed in open source code, the app will be donated to the SUS at the end of the project so that healthcare departments in Brazilian states and municipalities can adapt it and use it in accordance with public interest. Users can download the app for free, and participation is voluntary and anonymous.

Another initiative in the area is the updated traveler page of the Ministry of Health's website (<http://portalsaude.saude.gov.br/index.php/cidadao/principal/english>), which brings useful health prevention information to tourists and visitors. In the health surveillance area, prevention actions are being intensified for communicable diseases such as dengue fever, chikungunya fever, zika fever, HIV/AIDS, STDs, influenza, measles, and Ebola. In addition, surveillance activities will be carried out in health and food surveillance points in ports, airports and border crossings.

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6

Efficiency and accessibility at airports

The Brazilian Secretariat of Civil Aviation (SAC) plans to launch its Aviation Sector Planning Manual by the end of August, detailing actions to be taken by airports, government agencies and Olympic authorities during the Olympic and Paralympic Games. Noteworthy points in the Plan include activities for passenger terminals, apron and lane occupation, aviation security and defense issues, airport operation capacity and accessibility. All these aspects will be verified during the test events that begin on the second half of 2015.

One of the issues given special attention is accessibility at airports. The Special Operations Technical Committee has run simulations to test both boarding and disembarking operations and airport infrastructure as a whole in terms of adequacy to air travelers with disabilities. Galeão and Santos Dumont Airports in Rio and Guarulhos Airport in São Paulo have already carried out their tests.

According to Minister Eliseu Padilha, head of the SAC, the success of airport operations during the World Cup 2014 proved Brazil's ability to organize major events. "This time it will be no different. We know what to do and how to do it, and what needs to be done. Have no doubt: Brazilian civil aviation is ready for the Rio 2016 Olympic and Paralympic Games," says the minister.

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7 | Modernization in telecommunications

The Ministry of Communications will provide the entire spectrum of frequencies required for the 2016 Olympic and Paralympic Games communications, thus facilitating the hosting and management of the competition. The work will be done in partnership with related entities and agencies.

In addition, the Ministry regularly meets with carriers - who are responsible for implementing the communication infrastructure of the Games - to monitor the improvement of telecommunications services in the arenas and in other strategic points.

At the same time, the National Telecommunications Agency (ANATEL) has been working to reduce signal interference reported in previous events, and has eliminated bureaucracy in authorizing the temporary use of radio frequencies by adapting to the dynamics of major events and ensuring secure communications during the Games.

ANATEL has also provided its field teams with new equipment to improve the efficiency of monitoring activities. Moreover, the agency has the accumulated experience from the 2007 Rio de Janeiro Pan American Games and the 2014 World Cup, both fundamental for the modernization of its equipment and processes and for integration with other government agencies - especially public security forces.

While the actions have been coordinated by a working group created exclusively to act in major international events, the investments and benefits transcend the Olympic and Paralympic Games: they are a legacy for the daily life of all Brazilians.

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The state of Rio de Janeiro will have its first Light Rail Vehicle next year. The project, selected by the Growth Acceleration Program (PAC) for Big Cities, has received about R\$532 million (\$156.75 million) in investment from the General Budget of the Union (OGU). So far the Ministry of Cities has relayed R\$73.35 million (\$21.61 million). The Rio de Janeiro LRV system is expected to begin operations in the first half of 2016, with 28 kilometers of tracks. The train will undergo tests starting from the end of this year.

As for basic sanitation, water supply and sewage collection, the Ministry of Cities has a total of ten interventions ongoing in Rio de Janeiro that are indirectly related to the Olympic and Paralympic Games (i.e., they impact the areas of influence of sporting events.) These include: flood control and environmental recovery projects in the basins of the Botas and Sarapuí Rivers at Baixada Fluminense; integrated sanitation and urbanization at Complexo da Tijuca; drainage works at Jacarepaguá Basin; drainage works at Canal do Mangue Basin; and expansion of the Bangu Water Supply System.

