

The impacts of sports mega-events on the cities: FIFA World Cup urban legacy in Brazil

COORDINATOR

Eduardo Nobre

Universidade de São Paulo, Brazil

eacnobre@usp.br

PANEL

Heloísa Soares de Moura Costa

Universidade Federal de Minas Gerais, Brazil

Clarice Misoczky de Oliveira

Universidade Federal do Rio Grande do Sul, Brazil

Flávio Antonio Miranda de Souza

Universidade Federal de Pernambuco, Brazil

Glauco Bienenstein

Universidade Federal Fluminense, Brazil

Jorge Bassani

Universidade de São Paulo, Brazil

The idea of promoting sports mega-events has been defended by strategic planning consultants as a way for cities to compete for “scarce international investments” and reach economic development in the “extremely competitive environment” of Contemporary Capitalism. They say that hosting such events will bring together an amount of public and private investments in infrastructure, services and job generating activities that would take a longer time to happen without them: the so called “legacy”. However, many authors have criticized this strategy as it generally represents a great diversion of capital to business accumulation whereas public spending has little social return and most of times the initial objectives are not accomplished. In spite of all the critics, the Brazilian Government presented a bid in 2006 to host the 2014 FIFA World Cup, with a rationale aiming at: “...coordinating a program of investments that will transform some of the most important capitals of the country from North to South and

from all regions: Belo Horizonte, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador and São Paulo. For all Brazilian, whatever the outcome of the World Cup will be, an important legacy in infrastructure, job and income creation will remain, promoting the country's image globally." (Federal Republic of Brazil, 2006). The aim of this round table is to analyse the 2014 FIFA World Cup legacy in Brazil, taking into account five host-cities (Belo Horizonte, Porto Alegre, Recife, Rio de Janeiro and São Paulo). Considering the cities diversities and specificities, the analysis will vary according to each city case. The idea is to give a broad vision of the socioeconomic and urban impacts of the World Cup on Brazilian cities. As hosting sports mega-events are a trend in urban strategic planning everywhere in the World, to know the results of it on several Brazilian cities seems to be quite important for many points of views. First, because there is few international literature about it. Second, in order to understand the impacts of such events on a BRIC context. Third, in order to check the benefits and loses for the hosting cities and its population considering its mains objectives. The idea is to check the results and the impacts on the following aspects according to each city characteristics: the arenas' refurbishment and its impacts on local football; studies on real estate valuation in the arenas and works' surrounding; removals caused by the works; the actual demand and effectiveness of the mobility works; promises and achievements on job generation and economic development promotion. Concluding, this table aims to contribute with the international debate on the urban impacts of sports megaevents.