

A avaliação de impacto ambiental e o planejamento de mega-eventos esportivos: Londres 2012 e Rio 2007

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STRUCTURE OF THE PRESENTATION

- Overview of the research
- EIA and Environmental Licensing
- Key findings from Rio 2007
- Key findings from London 2012
- Recommendations

OVERVIEW OF THE RESEARCH

- PhD research at Oxford Brookes University, England (2007-2011)
- Aim: To analyse the decision making in the planning process and the contribution of EIA
- Methods: interviews and document analysis
- Fieldwork: Rio de Janeiro (20 interviews) and London (14 interviews)

OVERVIEW OF THE RESEARCH

- The intention here is to learn lessons that could help the Brazilian context to improve the environmental sustainability of its major sports events. This is particularly appropriate at present as Brazil is set to host two international major sports events: the Football World Cup in 2014 and the Summer Olympic Games in 2016.

EIA AND ENVIRONMENTAL LICENSING

The general aim of EIA is to provide decision-makers and the broader public with an assessment of the likely significant environmental effects of major development proposals (Wood, 2008; Jay *et al.*, 2007; Weston, 2004).

Environmental licensing 'is an administrative procedure that allows the environmental agency to approve and license the site, installation, expansion, and operation of enterprises and activities that may use or impact upon the quality of the environment and/or natural resources' (CONAMA, 1997).