“The infrastructure investments the Federal Government is making in Rio de Janeiro in the areas of mobility, sanitation and housing, in partnership with the state and municipal governments will improve the quality of life of the population and contribute to the success the 2016 Olympic and Paralympic Games,” says the Minister of Cities, Gilberto Kassab.

MEDIA VILLAGE: JOURNALISTS WILL BE STAYING IN UNITS OF THE MINHA CASA, MINHA VIDA HOUSING PROGRAM

Members of the press accredited to cover the Olympics will get to know in depth *Minha Casa, Minha Vida* (My House, My Life), the largest housing program ever created in Brazil to cater to the low-income population. That’s because journalists and referees will be staying in the Media Village, a residential complex built by the Ministry of Cities with 1,320 units of 45m² each in the lowland area of Jacarepaguá.

The project, also known as *Vila Carioca*, will feature 66 five-story buildings, with investments of R\$99 million (\$29.17 million). Works are expected to be completed in February 2016.

Each room will be adapted to accommodate journalists and referees, featuring two bedrooms, a living room and two bathrooms. After the Games, Minha Casa, Minha Vida beneficiaries will receive the same apartments to live, now re-purposed for permanent living with two bedrooms, a living room, a kitchen, a bathroom and a laundry area.

Minha Casa, Minha Vida is a subsidized Federal Government housing initiative that offers attractive financing conditions for the acquisition of homes in urban areas by low-income families. In partnership with states, municipalities, businesses and social organizations, the Program has already benefited about 9.2 million people. Since its inception in 2009, more than 2.3 million dwellings have been delivered, with 1.75 million others currently in construction. Total investments in the program reach R\$265.2 billion (\$78.14 billion).

All amounts converted at the PTAX exchange rate on 31 July 2015 (R\$3.394 = \$1).

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The Ministry of Education has formalized a partnership with the Rio 2016 Organizing Committee to take the *Transforma* (Transform) project to public and private school teachers throughout Brazil. With the partnership, these teachers will have access to a digital platform that offers training and other courses with the aim of expanding the range of sports available for practice in schools.

Created in 2014, *Transforma*, an educational program of the Rio 2016 Olympic and Paralympic Games, is now present in 2,200 schools in the states of Rio de Janeiro, Minas Gerais and in the Federal District. One year into the project, several schools have already introduced in their physical education classes sports of little prominence in Brazil today, such as field hockey, rugby and goalball.

Transforma offers educational materials, training courses, sports training, school challenges, suggestions for sports experimentation and lesson plans and activities on the history, symbolism and values of the Olympic and Paralympic Games, all free of charge. In Rio de Janeiro city, the program is already part of the municipal public educational policy.

The activities of *Transforma* go beyond the school, with sporting festivals held to encourage the general public to try new sports. Professional athletes are introduced to the public during the festivals, thus increasing interaction between athletes and the population and reinforcing the fraternal aspect of the Olympic and Paralympic Games.

MORE INFORMATION - PRESS OFFICE

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10 | Valuing Brazilian cultural and artistic diversity

Aiming to “nationalize” the cultural agenda in the city of Rio de Janeiro, the Ministry of Culture will bring a number of artistic-cultural performances and activities from all over the country to Rio between March and September 2016. The idea is to ensure artists and cultural groups from the most diverse corners of Brazil the opportunity to showcase their work and creations during the most important sports event on the planet, thus leveraging both audiences and tourist flows at a time when the eyes of the world will be on our country.

In partnership with the Ministries of Sport, Tourism and Foreign Affairs, besides the Brazilian Tourism Institute (EMBRATUR) and the Brazilian Agency for the Promotion of Foreign Trade (APEX), the Ministry of Culture is also developing a branding and “country image” positioning campaign for international audiences, building upon the general interest generated by the Olympic and Paralympic Games hosted in Brazil. The campaign will promote a national narrative reaffirming our cultural diversity, the esthetic variety of Brazilian arts and the democratic nature of culture. The objective of the branding campaign is to strengthen or change the public’s perception of Brazil in different countries, thus leading to new and stronger cultural, social, tourist, commercial, and diplomatic ties with the world.

