



What you  
need to know  
about the  
**2014 FIFA  
World Cup Brazil**

**What you  
need to know  
about the  
opportunities  
the World Cup  
brings to  
Brazilians**



## Brazil hosts the #CupOfCups

The World Cup is the most eagerly awaited event in the world. Every four years, an enormous portion of mankind sits in front of a TV to watch the tournament's matches. In South Africa in 2010, the final match between the champion Spain and the Netherlands was seen by 3.2 billion people – 46 percent of the world's population. Millions of local fans and hundreds of thousands of foreign visitors and journalists travel through the host cities, immersing themselves in the culture and daily life of the host country. That is one way to understand the impact, the legacy and the prestige the World Cup brings to a country.

Numbers express this quite well. In 2006, in Germany, 9 million people traveled to Berlin. It was the first time the city had more visitors than Oktoberfest, the largest public festival in the world. In Africa, in 2010, 97 percent of South Africans answered in a survey conducted after the World Cup that the event had improved the country's reputation. Nothing compares to the benefits that a global event like this, which receives more than 71,000 hours of broadcast television coverage, can bring to a country.

This booklet provides an overview of the current and expected benefits that Brazil will receive from hosting the 2014 FIFA World Cup and aims to dispel some of the myths that have entered public discussion in recent years. The facts show that the use of public funds in preparation for the tournament is much less than one might expect, and the considerable efforts made in preparing for the event far outweigh the impact of some delays that ultimately will not interfere with the success of the Cup of Cups.



**Investments**

# The World Cup is a great investment

Brazil is investing R\$ 17.6 billion in infrastructure projects related to urban mobility, public transportation and the modernization of its major airports. These are investments that will benefit a large number of Brazilians today and in the future, and will remain long after the final game.

Hosting the World Cup helped accelerate the progress of these projects, all of which are absolutely necessary to the sustained development of the country. Although some of these projects have not yet been completed, the foundation to hold the World Cup in Brazil is ready.

A survey by the Economic Studies and Research Institute Foundation (FIPE) of the University of São Paulo in partnership with Brazil's Ministry of Tourism shows that the FIFA Confederations Cup Brazil 2013 added R\$ 9.7 billion to the Brazilian GDP in 2013. The expectation is that the 2014 FIFA World Cup will add three times as much, or about R\$ 30 billion. All of the products manufactured and services provided for the Cup generate income that is spread throughout the country.

## R\$ 30 billion

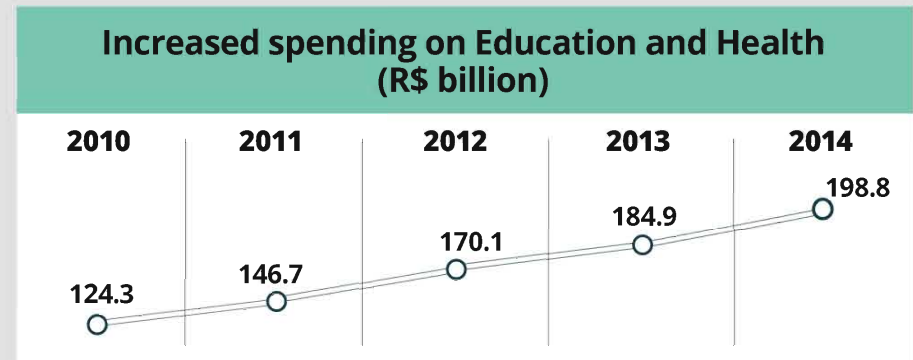
### This is what the World Cup can bring to Brazil

It is the projected revenue to be added to the Brazilian economy (GDP) by the World Cup.