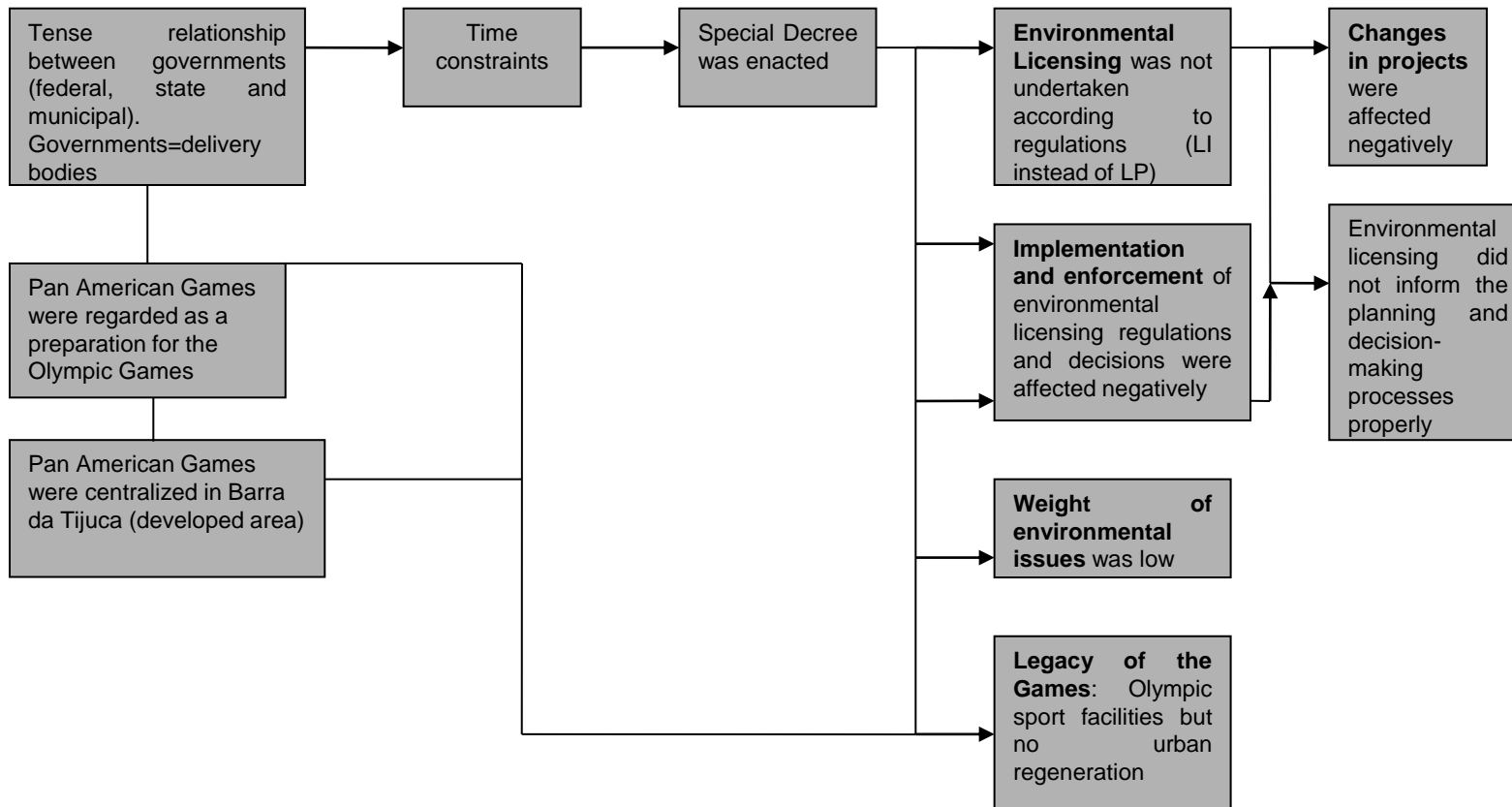


EIA AND ENVIRONMENTAL LICENSING LEGAL FRAMEWORK

	English institutions	Brazilian institutions	English regulations	Brazilian regulations
Supranational	European Commission		EC Directive 85/337 (EIA)	
National / Federal	DCLG	CONAMA (under MMA)	Town and Country (EIA) regulations 1999	Resolutions 001 / 86 (EIA) and 237 / 97 (Environmental Licensing)

KEY FINDINGS: RIO 2007 PAN AMERICAN GAMES CASE STUDY

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Quotations – Rio 2007

Governments: *'there was an arm wrestle because there were three government entities plus a fourth entity, COB [Brazilian Olympic Committee], defending their interests and needs. There was also the issue of government A against B; party A against B (SERIO Projects, 00:38:14).*

Time: *'70% of all venues, actions, projects, contracts for the Pan were done up to six months before the start of the event' (FIA, 00:12:14).*

'Everything was done quickly ignoring best practice and doing things on the edge of what the law allows [...] the environmental licensing process in Brazil is complicated and in Rio it is particularly complicated. This is evolving [...] but at that time it was impossible to follow the whole procedure, there was no time and everything was done in an emergency environment' (FIA, 00:20:03).

Quotations – Rio 2007

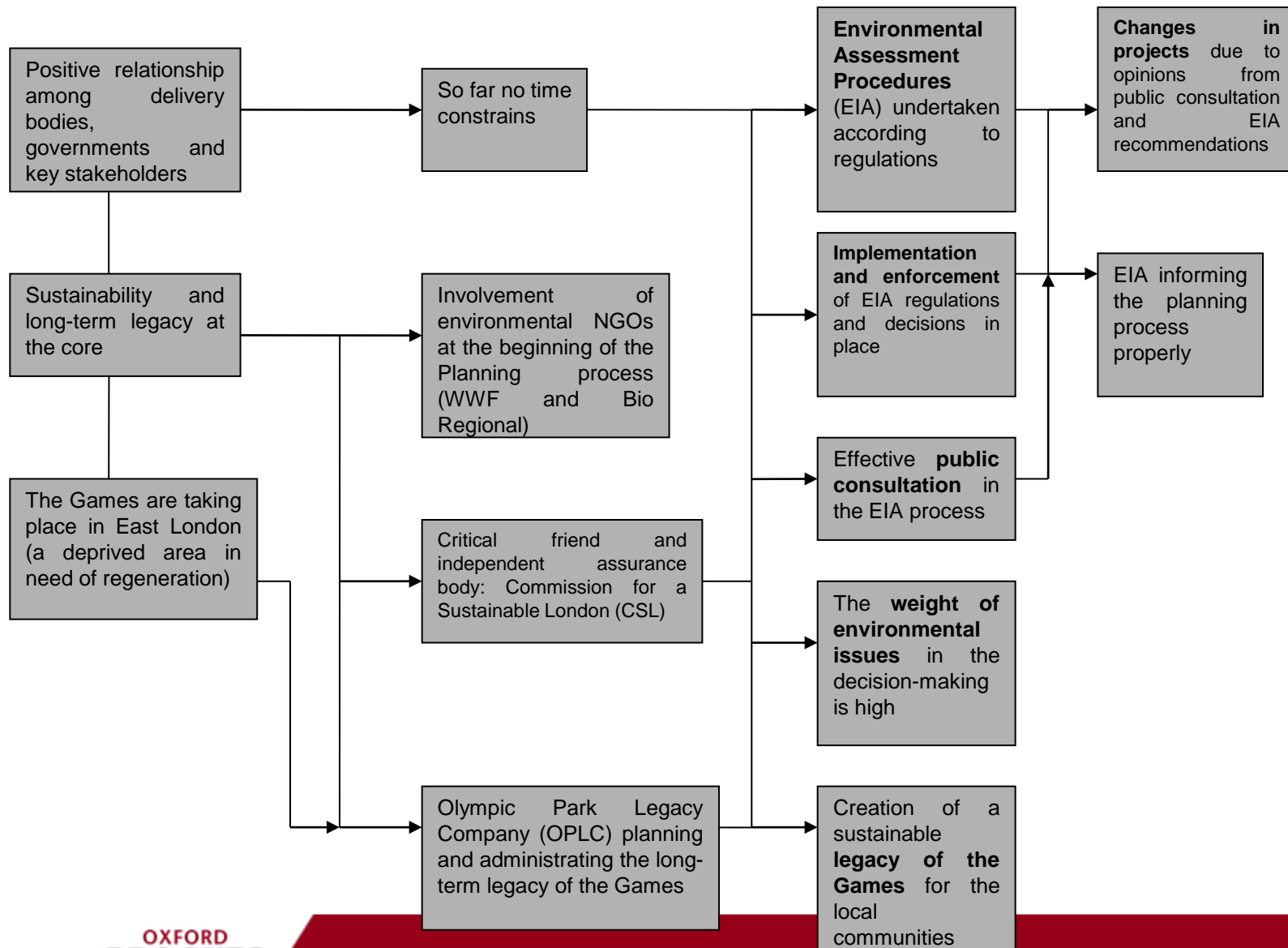
Weight of EI: *'the environmental component has no weight. It is put there so we find a way to overcome it, let's sort it out as quickly as possible and spending as few money as possible. Unfortunately and this is what has to change'* (PM, 00:16:29)