The expectation is that these actions will further improve Brazil’s image in the world by reaffirming its cultural, tourist, sports and commercial excellence. Each proposed action seeks not only to highlight Brazilian attributes, values and competences, but also to position the country as a platform for business and relationships with the world.

MORE INFORMATION - PRESS OFFICE

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Since October 2009, when Brazil won the bid to host the 2016 Olympic and Paralympic Games in Rio de Janeiro, the Ministry of Sport has worked to ensure the legacy of the greatest sporting event on the planet will reach all Brazilian states and the Federal District. Sports investments in excess of R\$4 billion (\$1.18 billion) have provided for the creation and consolidation of a National Training Network, with units that will benefit Brazilians in all regions and contribute to the development of new generations of athletes.

Physical infrastructure investments alone go beyond R\$3 billion (\$884 million). These funds are being used to build 12 training centers of various modalities, 261 Sports Initiation Centers (CIEs), 46 official track & field tracks and ten Olympic venues in Rio de Janeiro (RJ), as well as to renovate and expand training venues that will be used during the Games in military areas and in the School of Physical Education and Sports of the Federal University of Rio de Janeiro (UFRJ).

This sports infrastructure will be part of the National Training Network created by Law 12,395/2011, which the Ministry of Sports is currently developing. The objective of the Network is to connect different sports facilities and offer spaces for detecting talent, developing junior leagues and training athletes and teams focusing on Olympic and Paralympic sports. The network also seeks to train and enhance exchange between coaches, referees, managers and other sports professionals. The management scheme of the Network will be defined after the creation of the National Sports System, the bill for which is currently under discussion with all stakeholders in the sector and will be sent to Congress in September this year.

OLYMPIC CAPITAL

The Ministry of Sport is investing R\$846.3 million (\$249.35 million) in the Deodoro Sports Complex in Rio de Janeiro. The money will be used both to renovate existing facilities - many of which are legacies of the Rio 2007 Pan American and Parapan American Games, such as the National Shooting Sports Center, the National Center for Equestrian Sports, the Modern Pentathlon Center and the Field Hockey Center - and to build new sporting venues, including the Deodoro Arena, the Slalom Canoeing Stadium and the BMX Olympic Center. Since the 2007 Pan American Games, the Deodoro complex has been used intensely: it has hosted more than 300 national and international sporting events over the last eight years. Its facilities are used to develop sports that are little known in Brazil, such as shooting, field hockey and modern pentathlon.

For the Barra Olympic Park, the Ministry of Sport is investing over R\$300 million (\$88.39 million) to build permanent sports facilities, including the Olympic Tennis Center, the Olympic Velodrome and the Olympic Halls 1, 2 and 3 (in these, resources are intended for HVAC). After the Games, the structure of the Handball Arena that is being built with Ministry funding (R\$ 121 million, or \$35.65 million) will be disassembled to allow for the construction of four public schools. Both the permanent facilities in Barra da Tijuca and the ones built in Deodoro are part of the Olympic Training Center (OTC), which will occupy the top of the National Training Network and generate a legacy for the excellence of Brazilian sport.

TRAINING VENUES DURING THE GAMES

During the Games, Brazilian and foreign teams alike will have modern sports facilities at their disposal for training sessions. The Ministry of Sport is investing R\$100 million (\$29.46 million) in construction, renovation and adaptation works in military units and the School of Physical Education and Sports of the Federal University of Rio de Janeiro (UFRJ). After 2016, these facilities will cater to various Olympic and Paralympic modalities and be incorporated into the National Training Network.

Military units in which investments are being made include the Army Physical Training Center (CCFEx), the Naval School, the University of the Air Force (UNIFA), the Admiral Adalberto Nunes Physical Education Center (CEFAN) and the Aeronautics Club (CAER).