Source: FIPE/USP and Ministry of Tourism

## Education and Health are priority areas

Not a single Real has been diverted from hospitals or schools, as these are absolute priorities. In contrast, investments in these areas have been growing every year. Look at the numbers:



**R\$ 825 billion in Education and Health since 2010**

**R\$ 8 billion is the total cost of the stadiums since 2010**







# The truth about World Cup spending

## Investments in infrastructure

**R\$ 17.6 billion\***

**Transportation**  
R\$ 8 billion



**Airports**  
R\$ 6.3 billion

**Safety**  
R\$ 1.9 billion



**Tourism**  
R\$ 200 million

**Ports**  
R\$ 600 million



**Telecommunications**  
R\$ 400 million

**Other Facilities**  
R\$ 200 million



\*Part of the total government investment in infrastructure

## Investments in stadiums

**R\$ 8 billion**



**R\$ 4 billion**

resources from  
state/municipal  
governments and  
private partners

**R\$ 4 billion**

BNDES loans

**The financing of stadiums will return to BNDES as the loans are repaid.**

The bank has the lowest default rate in the country.

## Stadiums

# New stadiums propel the Brazilian football industry

Brazil's new football arenas are already a success in terms of attendance figures. Brazilian fans packed the six stadiums that were completed for the Confederations Cup in 2013, and for the World Cup most of the more than 2.6 million tickets have already been sold.

Safer and more modern, these new stadiums are central to boosting the Brazilian football industry.

Studies by the Getulio Vargas Foundation indicate that, with more efficient management and adequate infrastructure, Brazilian football can add more than R\$ 60 billion to the economy and create up to 2 million direct and indirect jobs each year.

**During the 2013 Brazilian Championship, the new arenas had an average attendance 88 percent higher than the old stadiums, according to a study by BDO Consulting**

## The effect of the new arenas

In just one year, the brand new **Mané Garrincha National Stadium** in Brasília nearly doubled the total attendance the old stadium had had in the previous 36 years together.