Special Decree: *'[...] there was a moment that we realised that maybe we wouldn't have time, so we had a meeting in which we said: look Mister President, Mister Governor, we are not gonna have time and if we follow the legal process we are gonna finish on time'* (SETE, 00:30:49).

Legacy: *'the legacy of Pan was only validated because Rio won the Olympics 2016, this was the biggest legacy of the Pan American Games'* (SERIO Urban Infrastructure, 00:27:29).

KEY FINDINGS: LONDON 2012 OLYMPIC GAMES CASE STUDY

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Quotations – London 2012

Sustainability: *'It [environmental issues] is absolutely imbedded in everything that the ODA design team is doing, it is one of the core principles of the ODA, so absolutely I think it runs through out everything'* (ODA PDT, 00:11:11).

OPLC: *'what is valuable is that there is a separated company that will think about that [legacy], it is not ODA, LOCOG, that's a completely separated company and that's the best move that could be possibly made, because that's all their focus is gonna be'* (ODA CR, 00:15:30).

Stakeholder engagement: *'I think getting involved right from the beginning is absolutely key, because I think if you don't have the right plans, if you don't have the will, the support and the concept at the beginning, then, it doesn't come later. I think in the end lots of things will change, but the games will be based on the bid, so if sustainability, environment are the key part of the bid, then to some extent that will be delivered'* (WWF, 00:09:00).

Quotations – London 2012

Legacy: *'there are two projects: the Olympic project and there is the city project. The city project is far more important than the Olympic project. [...] at the end of the day, for the city, if it doesn't have a very clear idea about what this place needs to be like, five years after the games, ten years after the games, they will have problems. Athens didn't think it through, Montreal didn't think it through. Even Sydney didn't think it through very well. Barcelona got it very right and I am hoping London will be a similar story'* (OPMP, 00:08:03).

RECOMMENDATIONS

Major sports events:

- Early engagement with environmental NGOs and other key stakeholders as a positive 'bottom up' and collaborative approach to the decision-making and planning processes of major sports events
- Creation of an independent assurance body in order to ensure sustainability commitments are met by major sports events
- Establishment of an individual company to administrate the legacy of major sport events to maximize the benefits brought by sport events for local communities

RECOMMENDATIONS

Major sports events:

- Creation of a specific delivery authority for major sports events separated from the government to prevent negative consequences of potential tensions between different levels of government
- Priority to temporary venues instead of permanent buildings in the scope of major sports events in order to maximize the legacy potential whilst reducing the long-term negative consequences of venues and other facilities on the environment

Quotation – Rio 2007

EAP as planning tool: *'I have been advocating for a long time that I understand EIA as one of the best planning tool [...] I think EIA is a fundamental planning exercise and not only an instrument of environmental licensing. In my view it is a positive instrument and it has to be explored. The tendency is that sometimes developers understand that the fact they have to carry out EIA is costly and time-consuming and this has to be taken out of theirs and governments' minds [...]. Don't look at EIA as a stone in your shoe, a tortuous way, a problem, but as a tremendous exercise that can give credibility to your project, security and economy in the procedures, because at the end you are gonna have a better project (SERIO Environment, 00:31:49).*

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Muito obrigada!!