

RIO 2016- THE UTOPIA OF A SUSTAINABLE OLYMPIC GAMES

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Abstract

INTRODUCTION

The world yearns for new ways of living, and the Olympic Games (OG) can't stay out of it.

The aim of this broader research project is to analyse the candidacy of Rio de Janeiro city to the OG 2016 on a sustainable base. So, the big question is: 'How Rio de Janeiro had used sustainability agenda to achieve the 2016 OG?'

We had structured this project in three articles to be published in 2011 and 2012 (figure 1). This paper is the first and will try to understand what is sustainable OG on a globalized world.

LITERATURE REVIEW

Several and respected authors refer the importance of this mega event (DaCosta, Corrêa, Rizzuti, Villano, & Miragaya, 2008), however there are few studies about OG in a world concerned with sustainable development.

It seems important to talk about sustainable OG in your days because Earth belongs to whole ecosystem and not only to humans. The OG spread values that promote the "Citius, Altius and Fortius", being the sustainable OG a value of a globalized world, so the Olympics are under pressure to become cleaner.

Define 'sustainable OG' seems hard, special when the most sustainable OG would be 'no Olympics'. However, it's never been so important to provide a more actual definition, so the future of this mega-event can be assure by sustainable policies, as the world is demanding.

We believe that International Olympic Committee (IOC) is making an effort to promote a sustainable OG, especially since Seoul in 1999, when Agenda 21 had been adopted. But as Furrer (2002) referred, "sustainable development as

not been straightforward and is far from being fully achieved".

The selection of the host city is the tool that the IOC has to promote the Olympic Values (respect, excellence and friendship), and the environment and development, through sport. The IOC has its own understanding of sustainable development, more focused on environmental issues. Furrer (2002) argues that sustainable OG should promote social inclusion, economic well-being and environmental protection. This view is supported by authors from other areas, such as Sachs (2002) and Lomborg (2008) (among others). This concept covers three dimensions that should be on balance. But others authors combine this with political and cultural (Sachs, 2002).

Historically this concept emerged in the '80s, with Our Common Future, Brundtland Threat (Brundtland, 1987), but the first meeting around the environment and economic development had taken place in Stockholm 1972. In 1992, at Eco Rio, the Agenda 21 had been created and the Commissions on Sustainable Development too. In 1995, at the UNWorld Summit in Copenhagen, the social dimension was finally associated. Two years later, a special session known as Rio+5, endorsed the analysis and implementation of Agenda 21. Rio+10 in South Africa 2002 followed this, then Kyoto 2007 and Copenhagen 2009, but no responses to global expectations were made.

It seems that UN meeting aren't attaining to a sustainable world, maybe IOC can make a different with a "sustainable OG" that will take the people to act more conscious and responsible to the Earth.

METHODOLOGY

The methodology of to this study is basis on the Systematic Review Based, the analysis of official and non-official documents, specialized books, journal articles, official homepages and interviews to some sustainable mega-events experts (Sustainable Sport and Event Toolkit), members from Brazilian Olympic Committee (COB), IOC and Olympic studies expertise's. The analytical process will draw the content analysis and discourse analysis.

IMPLICATIONS AND INSIGHTS

With this review (getting the look of different scholars and contexts) we want to accomplish a more adequate concept of Sustainable OG and contribute to sustainable construction of the OG Rio 2016. We will take Olympism, sustainability, sustainable development, legacies and impacts to a new landing of research, one that will take into account the "balance" of the three spheres (social, economic and environment)..

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