### OLD STADIUM

Total attendance in 36 years

340,000

### NEW STADIUM

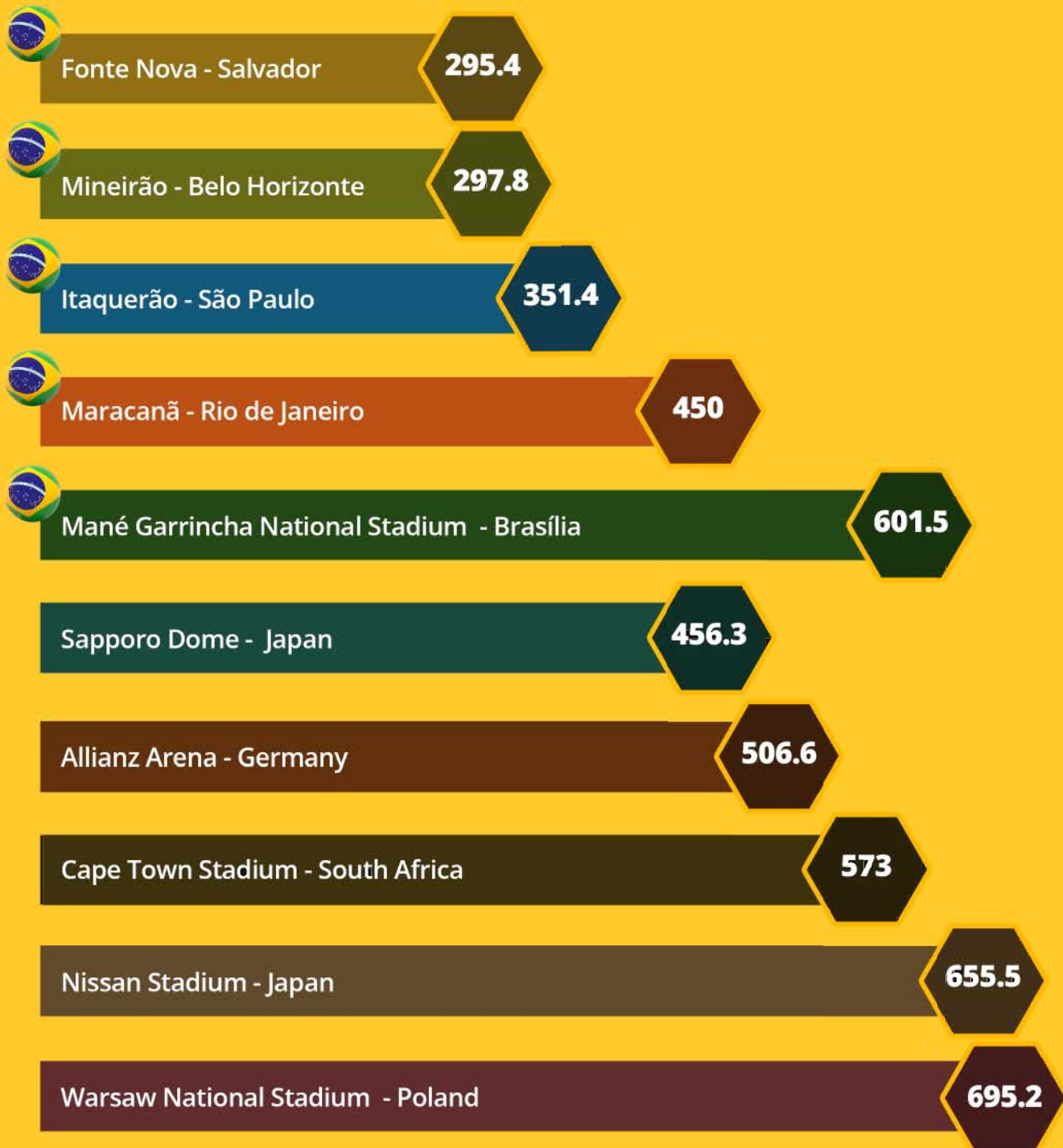
Total attendance in 1 year

737,000



# Brazilian stadiums cost less

Total cost of stadiums as of February 2014 (in US\$ millions)  
Dollar amounts adjusted for inflation.



Source: Play the Game/Danish Institute for Sports Studies/BCB

**Airports**

# Sufficient capacity for the World Cup

Brazilian airports are prepared to meet passenger demand during the World Cup. With the expansion and renovation of 21 airports in the host cities of the World Cup, which cost R\$ 6.3 billion, the country's capacity to meet the demand for Brazilian and foreign tourists currently exceeds demand. During the 45 days of the sporting event in Brazil, the number of public officials responsible for safety at Brazilian airport terminals such as Federal Police agents and Customs agents will more than double with a 209 percent increase.



An important test in preparing for the World Cup occurred during this year's Easter holiday in April, when about 4 million passengers traveled through Brazilian airports (with operations within normal range). This number is similar to the number of Brazilians and foreigners expected to use air travel in Brazil during the World Cup.

**R\$ 6.3 billion to improve Brazilian airports**





## Urban Mobility

# Investments to improve transportation in cities

The World Cup represented an opportunity to focus and accelerate investments in urban infrastructure in the country's major cities. R\$ 8 billion were invested in 42 urban mobility projects that will benefit the more than 62 million Brazilians living in the metropolitan areas of the 12 host cities.

Federal government investments in urban mobility <b>since 2011</b>	<b>R\$ 143 billion</b>
Investments in urban mobility under the World Cup Responsibility Matrix	<b>R\$ 8 billion</b>

**R\$ 8 billion in 42 projects**  
that will benefit more than  
**62 million** brazilians

These projects include new urban roads, access to airports, public transportation, bus lanes, subway stations, transportation hubs as well as *Bus Rapid Transit* (BRT) and Light Rail Vehicle (LRV) systems.

**Public transportation gains traction  
in the World Cup host cities:**

**17 new expressways**

**5 new rail terminals and subway stations**

**13 BRT and 2 LVR systems**

**These projects were needed regardless of hosting  
the World Cup. And their benefits will last forever.**

The new modes of transportation are more efficient and sustainable. Using new technologies, they have the potential to reduce CO2 emissions and provide lower energy consumption.