SPORTS INFRASTRUCTURE THROUGHOUT THE COUNTRY

The Ministry of Sport is investing R\$473 million (\$139.36 million) to build 12 Training Centers (CTs). CTs already delivered include: the Pan American Center for Judo, in Lauro de Freitas (BA); the Caixa Athletics Arena, in São Bernardo do Campo (SP); the Center for Excellence in Diving, in Brasília (DF); the track of the Indaiatuba (SP) Velodrome; and the Canoeing Center in Foz do Iguaçu (PR).

The network also includes the Brazilian Paralympic Center, which will comprise 15 modalities and is scheduled to open this year in São Paulo (SP); the Olympic Training Center of the Northeast, which will cover 26 modalities, had its first stage delivered in 2014 and is scheduled for completion this year, in Fortaleza (CE); the Handball Development Center to be opened in São Bernardo do Campo (SP) in 2015. Facilities currently under construction include the Cycling Training Center and the BMX track in Londrina (PR); the Equestrian Center in the city of Barretos (SP); and the National Center for Athletics Training in Cascavel (PR).

In total, R\$938 million (\$276.37 million) are being invested to build 261 Sports Initiation Centers (CIEs) in 247 municipalities of all Brazilian states and the Federal District. This is the largest sports infrastructure legacy project of the 2016 Olympic and Paralympic Games. The program, launched in 2013, aims to scout for talents, train athletes and encourage sports practice in socially vulnerable areas, with sports facilities that follow official requirements. Each CIE will offer thirteen Olympic sports, six Paralympic sports and one non-Olympic sport (indoor football). The units will make up the foundation of the National Training Network, ensuring the widespread presence of the infrastructure.

The Ministry of Sport is allocating R\$289.7 million (\$85.36 million) for the construction of 46 official track & field tracks. Sixteen tracks have already been delivered and installed in all five regions of the country. The renovation, construction, installation and operation of the official tracks in the country are the result of a partnership between the Ministry and state governments, municipalities, universities, the Brazilian Athletics Confederation (CBAt) and sports clubs. The tracks are a legacy of the Rio 2016 Games and integrate the National Athletics Training Network, which will develop the sport by connecting training centers and training human resources.

STATE-OF-THE-ART EQUIPMENT IN SEVERAL STATES

The Ministry of Sport's investments in sports infrastructure in the country also include the purchase of equipment and supplies for various sports. The equipment is being purchased owing to agreements between the Ministry and various sports entities (confederations, federations and clubs). The new, modern equipment will help create base-level training centers in the states where young people can interact and practice with national team athletes.

The equipment has already benefited existing training centers in several cities, such as Rio de Janeiro's Associated Wrestling, Taekwondo, Fencing and Archery training centers. Other centers benefited include the Gymnastics Center of Excellence (Curitiba/PR); the Regional Gymnastics Center of the Federal District; the Gymnastics Training Center (Porto Alegre/RS); the Espírito Santo Olympic Center (Vitória/ES); the National Center for Rhythmic Gymnastics Training (Aracaju/SE); the Regional Trampoline Training Center (Goiânia/GO); four Olympic and Paralympic Table Tennis Training Centers in four different cities (Brasília, Piracicaba, São Caetano do Sul and Santos); 20 basketball gymnasiums in 15 cities; and the Caixa Arena/Gymnastics Center in São Bernardo do Campo (SP).

Since 2010, the Ministry has signed 144 agreements with sports entities, with transfers in excess of R\$350 million (\$103.12 million). In addition to the acquisition of modern equipment, the agreements have allowed for significant investments in preparing high-performance athletes (for participation in competitions and training, both in the country and abroad), scouting for and developing new talents and hiring multidisciplinary teams.

BOLSA ATLETA

Bolsa Atleta (Athlete Grant), the flagship program providing federal support for Brazilian athletes, has reached its tenth year with more than 40,000 grants awarded since 2005. In 2014 alone, more than 7,000 athletes were sponsored by the Ministry. Since 2010, investment in the program's five categories (Base, Student, National, International and Olympic/Paralympic) has reached more than R\$330 million (\$97.23 million).



Of all athletes who represented Brazil at the Toronto Pan American Games, which ended on 26 July, 338 are grant recipients in the National, International and Olympic categories. As for the Parapan American Games, which begin on 6 August, 163 athletes are being sponsored by the federal government.