**Social**

## The Cup of social inclusion...

The World Cup in Brazil promotes environmental sustainability and social inclusion. Brazil managed to secure half price tickets for seniors and students from FIFA. The elderly will benefit in all categories of admission.

**50,000 tickets**  
for free distribution to

**public school students (48,000) and indigenous communities (2,000)**

**50,000 tickets**  
for free distribution to

**workers who contributed to the construction of the stadiums**

**261,000 discount tickets**

**sold to Bolsa Família beneficiaries, seniors and students.**

## ... and of sustainability

The country has introduced the participation of cooperatives that collect recyclable and reusable materials at the World Cup. With 840 collectors trained by the municipalities and sponsors with support from the federal government, selective collection and recycling of garbage will be available at World Cup stadiums, at airports and areas with high concentrations of people. Through BNDES, the government has invested R\$ 5 million in projects to improve waste management in the 12 host cities.

**840 collectors trained**  
for selective  
garbage collection  
in stadiums



**BNDES funds**  
**R\$ 78.6 million** in  
projects to improve  
waste management in  
the 12 host cities



## Racism

# One thing that Brazil brings to its football fields is racial diversity!

In Brazil, racism has been addressed legally since 1989. It is an inalienable and non-bailable offense, punishable by up to five years in prison. Since 2010, a new law, the Racial Equality Statute, provides for public policies to guarantee equal opportunities for all Brazilians.

**Let's make this the #RacismFreeWorldCup on and off the pitch**

Affirmative action, such as racial quotas in public universities, seek to recover the historical debt of Brazil with people of African descent.

**Racial prejudice is a crime. Report it.**

**1,545 complaints of racism came to the Ombudsman of Racial Equality**

Racial diversity is valued in Brazil. More than half of our population (51 percent) is of African descent, strengthening our national culture and values.

**#RacismFreeWorldCup: this is our Cup, the #CupOfCups**

**Labor**

## Brazil creates more jobs with the World Cup

Jobs and income for the population and wealth for the entire country are guaranteed benefits of hosting the World Cup in Brazil. The FIFA Confederations Cup 2013 generated 303,000 jobs according to FIPE. The construction of stadiums alone generated 50,000 jobs.

The World Cup is three times bigger in Brazil, and therefore has the potential to bring much greater economic benefits to the country. Estimates indicate that about 200,000 jobs will be created in the tourism industry, helping Brazil maintain the lowest unemployment rate in its history.

### Benefits spread throughout the country



Financial transactions related to the Confederations Cup generated **R\$ 9.7 billion** in revenue for the country.



The World Cup is expected to generate three times more, about **R\$ 30 billion**.



About **48,000 job** openings are expected in the tourism sector.



The World Cup is expected to inject about **R\$ 142 billion** in the Brazilian economy between 2010 and the end of 2014.



Work for up to **18,000 Brazilians** in the Brazil Volunteer Program for the 2014 FIFA World Cup.



Over **166,000 enrollments** in Pronatec tourism courses.





## Tourism

# More than 3.7 million tourists will travel through the 12 host cities, boosting the sector as a whole

The expectation is for 3.7 million people to travel throughout Brazil during the World Cup – over 3 million Brazilians and 600,000 foreign visitors. A total of 310,000 foreign visitors traveled throughout South Africa during the 2010 FIFA World Cup (according to an official report by the South African government).

World Cup Tourism Figures	
<b>Tourists</b>	Over <b>3 million</b> Brazilians and <b>600,000</b> foreign visitors. It is expected that, on average, each foreign tourist will visit three locations in Brazil.  Over <b>5,500</b> hotels in the 12 host cities.
<b>Revenue</b>	Additional revenue estimates per industry: Hotels: <b>R\$ 2.1 billion</b> Food: <b>R\$ 900 million</b> Trade: <b>R\$ 831.6 million</b>

The host cities are prepared to accommodate Brazilian and foreign tourists: they have more than **567,000 vacancies** in hotel rooms and more than **69,000** in alternative accommodations.



Secretariat for  
**Social Communication**  
**Presidency of the Federative Republic of Brazil-SECOM**