With the choice of Brazil as the host country of the 2016 Olympic and Paralympic Games, in 2012 the Federal Government created the highest category under the program: the *Bolsa Pódio* (Podium Grant), aimed at athletes with chances to compete for medals at the Rio 2016 Games.

Currently, 242 athletes in individual sports (Olympic and Paralympic) are being sponsored, with grants ranging from R\$5,000 (\$1,470) to R\$15,000 (\$4,420). Of all athletes that qualified for the Toronto Pan American and Parapan American Games, 159 are grant recipients.

Bolsa Pódio is part of the *Plano Brasil Medalhas* (Brazil Medals Plan), under which the Ministry of Sport and state-owned enterprises also support 179 other athletes, this time in team sports (both Olympic and Paralympic). The Plan's funds for all 407 athletes already total investments of R\$287.3 million (\$84.65 million).

Of the 141 medals won by Brazil in the Toronto Pan American Games, 121 were won by athletes and teams sponsored by the federal government through these two instruments.

SPORTING SCIENCE

The Brazilian government has also invested in sport-driven science and technology to provide athletes who compete for the country with better training conditions. One example is the Center for Research in Simulated Environments, the result of a partnership between the Ministry of Sport and the Federal University of Santa Maria (UFSM). Through an agreement of R\$1.2 million (\$354,000), the university has purchased a weather condition simulator and a high-performance treadmill. The idea is to provide an environment similar to that the athletes will find in a particular competition, in order to better prepare and adapt for it as well as to run performance tests of suits, medicines and sports equipment.

The center also has a Hypoxia and Clean Environment Laboratory, which helps athletes with respiratory or allergic diseases, and an Experimental Nutrition Laboratory responsible for testing the nutritional components athletes need in every type of environment, calculating, for example, the best use of supplements and hydration.

DOPING CONTROL

The construction of the new headquarters of the Brazilian Doping Control Laboratory (LBCD) located at the Federal University of Rio de Janeiro (UFRJ) has received investments of R\$134 million (\$39.48 million) from the Federal Government, of which R\$106 million (\$31.23 million) came from the Ministry of Sport and R\$28 million (\$8.5 million) from the Ministry of Education. In addition, the Ministry of Sport has invested an additional R\$54 million (\$15.91 million) to purchase equipment and materials for operation of the laboratory. It was re-accredited by the World Anti-Doping Agency (WADA) in May this year, thus becoming the 34th laboratory of its kind in the world and the second in South America to be accredited by the institution. The other lab is located in Bogotá, Colombia.

The laboratory is expected to be in high demand in 2015. Beginning next month and until the start of the Rio 2016 Olympic Games, Brazil will organize a total of 44 test events in which doping control tests will be carried out. The LBCD has also started working with the “biological passport” in 37 Brazilian athletes. The process allows for the monitoring of blood or urine patterns over a longer period of time.

The doping control technology used is the most sophisticated possible, and supply chains in various industries rely on qualified chemical tests such as those developed for this purpose. Brazil, therefore, gains technical and scientific know-how with the LBCD that goes beyond the blood and urine tests it performs to detect doping, and the lab will continue working in scientific and technological research in several areas as well as in academic education and specialized professional training.

All amounts converted at the PTAX exchange rate on 31 July 2015 (R\$3.394 = \$1).

MORE INFORMATION - PRESS OFFICE

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Brazil 2016: the Federal Government Portal for the Olympic and Paralympic Games

The Federal Government Portal for the Rio 2016 Olympic and Paralympic Games (brasil2016.gov.br) contains lots of information related to federal government actions related to the Olympics. One of the features in the Portal is the National Training Network Map, which shows all municipalities that have training centers, athletic fields, confederations that received sports equipment and Sports Initiation Centers planned across the country.

A partnership with EBC Serviços (a branch of EBC, Brazil's Public Broadcasting Company) will offer free raw footage of Olympic facilities in Rio de Janeiro for press use. The site also hosts photo and video galleries featuring the progress of works and sports performances.

